The Effect of Brand Attrativeness and Self Congruence on Purchase Intention: Customer Brand Identification as Mediating Variable (Study on Three Second Purwokerto)

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ABSTRACT

This study aims to analyze and find out more deeply whether Brand Attractiveness and Self-Congruence affect the Purchase Intention of the Three Second Purwokerto Brand. The number of samples in this study were 125 respondents. The research method used is a quantitative descriptive method using an online survey via google form. The analytical tool used is SEM Amos and uses a non-probability sampling technique. Based on the results of the study, it can be concluded that Brand Attractiveness has no effect on Purchase Intention, Self Congruence has no effect on Purchase Intention, Customer Brand Identification has no effect on Purchase Intention, Brand Attractiveness does not affect Customer Brand Identification, Self Congruence has no effect on Customer Brand Identification, and Customer Brand Identification mediates the effect of Brand Attractiveness and Self-Congruence on Purchase Intention.

Keywords: Brand Attractiveness , *Self Congruence,* Purchase Intention, Customer Brand Identification.

1. Introduction

Konsumen saat ini tidak pernah lepas dari perkembangan zaman yang terus berubah dari waktu ke waktu. Hal ini membuat konsumen ingin menampilkan diri mereka dengan gaya hidup "up to date" yang mengesankan. Selain itu, konsumen juga ingin menjadi pusat perhatian dalam mengikuti tren saat ini. Menurut Sumarwan (2011), gaya hidup seseorang biasanya tidak permanen dan berubah dengan cepat sesuai dengan perubahan yang terjadi dalam hidupnya. Oleh karena itu, tidak heran jika banyak konsumen yang memiliki gaya hidup yang semakin modern.

Gaya hidup modern tidak hanya diukur melalui teknologi canggih yang digunakan sehari-hari tetapi diukur melalui gaya penampilan seseorang dalam mengikuti perkembangan mode masa kini. Seseorang yang sangat fashionable, secara tidak langsung mengkonstruksi dirinya sebagai seseorang dengan gaya hidup modern dan selalu mengikuti trend yang ada.

Oleh karena itu, dengan banyaknya konsumen yang selalu mengedepankan gaya hidup yang semakin up-to-date, perusahaan fashion diharapkan memiliki strategi yang baik agar dapat menarik minat beli konsumen. Niat beli merupakan suatu bentuk perilaku dari konsumen yang ingin

membeli atau memilih suatu produk berdasarkan pengalaman, penggunaan dan keinginannya terhadap suatu produk (Kotler dan Keller., 2016). Oleh karena itu, dapat disimpulkan bahwa Purchase Intention adalah suatu rencana atau bentuk perilaku konsumen untuk melakukan perilaku tertentu atau mengambil keputusan untuk membeli produk atau jasa dengan atribut atau karakteristik merek yang dapat dipertimbangkan.

Banyak faktor yang dapat mempengaruhi Purchase Intention seperti Kepercayaan Merek (DAM, T. C., 2020), Hedonisme (Santini et al, 2015), Citra Merek (Yu et al, 2013) dan juga Daya Tarik Merek. Daya tarik merek memiliki hubungan yang erat dengan kualitas produk sehingga akan mempengaruhi persepsi konsumen sebelum membeli produk tersebut, dan juga dapat mempengaruhi niat untuk melakukan pembelian terhadap produk tersebut. Menurut Barney (2011) Daya Tarik Merek adalah nilai tambah yang diberikan kepada suatu produk. produk, yang langka, berharga, dan tak tergantikan yang membedakannya dari produk pesaing.

Menurut Kotler & Armstrong 2012, ada beberapa faktor lain yang dapat mempengaruhi niat beli konsumen, seperti karakteristik psikologi dan Customer Brand Identification. Karakteristik psikologis biasanya terdiri dari kepribadian atau keselarasan diri. Secara psikologis kepribadian adalah ciri khas seseorang yang berbeda dengan orang atau kelompok lain, kepribadian juga sangat berperan dalam menganalisis perilaku konsumen dalam memilih merek atau produk. Sedangkan Customer Brand Identification adalah suatu keadaan kesatuan yang dirasakan konsumen dengan merek tersebut.

Saat ini industri fashion semakin memberikan peluang bagi para pelaku usaha untuk dapat menarik calon konsumen. Pelaku usaha dituntut untuk lebih kreatif dan berkembang serta juga dituntut untuk dapat menawarkan nilai yang lebih baik kepada konsumen dibandingkan dengan pesaingnya. Seperti brand fashion tiga detik yang merupakan salah satu brand fashion papan atas di Indonesia. Hal ini dapat dilihat pada tabel di bawah ini, terdapat beberapa brand fashion ternama di Indonesia salah satunya adalah Three Second.

Table 1. Top Brand Fashion Indonesia

No.	Brand Fashion Indonesia
1.	Erigo
2.	3 Second
3.	The executive
4.	Dagadu Djokdja
5.	Nevada
6.	Ruby Licious
7.	Jlea
8.	Greenlight

9.	AHHA
10.	Rabanni
11.	Zalora
12.	Aero Street

Source : Katadata.co.id 2021

The table below shows a decrease in the number of visitors to Three Second in June, July and August. This decrease was due to the busy pandemic at that time, resulting in a decrease in the number of visitors and this had an impact on the decline in consumer buying interest at Three Second Purwokerto. With these conditions, of course, Three Second Purwokerto must prepare a good marketing strategy in order to increase the number of visitors and increase the purchase intention of its consumers.

Table 2. Visitor Data for 2021

Month	Visitors
January	1.400
Month	**Visitors**
February	1.409
March	1.450
April	1.778
May	3.461
June	1.097
July	67
August	803
September	1.024

Source : Distro Three Second Purwokerto

2. Literature Review

2.1 Purchase Intention

According to Jiang (2019) Intention is a mental state that represents a commitment to a future action. Purchase intention can be interpreted as the possibility that customers will plan or be willing to buy certain products or services (Saqib et al., 2015). Sulistyari (2012) said that if the benefits felt by consumers are greater than the sacrifices to get it, then the urge to buy a brand is higher.

Consumer Purchase Intention is often influenced by the number of stimuli from outside themselves, both in the form of marketing stimuli and stimuli from the environment. The stimulus will then be processed in accordance with personal characteristics, before finally making a purchase decision. The personal characteristics of consumers used to process these stimuli are very complex and one of them is the motivation to buy

2.2 Brand Attractiveness

According Ohanian, (2013) Brand attractiveness refers to a brand that has characteristics or is different from other brands. An attractive brand will consistently be liked and have a positive impact on consumers. it can be concluded that there are similarities between the uniqueness or characteristics of the product and the Brand Attractiveness, which means that someone has the intention to buy not only to fulfill a need but rather to have an interest because the product has unique characteristics that are different from other products. As explained in the table above that brand attractiveness has an important role in the product because it will affect one's judgment (Ohanian, 2013) According to Ohanian (2013), Brand Attractiveness can be identified through the following indicators: a) Likeability b) Similarity c) Familiarity.

2.3 Self Congruence

According Sirgy, (2018) Self-congruence is defined as a psychological process and outcome in which consumers compare their perceptions of brand personality or brand user image with their actual, ideal, social and/or ideal social concepts.Self Congruence is the suitability between brand personality and self-concept owned by consumers, especially in making product purchases. According to Sirgy et al., (2018) there are four indicators of Self Congruence, namely:a) Actual self-image congruity, b) Ideal self-image congruity, c) Social self-image congruity, d) Ideal Social Self-Image Congruity.

2.4 Customer Brand Identification

Brands have the ability to create, inform, and communicate the identity that consumers want. Not surprisingly, more and more research is focusing on what it means for consumers to identify a brand and its implications for Customer Brand Identification for consumer behavior (Lam et al., 2013). According Stockburger (2012) Customer Brand Identification, defined as a consumer's perceived state of oneness with a brand is a valid and powerful expression of our search for identity-fulfilling meaning in the brand marketplace. According to Stockburger et al (2012), Customer Brand Identification can be identified through the following indicators: a) Brand-Self Similarity, b) Brand Prestige c) Brand Social Benefits d) Brand Warmth e) Memorable Brand Experiences.

2.5 Hypothesis Thesting

H1 : Brand Attractiveness has a positive and significant effect on Purchase Intention

H2 : Self Congruence has a positive and significant effect on Purchase Intention

H3 : Customer Brand Identification has a positive and significant effect on Purchase Intention

H4 : Brand Attractiveness has a positive and significant effect on Customer Brand Identification

H5 : Self Congruence has a positive and significant effect on Customer Brand Identification

H6 : Customer Brand Identification Mediates The Effect Between Brand Attractiveness and Purchase Intention.

H7 : Customer Brand Identification Mediates The Effect Between Self Congruence and Purchase Intention.

3. Research Methodology

The data collection method in this study used Gform and online. The population in this study is the Three Second Purwokerto consumers. This study uses non-probability sampling sampling, with the following conditions:

- The Color of Indonesia
- Minimum age 16 years old
- Have purchased Thre Second products at least 2 times in the past year, in order to provide maximum answers to the questionnaire

The analytical tool used in this research is Sem Amos (Ferdinain.,2014)

4. Result and Discussion

4.1 Development of Theoretical Models

This study was conducted to determine the effect of Brand Attractiveness and Self-Conformity Credibility on Purchase Intention with Customer Brand Identification as a mediating variable. Theoretical models built through research followed by model development will be analyzed as models that can be studied (Ferdinand, 2000) using SEM (Structural Equation Modeling)

4.2 Development of The Path Diagram

The theoretical model development that has been formed will then be displayed in the form of a path diagram for estimation with the AMOS program as shown in Picture 2. The f-test of the study was carried out on 125 respondents.
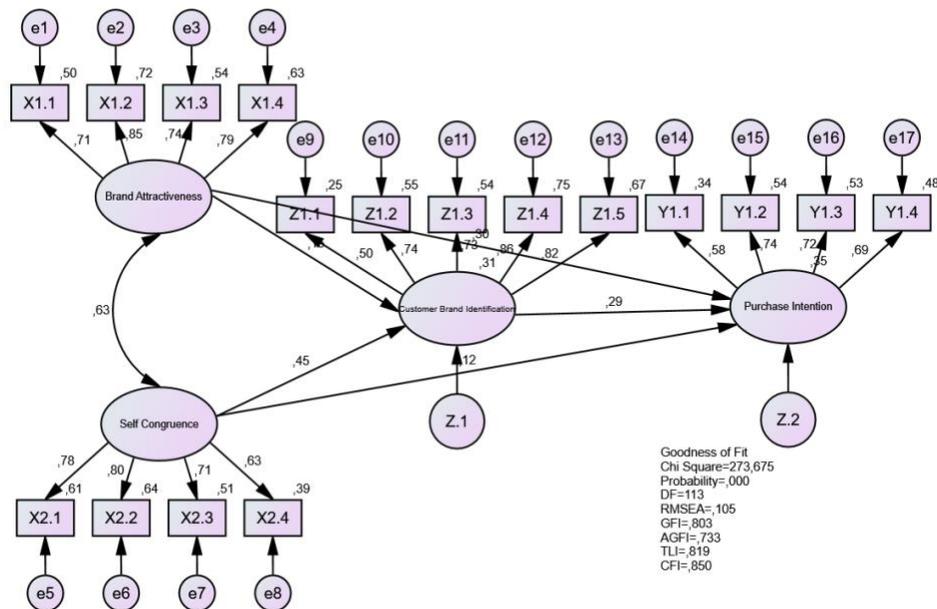
4.3 Confirmatory Analysis

The loading factor value variable is not less than 0.50 (Suliyanto, 2011

- Brand Attractiveness Variable
  X1.1 = 0.771 Brand Attractiveness + e
  X1.2 = 0.850 Brand Attractiveness + e
  X1.3 =0.783 Brand Attractiveness + e
  X1.4 =0.791 Brand Attractiveness + e
- Self Congruence Variable
  X2.1 = 0.796 Self Congruence + e
  X2.2 = 0.787 Self Congruence + e
  X2.3 = 0.691 Self Congruence + e
  X2.4 = 0.640 Self Congruence + e
- Customer Brand Identification
  Z1.1 = 0.552 Customer Brand Identification + e
  Z1.2 = 0.702 Customer Brand Identification + e
  Z1.3 = 0.694 Customer Brand Identification + e
  Z1.4 =0.853 Customer Brand Identification + e
  Z1.5 = 0.825 Customer Brand Identification + e
- Purchase Intention Variable
  Y1.1 = 0.602 Purchase Intention + e
  Y1.2 =0.836 Purchase Intention + e
  Y1.3 = 0.712 Purchase Intention + e
  Y1.4 = 0.690 Purchase Intention + e

4.4 The Evaluation of SEM Assumption

The assumptions that must be made in the procedure for collecting and processing data analyzed by SEM modeling must comply with several criteria

Dependent Variable	Independent Variable	Estimate
Customer Brand Identification <--- Brand Attractiveness		0.099
Customer Brand Identification <--- Self Congruence		0.342
Purchase Intention <--- Customer Brand Identification		0.384
Purchase Intention <--- Brand Attractiveness		0.184
Purchase Intention <--- Self Congruence		0.103

- **Normality Test**

  Based on the table above, it can be seen that the Cr value for both skewness and kurtosis has a value of more than 2.58 mka than it can be concluded that the univariate and multivariate normality tests are not met. One way to overcome the presence of multivariate abnormal data is to use a procedure known as "bootstrapping" (Ghozali, 2014). Bollen-Stine bootstrap p = 0.111. The output results with the boostrapping technique show the Bollen-Stine Bootstrup value p = 0.111 the value is above 0.050, so it can be said that the data is normally distributed and the next test can be done.

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y1.4	3,000	5,000	-2,066	-9,432	3,291	7,510
Z1.5	3,000	5,000	-1,488	-6,791	1,262	2,881
Z1.4	3,000	5,000	-1,270	-5,798	,286	,652
Y1.3	3,000	5,000	-1,781	-8,131	2,329	5,315
Y1.2	3,000	5,000	-1,847	-8,431	2,594	5,919
Y1.1	3,000	5,000	-2,226	-10,162	4,293	9,797
Z1.3	3,000	5,000	-1,313	-5,991	,688	1,571
Z1.2	3,000	5,000	-1,254	-5,724	,453	1,035
Z1.1	3,000	5,000	-1,658	-7,565	1,855	4,234
X2.1	3,000	5,000	-1,497	-6,833	1,310	2,989
X2.2	3,000	5,000	-1,317	-6,012	,370	,844
X2.3	3,000	5,000	-1,488	-6,794	1,262	2,880
X2.4	3,000	5,000	-1,241	-5,665	,508	1,159
X1.4	3,000	5,000	-1,152	-5,257	,269	,614
X1.3	3,000	5,000	-1,438	-6,564	1,030	2,352
X1.2	3,000	5,000	-1,393	-6,360	,977	2,231
X1.1	3,000	5,000	-1,063	-4,850	-,074	-,168
Multivariate					165,294	36,355

- Univariate outlier

According to Ferdinand.,(2005) Outliers is observation that comes with extreme values both univariate and multivariate, it is because their combination the unique characteristics and looks very different from other observations. Based on the table below, it can be seen that there is no Z-Score > 3 but there is a Z-Score <-3. So, it can be concluded that the data in Appendix 6 contains univariate outlier values.

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(X1.1)	125	-3,28133	,66258	,0000000	1,00000000
Zscore(X1.2)	125	-3,01032	,60785	,0000000	1,00000000
Zscore(X1.3)	125	-2,81457	,60117	,0000000	1,00000000
Zscore(X1.4)	125	-3,15288	,65495	,0000000	1,00000000
Zscore(X2.1)	125	-3,21777	,57677	,0000000	1,00000000
Zscore(X2.2)	125	-3,77035	,57337	,0000000	1,00000000
Zscore(X2.3)	125	-3,38962	,57022	,0000000	1,00000000
Zscore(X2.4)	125	-3,21431	,63056	,0000000	1,00000000
Zscore(Z1.1)	125	-3,51257	,53417	,0000000	1,00000000
Zscore(Z1.2)	125	-2,55368	,65446	,0000000	1,00000000
Zscore(Z1.3)	125	-2,74734	,63608	,0000000	1,00000000
Zscore(Z1.4)	125	-2,31938	,63901	,0000000	1,00000000
Zscore(Z1.5)	125	-3,06725	,58424	,0000000	1,00000000
Zscore(Y1.1)	125	-3,93094	,43677	,0000000	1,00000000
Zscore(Y1.2)	125	-3,65197	,49800	,0000000	1,00000000
Zscore(Y1.3)	125	-3,60348	,51008	,0000000	1,00000000
Zscore(Y1.4)	125	-4,52726	,43684	,0000000	1,00000000

Valid N (listwise)	125				

- **Multivariate outlier**

  According to Suliyanto (2011), multivariate data is stated normal if the value of the highest mahalanobis distance is smaller than the Chi-Square value. Therefore, it can be concluded in appendix 5 table that the multivariate data is normal because the value of the mahalanobis distance (46.732) < Chi-Square (165.20).

Observation number	Mahalanobis d-squared	p1	p2
99	46,732	,000	,017
31	46,597	,000	,000
27	46,290	,000	,000
23	45,529	,000	,000
53	45,459	,000	,000
18	44,706	,000	,000
40	42,697	,001	,000
25	41,419	,001	,000
46	40,567	,001	,000
87	39,270	,002	,000
38	38,573	,002	,000
80	38,521	,002	,000
79	38,390	,002	,000

4.5 Goodness of Fit

Goodness-of-fit Index	Cut-of-Value	Analysis Result	Model Evaluation
X^2 Chi- Square	Expected small	225.071	-
Probability	>0.05	0.000	Marginal
CMIN\DF	<2.00	0.113	Good
GFI	>0.90	0.841	Marginal
AGFI	>0.90	0.785	Marginal
TLI	>0.95	0.868	Marginal
CFI	>0.95	0.891	Marginal
RMSEA	<0.08	0.089	Marginal

4.6 Reliabilty and Validity

● Reliability
Reliability is a measure of the internal consistency of the construct indicators that show each indicator that shows a general construct (Ferdinand, 2000). In SEM modeling, the broad value used to evaluate the acceptable level of reliability is > 0.70

Construct	Std.Loading	$Std.Loading^2$	εj	CR
X1.1	0.771	0.594	0.229	
X1.2	0.850	0.723	0.150	
X1.3	0.783	0.613	0.217	
X1.4	0.791	0.626	0.209	
$\sum$X1	3.195	2.556	0.805	0.927
X2.1	0.796	0.634	0.204	
X2.2	0.787	0.619	0.213	
X2.3	0.691	0.477	0.309	
X2.4	0.640	0.410	0.360	
$\sum$X2	2.914	2.140	1.086	0.887
Z1.1	0.552	0.305	0.448	
Z1.2	0.704	0.496	0.296	
Z1.3	0.694	0.482	0.306	
Z1.4	0.853	0.728	0.147	
Z1.5	0.825	0.681	0.175	
$\sum$Z1	3.628	2.690	1.372	0.906
Y1.1	0.602	0.362	0.398	
Y1.2	0.836	0.699	0.164	
Y1.3	0.712	0.507	0.288	
Y1.4	0.690	0.476	0.310	
$\sum$Y1	2.840	2.044	1.160	0.874

● Variance Extract
Variance Extract is a measure that shows the number of indicator variants extracted by the latent construct being developed (Ferdinand, 2004). In SEM modeling, the limit value used to measure the acceptable variance extract is 0.50 (Ferdinand, 2004).

	CR	Cut off	AVE	Cut off
X1	0.927	0.7	0.760	0.5
X2	0.887	0.7	0.663	0.5
Z1	0.906	0.7	0.662	0.5
Y1	0.874	0.7	0.638	0.5

4.7 Hypotesis Thesting

Hypothesis testing is done by comparing the t-test value with the t-table value (cut off). The

complete results can be seen in the following table.

Variable	T-test	Cut off	Description
Brand Attractiveness on Purchase Intention	2.096	1.98	**Accepted**
Self Congruence on Purchase Intention	0.894	1.98	Rejected
Customer Brand Identification on Purchase Intention	2.913	1.98	**Accepted**
Brand Attractiveness on Customer Brand Identification	1.105	1.98	Rejected
Self Congruence on Customer Brand Identification	2.773	1.98	**Accepted**
Brand Attractiveness x Customer Brand Identification on Purchase Intention	2.798	1.98	**Accepted**
Self Congruence x Customer Brand Identification on Purchase Intention	3.235	1.98	**Accepted**

6. Conclusion

Purchase intent can be a way for Three Second companies to increase and maximize company profits. To increase buying interest, Three Seconds can pay special attention to the attractiveness of its brand such as providing attractive products, providing products that may give an elegant impression when used, providing products that have their own characteristics so that customers are more familiar with these products, and in other ways that can encourage consumer purchase intention. Another factor that can help Three Second companies increase their consumers' purchase intentions is to pay attention to Self Congruence, such as providing a variety of products so that consumers can choose according to their consumers' self-image, providing complete products for all types of activities so that consumers can choose the one that suits them and other ways that can encourage consumer purchase intentions so that it has an impact on purchasing decisions and can increase sales and company profits.

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