

THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY, PROMOTION, AND INFLUENCER MARKETING ON ONLINE PURCHASE INTENTION FOR STREETWEAR FASHION PRODUCTS: CASE STUDY OF IT'S B APPAREL

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ABSTRACT

Streetwear fashion business has become one of the most dynamic sectors and has the potential to generate large profits, especially in online sales. With the existing potential, it becomes a positive opportunity in the It's B Apparel business which is engaged in the streetwear fashion business. This study aims to determine the effect of brand image, product quality, promotion, and influencer marketing on online buying interest. The study used a quantitative approach with 200 respondents and the data was processed using the SmartPLS tool. The results showed that brand image had a negative and significant effect on online buying interest with a T-Statistic value of 5.689 and a correlation of 0.765, product quality had a positive and significant effect on online buying interest with a T-Statistic value of 3.741 and a correlation of 0.851, promotion had a positive and significant effect on online buying interest with a T-Statistic value of 8.039 and a correlation of 0.898, and promotion had a positive and significant effect on online buying interest moderated by influencer marketing with a T-Statistic value of 2.196 and a correlation of 0.483. The implications are in improving product quality, product innovation, social media marketing and loyalty programs. **Keywords:** brand image, product quality, influencer marketing, online buying interest and Streetwear Fashion

INTRODUCTION

Seeing the phenomenon of consumer shift towards online purchases through social media, It's B Apparel needs to adapt its sales strategy. It's B Apparel has understood the enormous potential of the online market, which involves customers who increasingly rely on the convenience and practicality of online shopping. Based on an internal meeting of the It's B Apparel company, the company plans to expand its sales coverage by opening new distribution channels through the social media TikTok. It's B Apparel is a modern apparel brand with the theme of batik as an Indonesian cultural heritage through presentation as a lifestyle, with a vision to be the best brand that preserves batik as a lifestyle, and a mission focused on product and service innovation, collaboration, and providing the best quality products. It's B Apparel products include t-shirts, hoodies, sweaters, jackets, polo shirts, key chains, patches, and the like. It's B Apparel sells products offline (stores and retail) and online (social media).

In facing this challenge, the success of It's B Apparel's transition from offline to online sales will be influenced by several key factors, including brand image, product quality, promotion, and influencer marketing strategies. Therefore, this study aims to analyze in detail the impact of each of these elements on the online purchasing interest of It's B Apparel consumers. According to Durianto (2017), brand image is a way to convince consumers of a product brand, as reflected in the consumer's mind. If a company can provide a good brand, then automatically customers will have an interest in buying. (Susanti, 2017) revealed that quality is one of the things that influences consumers' desire to buy a product where the product is said to be of quality if it meets the buyer's expectations. The quality of a product refers to the capacity of goods to provide functions that match or exceed the buyer's expectations (Kotler & Keller, 2012). Therefore, the quality of an item has great urgency in carrying out the transaction process.

According to Durianto (2017), promotion is information about a product provided to the public or customers to encourage them to purchase. The information provided can include product quality, testimonials, and so on. Promotions that are well-received by consumers will foster interest in making purchasing decisions. An influencer is someone who is active on social media and has a large following, thus encouraging others to take action (Hariyanti & Wirapraja, 2018). Many companies use influencer marketing as one of their product promotion strategies.

Influencer marketing is a marketing strategy in product sales by promoting a product by someone considered influential (Lengkawati & Saputra, 2021). By using this promotional strategy, buyers will receive some information about the product they choose. An influencer must also be honest in promoting the product.

LITERATURE REVIEW

Framing Theory

Framing theory encompasses the process of defining, determining, and organizing human views and perceptions of the world. In general, framing theory states that the way we present information influences how people perceive and take action. In other words, framing is a way of selecting certain aspects of reality to present to the audience (FISIP, Hasanuddin University, 2023). The concept of framing analysis was first introduced by Erving Goffman in 1974 through his book *Frame Analysis: An Essay on the Organization of Experience*. According to him, framing analysis refers to the construction of situational definitions based on organizational principles that shape events and individuals' subjective involvement in them. Meanwhile, Charlotte Ryan views framing analysis from the perspective of message reception, defining it as a tool used to organize information related to how audiences perceive and feel about various political issues. In this study, framing theory is used to analyze how influencer marketing can influence the independent variable of promotion on the dependent variable of online purchasing interest.

Brand Image

According to Ristanti & Iriani (2020), brand image can be a positive motivation for potential buyers to choose the product they want without considering other brands. Brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand. This association can appear in the form of certain thoughts or images associated with the brand, such as when thinking about other people. Brand associations can be conceptualized in terms of their type, level of support, strength, and uniqueness. The types of brand associations include attributes, benefits, and attitudes, with attributes encompassing product-related aspects such as price, user characteristics, and usage image. Products that consistently uphold a superior reputation compared to competitors tend to occupy a distinctive position in consumers' minds and are more likely to be remembered over time. According to Firmansyah (2019), brand image is defined as the perception of how a brand is reflected by brand associations in the minds of consumers. According to Ristanti & Iriani (2020), there are 3 indicators of brand image, including the image of the maker (Corporate Image), which is a collection of associations that customers perceive towards the industry that creates products or services, including industrial networks, popularity, and credibility. User image refers to the perceptions formed about individuals who use a particular product or service. Meanwhile, product image reflects consumers' overall evaluation of a product or service, encompassing its attributes, benefits, and assurances.

Product Quality

Product quality is a very significant factor in determining consumer preference for a product. Consumers have needs that are primarily focused on the quality of the product itself. According to Nurhasanah and Indayani (2021), product quality refers to a product's capacity to deliver consumer satisfaction through its reliability, durability, physical condition, inherent attributes, and its ability to perform predetermined functions. Product quality means a product is a collection of tangible and intangible attributes, including packaging, color, quality, and brand (Akbar et al., 2021). According to Miguna & Nurhafifah (2020), everything that can be provided by a producer and used, purchased, and consumed by consumers or producers according to specific consumer needs can be called quality. According to Nasir (2021) in (Nurhasanah & Indayani, 2021), product quality consists of several indicators, namely Performance, measuring how long a product can be used and indicating the quality of goods and the extent to which the service provided has met expected standards.

Promotion

According to Wangsa (2022), promotion is the most important activity that plays an active role in introducing, informing, and reminding consumers of the benefits of a product to encourage consumers to purchase the promoted product. Promotion is one of the determining factors for the success of a marketing program. Even if the quality of a product is very good, if consumers do not know and believe that the product has quality and benefits for them, they will not be interested in buying it. According to Firdaus & Hadmar (2018), promotion is an indicator of the success of a marketing activity; even if the product is of high quality, if consumers are not sure or have not realized the benefits of the product for them, then purchases will not occur. According to Wangsa (2022), promotion indicators include advertising, which is a form of promotion used to cover mass media, broadcast, internet, and television. Sales promotion includes promotional activities such as discounts, shopping coupons, in-store displays, and sweepstakes. Personal selling encompasses promotional efforts through presentations, trade shows, and incentive programs. Public relations involves promotional activities such as sponsorships, special events, and website management. Meanwhile, direct marketing includes the use of brochures, kiosks, and telephone-based marketing.

Influencer Marketing

Currently, social media has become an essential need, not only for conveying messages through text, but also through various content such as video, audio, and visual images. According to Hootsuite, the number of social media users has reached 4.22 billion (Riadi, 2021). Social media also impacts business owners as a means to promote their products. Therefore, promotion through social media is a recommended marketing strategy for the present and the future (Indriana, et al., 2021). In addition to company-driven promotional activities, external parties can also influence consumers, one of which is influencers. Influencers are individuals who possess the ability to shape others' perceptions through their communication, including providing explanations, product descriptions, specifications, and evaluations of a product. According to Haerunnisa & Yusuf (2018), as an influencer for a product, it is important to be able to creatively present or provide information about the product so that it attracts the interest of potential consumers and is memorable, making it easier for them to find it. According to Lou & Yuan (2019), social media influencers are key content creators who possess expertise in a specific field and have built a large and engaged network of followers. Influencers enhance brand value by consistently producing informative and valuable content through social media platforms. They also hold relevant knowledge about specific products or services that can shape consumer interest.

Online Shopping Interest

Purchase interest refers to an individual's focused attention on an object, accompanied by a sense of pleasure, which generates desire and confidence in the object's perceived benefits, ultimately leading to the intention to own it through purchase or exchange. According to Halim & Iskandar (2019) Purchase Interest is a behavior that exists in consumers that comes from consumers' confidence in a product or service offered by business actors to consumers. According to Fitriah (2018) defining purchase interest is by creating something that can be recorded in the consumer's mind and then making that recording into a strong desire through motivation. According to Rosdiana & Haris (2018) online purchase interest is something that arises because consumers know information about the online buying and selling site (in this case, making a purchase). Trust can also influence a person's purchase interest. Consumer trust is the willingness of consumers to accept actions taken by sellers, with the hope that sellers will take good actions so that consumers trust them (Rosdiana & Haris, 2018). Trust is the belief that arises in a person towards products purchased online according to what is offered online as well (Kusumawati & Saifuddin., 2020).

Relationship between Variables

The Influence of Brand Image on Online Purchase Interest

Azhari (2020) stated that brand image has a positive and significant influence on purchase intention. Thus, it can be stated that a good brand image can encourage purchase intention. Consumers tend to be more inclined to choose products or services from brands with a strong and positive image, because they feel confident that it provides guaranteed quality, high satisfaction, and desired value. Akbar (2019) concluded that brand image has a significant influence on purchase intention. Based on the views of previous research, it can be indicated that brand image can influence purchase intention. Research conducted by Safitri (2020) stated that the brand image variable produces a positive and significant influence on consumer repurchase intention online on the Lazada platform. Based on the explanation above, the following hypothesis can be concluded:

H1: Brand image (X1) has a significant influence on online purchasing interest (Y) of It's B Apparel

The Influence of Product Quality on Online Purchase Interest

Siti (2019) states that good product quality has a positive impact and plays a significant role in attracting interest in purchasing batik products. When the quality of the product offered is superior or higher, consumers tend to be more interested and motivated to purchase. Product quality is one of the main factors that significantly influences consumers' perceptions of the value and usefulness they get from the product. Aref (2017) shows that the influence of product quality on clothing purchase interest has been observed. Based on the results of previous research, it can be concluded that product quality has a significant impact on consumer purchasing interest. Therefore, based on this description, the following hypothesis can be generated:

H2: Product quality (X2) has a significant influence on online purchasing interest (Y) at It's B Apparel.

Effect of Promotion on Online Buying Interest

With the introduction of promotions, it is hoped that consumers will be influenced and persuaded to switch to the products offered. Research by Harliningtyas et al. (2020) confirms that promotions have a significant influence on consumer purchasing interest. However, this finding differs from research by Fauziah (2020), which shows that promotions partially have no significant impact on consumer purchasing interest. Conversely, brand perception has a positive and significant influence on consumer purchasing interest. Various online promotions such as cashback, discounts, flash sales, and other special offers have a strong appeal to consumers, which may influence their purchasing decisions. Therefore, the following hypothesis can be concluded:

H3: Promotion (X3) has a significant influence on online purchasing interest (Y) at It's B Apparel

The influence of influencer marketing as a moderation

Research conducted by Piriyaikul & Rapepun (2022) explains that influencers act as moderators to influence mutual information. The influence of co-producers on mutual information decreases as the influencer's influence increases. In other words, the analysis of the indirect impact of co-producers on mutual information and mutual information on customer value is significantly related to the low value of the influencer. Influencer marketing is a successful strategy for new or potential customers, but for expert customers, the effectiveness of this technique is questionable. The perception is that influencers are leaders who are more innovative, creative, engaged, and familiar with the product, possessing more experience and expertise than the average user. Furthermore, influencers have the ability to produce more engaging content and contribute to trusting relationships. Many companies promote their brands by paying movie stars or celebrities to act as influencers. Influencers may have an attractive image but may lack the ability and knowledge to persuade consumers to purchase a product. Based on the explanation above, the following hypothesis can be concluded:

H4: Promotion (X3) has a significant influence on Online Purchase Interest (Y) moderated by Influencer Marketing (Z) on It's B Apparel products.

RESEARCH METHODS

The type of research used is quantitative research, namely research whose conclusions are drawn using statistical methods in collecting and processing data as well as data that has been generated or expressed in numerical form (Ramdhan, 2021). The study uses a multiple linear regression analysis method. The variables influencing this study include brand image, product quality, promotion, and influencer marketing, while online purchasing interest is the variable that is influenced. This research employs a quantitative approach to analyze the effects of brand image dimensions, product quality, promotion, and influencer marketing on consumers' online purchasing interest. The collected data were analyzed using multivariate analysis with the dependence method of multiple regression analysis through the SmartPLS application. The process of data collection and data collection was carried out using an online approach using the Google Form platform specifically designed to facilitate the completion of questionnaires by respondents in Indonesia via the internet. The population of this study includes potential consumers of It's B Apparel products who follow the It's B Apparel TikTok account, which in October 2023 numbered 200 followers, so the number of samples in this study was 200 respondents.

RESULTS AND DISCUSSION

Conceptual Research Model

The conceptual research model that has been created in the SmartPLS application in Figure 5.1 is made the same as the study analysis model with the following hypothesis:

- H1: Brand image (X1) has a significant influence on online purchasing interest (Y) of It's B Apparel
- H2: Quality Product (X2) has a significant influence on online purchasing interest (Y) It's B Apparel
- H3: Promotion (X3) has an effect significant impact on online purchasing interest (Y) It's B Apparel
- H4: Promotion (X3) has an effect significant effect on Online Purchase Interest (Y) moderated by Influencer Marketing (Z) on It's B Apparel products

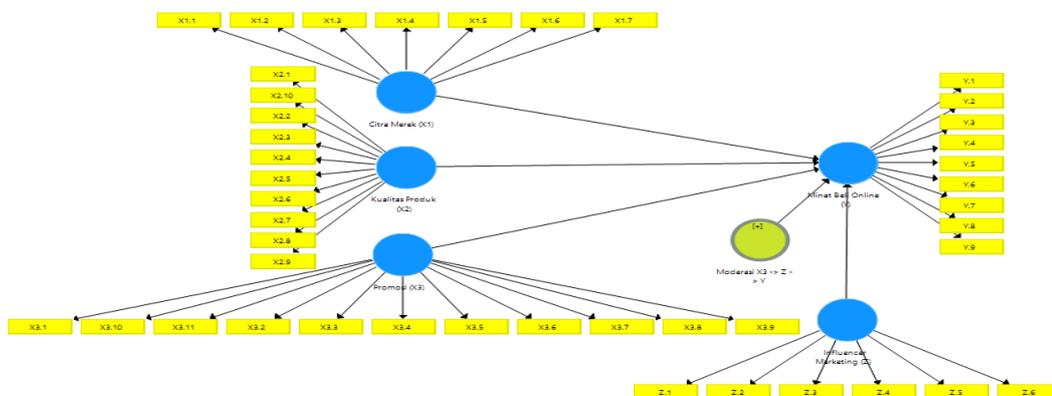


Figure 4.1 Conceptual Model

Outer Model Testing

Validity Test

Validity is tested by comparing calculated r value with the r value on this comparison: if the calculated r table, then the variable is considered; conversely, if the calculated r than the r value in the table, then the variable is considered invalid. The significance level 5% or 0.05 in the statistical distribution of the table r value. At research the number of sample or $N = 200$, then $df = N (200) - 2 = 198$. Then the rtable at $\alpha 0.05$ with $df 198$ obtained value of 0.116 . The results of test the validity of the data that is processed is shown in table 4.1 with known all items of the variable is valid.

Table 4.1 Validity Test Results

Variables	Correlation Value (r count) / Loading Factor	r table	Information
Brand Image (X1)			
X1.1	0.816	0.116	Valid
X1.2	0.807	0.116	Valid
X1.3	0.811	0.116	Valid
X1.4	0.825	0.116	Valid
X1.5	0.817	0.116	Valid
X1.6	0.863	0.116	Valid
X1.7	0.841	0.116	Valid
Product Quality (X2)			
X2.1	0.711	0.116	Valid
X2.2	0.814	0.116	Valid
X2.3	0.810	0.116	Valid
X2.4	0.787	0.116	Valid
X2.5	0.788	0.116	Valid
X2.6	0.793	0.116	Valid
X2.7	0.782	0.116	Valid
X2.8	0.753	0.116	Valid
X2.9	0.840	0.116	Valid
X2.10	0.820	0.116	Valid
Promotion (X3)			
X3.1	0.714	0.116	Valid
X3.2	0.778	0.116	Valid
X3.3	0.822	0.116	Valid
X3.4	0.772	0.116	Valid
X3.5	0.807	0.116	Valid
X3.6	0.825	0.116	Valid
X3.7	0.732	0.116	Valid
X3.8	0.836	0.116	Valid
X3.9	0.773	0.116	Valid
X3.10	0.739	0.116	Valid
X3.11	0.796	0.116	Valid
Influencer Marketing (Z)			
Z.1	0.860	0.116	Valid
Z.2	0.842	0.116	Valid
Z.3	0.773	0.116	Valid
Z.4	0.823	0.116	Valid
Z.5	0.794	0.116	Valid
Z.6	0.841	0.116	Valid
Online Purchase Intention (Y)			
Y.1	0.802	0.116	Valid
Y.2	0.867	0.116	Valid
Y.3	0.743	0.116	Valid
Y.4	0.828	0.116	Valid

Variables	Correlation Value (r count) / Loading Factor	r table	Information
Y.5	0.805	0.116	Valid
Y.6	0.870	0.116	Valid
Y.7	0.752	0.116	Valid
Y.8	0.838	0.116	Valid
Y.9	0.858	0.116	Valid

Reliability Test

Base decision making is done by *Cronbach Alpha* statistical test. *Cronbach Alpha* reliability according Sujerweni (2014), the questionnaire said to be reliable if *Cronbach Alpha* value is > 0.60 . The results of the reliability test can be table 4.2 where is known that all variables are.

Table 4.2 Reliability Test Results

Variables	<i>Cronbach Alpha</i>	Information
Brand Image (X1)	0.930	Reliable
Product Quality (X2)	0.929	Reliable
Promotion (X3)	0.936	Reliable
<i>Influencer Marketing</i> (Z)	0.905	Reliable
Interest in Online Purchase (Y)	0.938	Reliable

Testing Classical Assumptions

Linearity Test

Linearity test to determine whether or more variables tested a significant or not.

Table 4.3 Linearity test results

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
<i>Quadratic Effect X1 → Y</i>	-0.042	-0.022	0.082	0.511	0.305
<i>Quadratic Effect X2 → Y</i>	-0.021	-0.051	0.081	0.262	0.397
<i>Quadratic Effect X3 → Y</i>	0.017	0.011	0.071	0.245	0.403

Based on results of the linearity test in Table 4.3, following results were obtained:

1. The p-value of the linearity test between Brand Image (X1) and Online Purchase Interest (Y) is 0.305, which is more big from 0.05. Therefore that, can concluded that there is linear relationship between Brand Image (X1) and Online Purchase Interest (Y), and that linearity fulfilled.
2. The p-value of the linearity test between Quality Product (X2) and Online Purchase Interest (Y) are 0.397, which is also more big from 0.05. So, it can concluded that there is linear relationship between Quality Products (X2) and Online Purchase Interest (Y), as well linearity achieved.
3. The p-value of the linearity test between Promotion (X3) and Online Purchase Interest (Y) are 0.403, which is also more big from 0.05. With thus, it can concluded that there is linear relationship between Promotion (X3) and Online Purchase Interest (Y), and that linearity fulfill.

Multicollinearity Test

The multicollinearity test aims to find out or test whether in the regression model there is a correlation or relationship between independent variables (free variables). If the *is* greater 0.1 and VIF value is than 10, then can be concluded that the regression free from multicollinearity.

Table 4.4 Multicollinearity Test Results

X3*Z □ Y	X1	X2	X3	Y	Z
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Moderation X3*Z → Y	1,460
Brand Image (X1)	7,391
Product Quality (X2)	8,768
Promotion (X3)	4,292

Based on the results of the multicollinearity test in table 4.4, the VIF values for all existing hypotheses are smaller than 10, which means that all hypotheses are free from multicollinearity.

Inner Model Testing

R-Square Test

R-Square test or coefficient of determination test is carried out to find out what percentage influence the variable has.

Table 4.5 R-Square Test Results

	<i>R-Square</i>	<i>R-Square Adjusted</i>
Online Purchase (Y)	0.887	0.884

Based on Table 4.5, it can be that the contribution of all to the dependent variable simultaneously is 0.884 or 88.4%. This value is classified as a strong model.

Q-Square Test

The Q-Square test, or Prediction Relevance test, is an evaluation used to assess the quality of observations generated by a model by applying a blindfolding procedure and observing the Q-Square value. If the Q-Square value is > 0 , it can be concluded that the observation is of good quality. Whereas if the Q-Square value is < 0 , the observation is considered to be of poor quality.

Table 4.6 Q-Square Test Results

	SSO	SSE	Q ² (=1-SSE/SSO)
Moderation X3*Z → Y	200,000	200,000	
X1	1,400,000	1,400,000	
X2	2,000,000	2,000,000	
X3	2,200,000	2,200,000	
Y	1,800,000	781,724	0.566
Z	1,200,000	1,200,000	

Based on table 4.6, it can be concluded that the Q-Square Y value is $0.566 > 0$. This means that the variables Brand Image (X1), Product Quality (X2), Promotion (X3) and Influencer Marketing (Z) have good observation values.

F-Square Test

f test / f Square is useful for determining whether the influence of an exogenous variable on an endogenous variable is classified as small, medium, or large. The basis for assessing f Square is as follows:

- If the value f Square $0,02 \leq f^2 < 0,15$ then it is included in the small effect
- If the value f Square $0,15 \leq f^2 < 0,35$ then it is included in the medium effect
- If the value of f Square $f^2 \geq 0,35$ then it is included in the large effect

Table 4.7 F-Square Test Results

	X3*Z → Y	X1	X2	X3	Y	Z
Moderation X3*Z → Y					0.019	
Brand Image (X1)					0.217	
Product Quality (X2)					0.103	
Promotion (X3)					0.515	

<i>Online Purchase (Y)</i>	
<i>Influencer Marketing (Z)</i>	0.391

f test in table 4.7, the following results were obtained:

1. Hypothesis H1 – *f* Square value Brand Image (X1) on Online Purchase Interest (Y) is 0.217, namely the ability of the independent variable Brand Image (X1) on the dependent variable Online Purchase Interest (Y) to have a medium effect.
2. Hypothesis H2 - *f* Square value Product Quality (X2) on Online Purchase Interest (Y) is 0.103, namely the ability of the independent variable Product Quality (X2) on the dependent variable Online Purchase Interest (Y) to have a small effect.
3. Hypothesis H3 - the *f* Square value of Promotion (X3) on Online Purchase Interest (Y) is 0.515, namely the ability of the independent variable Promotion (X3) to have an impact on the dependent variable Online Purchase Interest (Y) has a large effect.
4. Hypothesis H4 - the *f* Square value of Promotion (X3) on Online Purchase Interest (Y) moderated by Influencer Marketing (Z) is 0.019 , namely the ability of the independent variable Promotion (X3) on the dependent variable Online Purchase Interest (Y) moderated by Influencer Marketing (Z) has a small effect.

Based on the results of the *f* -test above, all hypotheses that influence each variable are obtained. The hypotheses with a small effect are H2 and H4, the hypothesis with a medium effect is H1, and the hypothesis with a large effect is H3.

Hypothesis Testing

Hypothesis test or *t* test According to Ghozali (2018) *x* is used determine the influence of each independent variable on variable. Basis decision making in the *t* test is divided into 2 as following:

1. Compare significance value with value probability 0.05
 - a. If significance < 0.05 means that variable X has an influence on variable Y
 - b. If significance > 0.05 means that variable X does not influence on variable Y
2. Compare *t*-value calculated with *t*-table
 - a. If *t* count value > *t* table means variable X has an effect on variable Y
 - b. If the calculated *t* value < *t* table means that the X variable has no effect on variable Y

Significance used is 5% or 0.05 in the distribution *t*-table statistical value. On this research the number sample or N = 200, then *df* = N (200) - 2 = 198. Then the *t*-table on α 0.05 with *df* 198 obtained value amounting to 1,972.

Table 4.8 Hypothesis Test Results

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T (O/STDEV)</i>	<i>Statistics P Values</i>
X1 → Y	-0.425	-0.414	0.075	5,689	0.000
X2 → Y	0.320	0.304	0.085	3,741	0.000
X3 → Y	0.499	0.507	0.062	8,039	0.000
X3*Z → Y	0.027	0.025	0.012	2,196	0.014

Based on the results of the *t*-test in table 4.8, the following results were obtained:

1. Hypothesis H1 - the *p*-value between Brand Image (X1) and Online Purchase Interest (Y) is 0.000 < 0.05, and the *T*-Statistic value is 5.689 > *t* table 1.972. The original sample has a value of -0.425 and a sample mean of -0.414, indicating a negative relationship, which means that increasing brand image will decrease online purchase interest. Thus, it can be concluded that H1 is accepted, which indicates that Brand Image (X1) has a significant and negative influence on Online Purchase Interest (Y).

2. Hypothesis H2 - the p-value between Product Quality (X2) and Online Purchase Interest (Y) is $0.000 < 0.05$, and the T-Statistic value is $3.741 > t$ table 1.972. The original sample has a value of 0.320 and a sample mean of 0.304, indicating a positive relationship, which means that increasing product quality will increase online purchase interest. Thus, it can be concluded that H2 is accepted, which indicates that Product Quality (X2) has a significant and positive influence on Online Purchase Interest (Y).
3. Hypothesis H3 - the p-value between Promotion (X3) and Online Purchase Interest (Y) is $0.000 < 0.05$, and the T-Statistic value is $8.039 > t$ table 1.972. The original sample has a value of 0.027 and a sample mean of 0.025, indicating a positive relationship, which means that increasing promotions will increase online purchase interest. Thus, it can be concluded that H3 is accepted, which indicates that Promotion (X3) has a significant and positive influence on Online Purchase Interest (Y).
4. Hypothesis H4 - the p-value between Promotion (X3) and Online Purchase Interest (Y) moderated by Influencer Marketing (Z) is $0.014 < 0.05$, and the T-Statistic value is $2.196 > t$ table 1.972. The original sample has a value of 0.499 and a sample mean of 0.507, indicating a positive relationship, which means that increasing promotion through influencer marketing will increase online purchase interest. Thus, it can be concluded that H4 is accepted, which indicates that Promotion (X3) has a significant and positive influence on Online Purchase Interest (Y) with moderation from Influencer Marketing (Z).

r tes

R test is conducted to the direction and relationship between two or more variables. The direction of is expressed in the form of a positive and negative relationship while the strength or weakness of the relationship is expressed in the magnitude of the correlation coefficient.

Table 4.9 Results of r Test

	X3 – Z – Y	X1	X2	X3	Y	Z
Moderation X3*Z → Y	1,000	-0.500	-0.531	-0.525	-0.483	-0.548
Brand Image (X1)	-0.500	1,000	0.917	0.807	0.765	0.895
Product Quality (X2)	-0.531	0.917	1,000	0.848	0.851	0.904
Promotion (X3)	-0.525	0.807	0.848	1,000	0.898	0.858
Online Purchase (Y)	-0.483	0.765	0.851	0.898	1,000	0.890
Influencer Marketing (Z)	-0.548	0.895	0.904	0.858	0.890	1,000

Based on the results of the correlation coefficient test in table 4.9, the following results were obtained:

1. Hypothesis H1 - Correlation between Brand Image (X1) and Online Purchase Interest (Y) of 0.765, indicating existence influence strong positive and reinforcement between variables tested tall .
2. Hypothesis H2 - Correlation between Quality Product (X2) and Online Purchase Interest (Y) of 0.851, indicates existence influence very strong positive and strengthening between the variables tested are very high .
3. Hypothesis H3 - Correlation between Promotion (X3) and Online Purchase Interest (Y) of 0.898, indicating existence influence very strong positive and strengthening between the variables tested are very high .
4. Hypothesis H4 – value correlation Promotion (X3) to Online Purchase Interest (Y) with moderated by Influencer Marketing (Z) of -0.483 which means existence influence negative and correlation variables tested moderate . This is means existence *influencer marketing* as moderation on products weaken interest buy *on line* .

Based on the results of the correlation coefficient test above, three hypotheses have a positive correlation and one hypothesis has a negative correlation. The hypotheses with a positive correlation are H1, H2, and H3, and the hypothesis with a negative correlation is H4.

Discussion

Hypothesis H1 The Influence of Brand Image (X1) on Online Purchase Interest (Y)

The t-test shows a p-value of 0.000 (<0.05) and a T-statistic of 5.689 (>1.972), indicating that H1 is accepted—there is a significant influence of Brand Image (X1) on Online Purchase Interest (Y). The f-test shows an f-square value of 0.217, meaning Brand Image has a moderate effect on Online Purchase Interest. The original sample value (-0.425) and sample mean (-0.414) indicate a negative direction of influence. Meanwhile, the correlation value of 0.765 shows a strong positive relationship between the two variables. These results are consistent with Yuli Ratna Sari, Septi Harliyani, and Vicky F. Sanjaya (2022), who found that brand image negatively affects purchasing interest in Erigo products. For It's B Apparel consumers, brand image is crucial because a strong image creates positive perceptions and brand recall. The company positions itself as a modern fashion brand integrating Indonesian batik heritage into lifestyle fashion, with a vision to preserve batik and a mission focused on innovation, collaboration, and quality. A strong brand image should generally increase online purchase interest. However, if online purchase interest decreases despite an improved brand image, several factors may explain this:

- Image–Reality Gap: Consumers may lose trust if the promoted image doesn't match product reality
- Stronger Competition: New or more appealing competitors can shift consumer interest
- Changing Preferences: Shifts in trends or styles may misalign with the brand's image
- Economic Factors: Economic instability can reduce consumer spending
- Negative Experiences: Poor online shopping experiences may lower trust and interest.
- Value Misalignment: If the brand no longer reflects consumer values or identity, purchase interest may decline.

Hypothesis H2 The Influence of Product Quality (X2) on Online Purchase Interest (Y)

The t-test results show a p-value of 0.000 (<0.05) and a T-statistic of 3.741 (>1.972), indicating that Product Quality (X2) significantly influences Online Purchase Interest (Y). The f-square value of 0.103 indicates a small effect size, while the original sample value (0.320) and sample mean (0.304) show a positive relationship. The correlation value of 0.851 indicates a very strong positive correlation between Product Quality and Online Purchase Interest. Therefore, H2 is accepted. This finding supports Siti (2019), who stated that product quality positively and significantly influences consumers' repurchase interest in Pekalongan batik products. Product quality is a key factor influencing consumer purchasing interest. For It's B Apparel, which focuses on fashion quality, good product quality positively affects consumer perceptions and increases purchase interest. High-quality materials, attractive designs, diverse color and style options, and comfort in use enhance consumer satisfaction and encourage purchases, as well as recommendations to others.

Hypothesis H3 The Influence of Promotion (X3) on Online Purchase Interest (Y)

The t-test results show a p-value of 0.000 (<0.05) and a T-statistic of 8.039 (>1.972), indicating that Promotion (X3) significantly influences Online Purchase Interest (Y). The f-square value of 0.515 suggests a large effect size, while the original sample (0.027) and sample mean (0.025) indicate a positive relationship. The correlation value of 0.898 shows a very strong positive correlation between Promotion and Online Purchase Interest. Therefore, H3 is accepted. This finding aligns with Yoebrilanti (2018), who stated that sales promotions positively influence consumers' interest in purchasing fashion products marketed through social media. Promotion plays a crucial role in the success of marketing strategies as it involves persuasive communication aimed at attracting and convincing consumers. Based on the analysis results, It's B Apparel has effectively implemented promotional strategies both online—through social media platforms such as TikTok—and offline, by participating in exhibitions, events, and offering in-store promotions. These efforts have strengthened consumer engagement and enhanced online purchase interest.

Hypothesis H4 The Influence of Promotion (X3) on Online Purchase Interest (Y) Moderated by Influencer Marketing (Z)

The t-test results show a p-value of 0.014 (<0.05) and a T-statistic of 2.196 (>1.972), indicating that Promotion (X3) significantly influences Online Purchase Interest (Y) when moderated by Influencer Marketing (Z). The f-

square value of 0.019 indicates a small effect size, while the original sample (0.499) and sample mean (0.507) show a positive direction. However, the correlation value of -0.483 suggests a moderate negative correlation, meaning that influencer marketing weakens the effect of promotion on online purchase interest. Therefore, H4 is accepted. The findings indicate that It's B Apparel's promotional activities involving influencer marketing influence consumer online purchase interest. However, the negative correlation implies that increased use of influencer marketing may actually reduce purchase interest, and vice versa. Several factors may explain this outcome:

- Mismatch with influencer personality: Collaborations that feel inauthentic or inconsistent with the influencer's values can reduce consumer trust
- Irrelevant audience targeting: If the influencer's followers do not align with the brand's target market, promotional messages become less effective
- Loss of credibility: Discovery of unethical practices, such as fake followers or reviews, can damage both influencer and brand reputation
- Inconsistent messaging: Contradictory or insincere product endorsements may confuse consumers and weaken purchasing interest.

CONCLUSIONS AND IMPLICATIONS

Conclusion

Based on the data that has been collected, the tests conducted and the information processing based on the test results, it can be concluded that Brand Image has a negative and significant effect on the online buying interest of It's B Apparel, so it can be concluded that the increasing brand image of It's B Apparel will have an effect on decreasing the interest in buying products online. Product Quality has a positive and significant effect on the online buying interest of It's B Apparel, so it can be concluded that the better the quality of the products offered by It's B Apparel to consumers will increase the interest in buying products online. Promotion has a positive and significant effect on the online buying interest of It's B Apparel, so it can be concluded that the more promotions carried out by It's B Apparel will increase consumer interest in buying It's B Apparel products online. Promotion moderated by Influencer Marketing has a positive and significant effect on the Online Buying Interest of It's B Apparel, but the correlation coefficient has a negative effect, meaning that the presence of influencer marketing as a moderation in the product weakens online buying interest, so it can be concluded that the more influencer marketing endorsed by It's B Apparel to promote products has an impact on decreasing consumer interest in buying online.

Implications

Strategies that It's B Apparel can implement to improve brand image so that it can increase online purchasing interest are Improving Product Quality, Optimizing product quality and ensuring that the products or services provided meet or even exceed consumer expectations. Sustainable Marketing Strategy, Engaging consumers through consistent and ongoing marketing campaigns to build and maintain a positive brand image. Product Innovation: Continuously conducting product research and development to ensure that products continue to develop according to consumer needs and desires. Consumer Understanding: Analyzing consumer needs and desires carefully to ensure that the products produced. Social Media Marketing: Active on social media platforms to expand promotional reach and interact with consumers directly. Digital Advertising Campaign: Implementing digital advertising campaigns through Google Ads, Facebook Ads, or other online advertising platforms to increase brand exposure. Loyalty program, is an initiative given by a company to customers to maintain their loyalty to the products or services provided. The main advantage of a loyalty program is the formation of strong bonds with customers. Referral program, a marketing tactic that relies on recommendations from customers to promote a brand's products to others. Through this program, customers will receive rewards in the form of discounts or free products.

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