



The Influence of Brand Image, Brand Awareness, Social Media Marketing, Product Quality on the Interest in Buying Local Brands of Compas Shoes in Purwokerto

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ABSTRACT

This study aims to analyze the influence of brand image, brand awareness, social media marketing, and product quality on consumer buying interest in local brands of Compass shoes. The research method used is quantitative descriptive with an *explanatory research* approach. The sampling method uses a *non-probability sampling method* with a purposive sampling approach, with a sample of 105 respondents from students of the University of Muhammadiyah Purwokerto. Data analysis was carried out using SPSS version 26 to analyze the relationship between variables. The results of the study show that the variation in brand image does not have a significant effect on buying interest. The brand awareness variable had no significant effect on buying interest. Social media marketing variables and product quality variables have been proven to have a positive and significant effect on buying interest

INTRODUCTION

The growth of the local fashion industry in Indonesia in recent years has shown significant developments, both in terms of production, design innovation, and marketing strategy. One of the local brands that has managed to penetrate the youth market and create a strong identity is Compass shoes. This brand carries the concept of urban streetwear with a minimalist design and strong locality values. Compass is not only known for its distinctive look, but also for its unique approach to marketing products, such as an *open order* or *raffle-based sales system*, collaborations with local artists, and the cultural narrative inherent in each product (Setiawan & Setiawan, 2024; Pradana et al., 2023). This strategy creates the phenomenon of loyalty, scarcity, and FOMO (*fear of missing out*), especially among the younger generation who are active on social media.

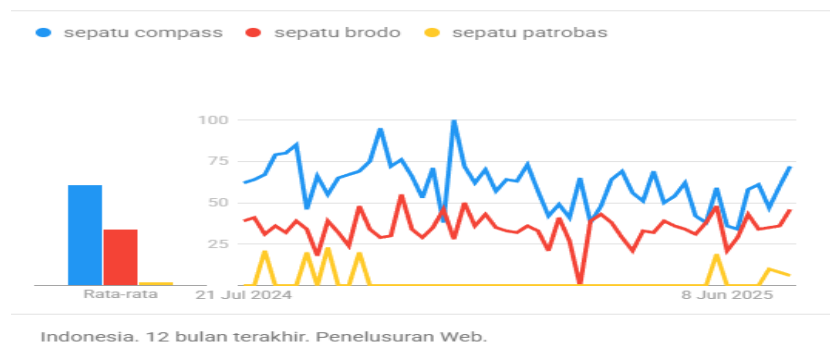


Figure 1. Local Shoe Search Statistics Local Shoe Brands (trends.google.co.id)

Based on *Google Trends* data over the past 12 months, Compass shoes show the highest search rates compared to Brodo and Patrobas. This reflects that Compass has the greatest level of popularity and public attention among the three local shoe brands. However, behind the success of this brand, there are a number of interesting issues to be researched scientifically. Some consumers convey a negative perception of the relatively high price for the size of local brands and the limited availability of products (Fauzi & Amelia, 2021). In addition, it is not known exactly what the main factors driving buying interest in Compass products among students, which are an important market segment but have limited purchasing power and unique consumption behaviors.

This study uses the theoretical framework of *Stimulus Organism Response* (SOR) which explains that individual behavioral responses are the result of external stimuli (*stimulus*) that affect the internal conditions of individuals (*organisms*), then produce certain actions or responses. In the context of buying interest in Compass shoes, variables such as brand image, brand awareness, social media marketing, and product quality act as a stimulus that influences consumer psychological processes such as perception, emotions, and evaluation as part of the organism, which ultimately form a response in the form of interest in buying the product.

Various previous studies have shown that variables such as brand image, brand awareness, social media marketing, and product quality have a significant effect on buying interest. For example, Pradana et al. (2023) stated that social media marketing and product quality are the dominant factors in influencing interest in buying Compass shoes. Mulyawati et al. (2023) found that brand awareness and brand image have a positive effect on interest in buying local fashion products on Shopee. Research by Ikhsan & Khoiri (2023) shows that brand image and lifestyle influence Nescafe's purchase intent. Meanwhile, Setyawan & Setiawan (2024) emphasized that product quality and brand image affect customer loyalty of Converse shoes. Oktavia & Paramitha (2023) added that social media marketing has an effect on Gen Z's buying interest, while Yani et al. (2023) and Hanif & Mahardhika (2022) examined the influence of brand image and brand awareness on eco-friendly products. Other research by Azzahra & Mardiana (2023), Damanik & Yusniar (2021), and Rukmana & Nuryakin (2022) also stated the importance of product quality and promotion in shaping buying interest.

However, there is a clear *research gap*. First, most only examine one or two variables, not test all variables at once in one comprehensive model. Second, many studies use well-known local products such as Wardah, and international brands such as Converse, and Nescafe, which are certainly different from local brands such as Compass in terms of marketing and the way consumers perceive the products. Third, it is still rare for research to specifically involve students as respondents, even though they are active on social media and are among the main targets of Compass's marketing. Fourth, the research of Ardiansyah et al. (2023) did examine buying interest in local Patrobas shoes by looking at brand image, brand awareness, and social media marketing, but did not include product quality, even though this is very important in shaping the views and decisions of young consumers. Fifth, the research has also not specifically targeted students, so it has not been able to fully describe the behavior of young consumers in the campus environment. In other words, there has been no study that comprehensively examines the influence of brand image, brand awareness, social media marketing, and product quality on the buying interest of local brands of Compass shoes in the context of urban young generation consumers such as college students.

This research has a *state of the art* because it offers a broad and integrated approach in analyzing the factors that affect buying interest in Compass shoe products. By combining four main variables, namely brand image, brand awareness, social media marketing, and product quality, this study provides a more complete picture of how consumer perceptions and experiences are formed to ultimately drive buying interest. Most previous studies have only addressed one or two variables separately, or have not specifically linked them to buying interest in local brands. In addition, this study examines the influence of the four variables both together and individually in one analysis model, thus providing strategic value in the development of marketing literature in the digital era. So that this research makes an actual contribution to the development of consumer

behavior theory, especially in explaining the mechanism of forming buying interest in local products of Compass shoes.

LITERATURE REVIEW

This study uses the Theory of Stimulus Organism Response (SOR) developed by Mehrabian and Russell (Sugiyono, 2022). This theory explains that individual behavior is the result of a response to external stimuli that are processed internally by the organism. In this context, consumer buying interest in a product is formed through three main components, namely stimulus, organism, and response. Stimulus is external stimuli such as brand image, brand awareness, social media marketing, and product quality that consumers receive through various marketing channels. Organism refers to the internal processes of an individual, including perceptions, attitudes, and emotions that arise in response to the stimulus received. Meanwhile, response is a form of behavior shown by individuals, in this case in the form of buying interest in products, such as the Compass shoe brand. Therefore, SOR theory is considered relevant in explaining how external marketing factors are psychologically processed by consumers to affect their buying interest.

Several previous studies have shown that the variables used in this study do have an influence on buying interest. Research conducted by Mulyawati, Anjani, and Rahmah (2023) found that *brand awareness* and brand image are simultaneously able to encourage buying interest in local fashion products. In line with previous research, research conducted by Iswara and Santika (2019) also emphasized that brand image plays an important role in mediating the influence of e-WOM on buying interest in Bata brand shoes. In addition to the two studies above, according to Dwiastari and Yasa (2021), social media marketing and *brand awareness* also affect the interest in buying MSME products in Bali. These findings are strengthened by Pradana, Widiasworo, and Sari (2023), who reveal that social media marketing, brand image, and product quality simultaneously have a significant effect on Compass shoe buying interest among adolescents if associated with the findings of Mulyawati et al., so the four variables of brand image, brand awareness, social media marketing, and product quality have a strong empirical basis to influence buying interest.

Brand Image

Kotler & Keller (2016) explained that in the world of marketing, brand image refers to how consumers judge and feel a brand, both from its visual appearance, the emotional impression it causes, and the values associated with the product. When associated with *the theory of Stimulus Organism Response (SOR)*, the positive perception of a strong and attractive brand image will shape positive judgments and feelings in consumers, which ultimately encourages the emergence of buying interest as a form of response. In other words, the better the image that consumers capture of a brand, the more likely it is that they will be interested in buying the product.

Some research results show that brand image plays an important role in driving consumer buying interest. In a study conducted by Akhmad and Ahmadi (2023), it was found that brand image significantly affects buying interest, especially in local fashion products. Meanwhile, research conducted by Mulyawati et al. (2023) on the Jiniso brand also confirmed that a strong brand image can increase consumer interest in making purchases. Even so, not all studies show the same results. Hidayatulloh and Wulandari (2023) in their research on Nike products found that brand image does not have a significant influence on buying interest. These findings suggest that the influence of brand image is highly dependent on the situation and the type of brand. Based on the findings of previous research, the following hypotheses were formulated in this study:

H1: Brand image has a positive and significant effect on buying interest in Compass Shoes in Purwokerto.

Brand Awareness

Brand awareness refers to the extent to which consumers can recognize and remember a brand when thinking of a product category. According to Aaker (1991), there are several levels of brand awareness, starting from consumers who do not know the brand at all to those who directly call the brand the first choice or *top of mind*. When a brand is widely known, it is likely that it will be easier for consumers to enter the consideration of consumers when taking Buying Interest (Aaker, 1996).

The relevance of the Stimulus *Organism Response* (SOR) theory in brand awareness variables lies in the formation of trust, confidence, and ease of recognizing a product. When consumers are familiar with a brand, they tend to feel more confident and confident in making a purchase. This internal process ultimately results in a response in the form of buying interest in products that they already know well.

Research conducted by Ikhsan and Khoiri (2023) found that the higher the brand awareness, the higher the interest in buying Nescafe products among students. Research conducted by Octaviani and Nurseno (2022), which states that increasing brand awareness supported by marketing through social media can encourage the growth of consumer buying interest in the digital realm. Research conducted by Ramadhani and Utami (2020) shows that brand awareness is one of the important factors in attracting interest in buying local fashion products. However, different results were put forward by Surianto (2021), in his research it was found that brand awareness alone is not enough, if the quality of the product or price is not suitable, consumers can still be not interested in buying. Based on previous theories and research, the hypotheses in this study are:

H2: Brand awareness has a positive and significant effect on the interest in buying Compass Shoes in Purwokerto.

Social Media Marketing

Marketing through social media is now one of the strategies widely used by various brands to get closer to consumers, including local brands such as Compass shoes. According to Tuten and Solomon (2017), it is explained that social media marketing includes four important things: creating content, interacting with the audience, building a community, and conducting commercial activities.

Within the framework of *the Stimulus Organism Response* (SOR) theory, social media marketing plays a role in influencing consumers' thoughts and feelings towards a product. Promotional content, positive reviews, or recommendations from influencers on social media can shape how consumers rate and feel about the product. If consumers feel interested or trust the information they receive, then there will be an interest in buying. Active and interactive social media also provides a more personalized experience, so consumers feel closer to the product and more motivated to make a purchase

Several previous studies have shown that Social Media Marketing has an effect on consumer buying interest. Febrianti (2023) explained that promotions and branding carried out through social media have proven to have a significant effect on consumers' buying interest in beauty products. Pradana et al. (2023) also showed that social media marketing has a significant effect on buying interest. Suryani and Anggraeni (2022) who observed that creative content and active interaction on social media have a real impact on consumer interest and have a significant effect on buying interest in local fashion products. Based on this explanation, the hypothesis formulation in this study is:

H3: Social media has a positive and significant influence on buying Shoe Companies in Purwokerto.

Product Quality

Product quality is one of the important factors that affect consumer buying interest. Tjiptono (2015) stated that product quality reflects the extent to which a product is able to meet consumer expectations, both in terms of performance, durability, reliability, and aesthetic aspects. In this case, Compass shoes that are known to have a unique design and materials that are considered quality by consumers can form a positive perception of the product.

In *the theory of Stimulus Organism Response* (SOR), product quality can affect the way consumers judge and feel a product. If consumers feel that the product is comfortable to wear, durable, and has an attractive design, then they are likely to have a positive view of the product. This good experience can make consumers interested in buying. Research by Harianja and Tjiptodjojo (2023) shows that product quality greatly affects buying interest, especially if the product meets buyer expectations. Research by Setyawan and Setiawan (2024) also proves that quality products not only make consumers satisfied, but also encourage them to buy again. This shows that product quality remains an important factor in attracting buying interest. Based on this explanation, the hypothesis formulation in this study is:

H4: Product quality has a positive and significant impact on the ability to buy Shoes in Purwokerto.

Based on the literature and hypotheses above, the following framework of thought can be compiled:

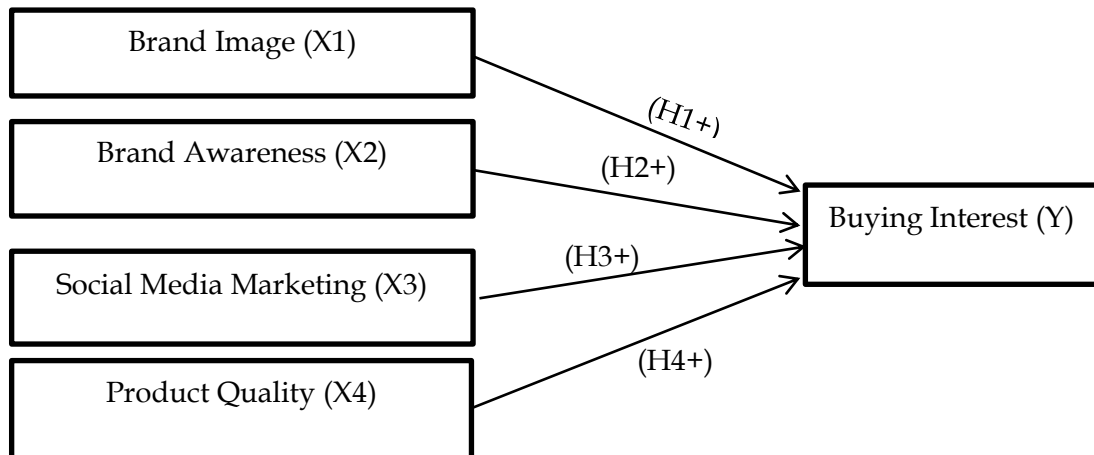


Figure 2. Frame of Mind

METHODOLOGY

This study uses a quantitative method with the student population of the University of Muhammadiyah Purwokerto. According to Sugiyono (2022), a quantitative approach is used to research a specific population or sample, with the aim of testing hypotheses and seeing the influence between variables through numerical and statistical data. The sampling technique used was purposive sampling, with respondent criteria such as active students at UMP, over 17 years old, and having bought Compass brand shoes. The number of samples was set at 105 respondents. Data collection was carried out online using a closed-ended questionnaire on a Likert scale of 1-5. The instrument was tested for validity with the Pearson Product Moment formula and its reliability using Cronbach's Alpha. Data analysis was carried out using SPSS software version 26, through the stages of validity test, reliability test, classical assumption test (normality, multicollinearity, heteroscedasticity), multiple linear regression, F test, t test, and determination coefficient (R^2) test.

RESULTS

Profile Respondents

This study uses a *non-probability sampling* technique with a *purposive sampling approach*, which is a sampling technique that does not provide the same opportunity for each member of the population to be selected as a sample (Sugiyono, 2015). The population and sample in this study were consumers who had purchased Compass brand shoes. The respondents' criteria were over 17 years old, a student of the University of Muhammadiyah Purwokerto, and had bought Compass shoes. Data collection was carried out by distributing questionnaires online through Google Form, with an initial target of 130 respondents. However, of these, only 105 questionnaires returned in a condition suitable for analysis. This is due to several factors, including respondents who do not fill out the questionnaire completely, and there are answers that do not match the criteria or contain invalid data.

Descriptive Statistics of Questionnaire Results

Descriptive statistical analysis is an overview or descriptive of a data of variables in this study. In this study, the descriptive statistics used are mean values (mean), minimum and standard deviation (Ghozali, 2016). The results of the descriptive statistical test are as follows:

Buying Interest (Y)

Based on the data obtained, the overall average value of the Buying Interest variable is 4.10, with a relatively low standard deviation, which shows that respondents' responses tend to be homogeneous. This indicates that respondents' perception of potential consumers' buying interest in Compass brand shoes is in the high category. This assessment refers to the 5-point Likert scale used in the questionnaire, where an average score above 4 indicates a high level of approval (Sugiyono, 2019:138). In fact, the highest opinion of respondents can be found in the first question, with an average score of 4.19. From these results, it can be concluded that overall, respondents agree that the Compass shoe brand has high buying interest. Meanwhile, the statement item with the lowest average, which is 4.00 This means that some respondents consider that consumers lack the desire to choose available compass products.

Brand Image (X1)

Based on the calculation results, it was obtained that the overall average value for the Brand Image variable (X1) was 4.10, which was in the "Agree" category. This interpretation refers to the 5-point Likert scale, where values between 4.00 to 4.49 are categorized as high approval rates (Sugiyono, 2019:138). This shows that most respondents have a positive perception of the brand image of Compass shoes. This means that respondents consider the brand image of the Compass shoe brand to have an interesting design to look at. Meanwhile, the lowest statement in the brand image variable is statement number 4 of 3.94. This states that the respondents are close to agreeing that the brand image of the Compass shoe brand has good product quality in each type. The average of all statements on the brand image variable is 4.10, meaning that from the statement of the brand image variable answering yes, this shows that some respondents agree that the brand has a good reputation, is easy to recognize, and is able to give a positive impression on consumers' minds.

Brand Awareness (X2)

Based on the results of the calculation of the average respondents' answers for the Brand Awareness variable (X2), it was obtained that the overall average value of the Brand Awareness variable was 3.94, which was included in the category "Close to Agree". This assessment refers to a 5-point Likert scale, where an average score between 3.40 to 3.99 is categorized as a response close to agreeing (Sugiyono, 2019:138). The statement with the highest average on the brand awareness variable was 4.05, which shows that respondents consider Compass shoes to be one of the best brands in Indonesia. In contrast, the lowest statement was 3.80, which indicates that not all respondents can name various Compass products without assistance. The overall average of this variable was 3.94, indicating that most respondents had a fairly good level of brand awareness of the Compass shoes. This shows that most respondents have a fairly good level of brand awareness of the Compass shoes, although there is still room for improvement in terms of overall brand recognition and recall.

Social Media Marketing (X3)

Based on the calculation results, it was obtained that the overall average value of this variable was 4.24, which was included in the category "Close to Agree" to "Agree", according to the interpretation of the Likert scale (Sugiyono, 2019:138). This shows that respondents generally give a positive response to Compass's shoe marketing activities through social media. The statement with the highest average value in the social media marketing variable is 4.21. The overall average of this variable was 4.24, indicating that respondents agreed that marketing activities through social media of Compass shoes were effective. Liveliness, engaging content, and engagement with the community are considered to be able to build positive perceptions and increase consumer trust in the Compass brand.

Product Quality (X4)

The overall average value of the product quality variable is 3.99, which falls under the category "Close to Agree". This shows that most respondents consider that the quality of Compass shoe products is good enough and acceptable to consumers. According to Tjiptono and Diana (2020), product quality is the consumer's perception of the advantages or advantages of a product compared to competitors' products, including durability, reliability, features, design, and after-sales service. A high score on this variable indicates that these aspects have been adequately met by Compass shoe products. The product quality variable has an average of 3.99, indicating that the quality of Compass shoe products is highly rated in influencing buying interest. The highest statement with an average of 4.22, indicates that respondents consider Compass products to have a variety of options. The lowest statement, with an average of 3.86, shows that not all respondents are fully confident in the durability of the Compass shoes.

Descriptive Statistics

The results of the descriptive analysis showed that of the five variables studied, social media marketing had the highest average score (4.24), which indicates that respondents strongly agreed with the effectiveness of Compass's promotion through social media. The variables of buying interest and brand image both obtained an average of 4.10, which indicates that respondents have strong buying intentions and positive perceptions of the Compass brand. On the other hand, brand awareness and product quality have slightly lower values (3.94 and 3.99, respectively), which suggests that although the perception tends to be positive, there is still room for improvement in terms of strengthening brand recall and perception of the durability and excellence of the product.

Table 1. Results of Descriptive Statistical Analysis Test

Variable	Average	Interpretation
Buying Interest (Y)	4.1	Agree
Brand Image (X1)	4.1	Agree
Brand Awareness (X2)	3.94	Agree
Social Media Marketing (X3)	4.24	Agree
Product Quality (X4)	3.99	Agree

Test Research Instruments

- **Validity Test**

The results of the validity test are as follows:

Table 2. Validity Test

Variable	Number of Questions	Range r calculation	r Table	Information
Buying Interest (Y)	4	0,592 - 0,715	0,195	Valid
Brand Image (X1)	5	0,540 - 0,672	0,195	Valid
Brand Awareness (X2)	4	0,576 - 0,710	0,195	Valid
Social Media Marketing (X3)	4	0,605 - 0,750	0,195	Valid
Product Quality (X4)	9	0,440 - 0,668	0,195	Valid

Based on the data in table 2, the results of the validity test conducted stated that all statement items in this research questionnaire were declared valid. An item is said to be valid if the calculated r value is greater than the r-value of the table (Ghozali, 2018:49). The Buying Interest variable (Y) has a calculated r value between 0.592 to 0.715. The Brand Image variable (X1) with a calculated r value ranges from 0.540 to 0.672. Furthermore, the Brand Awareness variable (X2) with r counts between 0.576 to 0.710. For the Social Media Marketing variable (X3), with r calculated between 0.605 to 0.750. Meanwhile, the Product Quality variable (X4) with an r value calculated between 0.440 to 0.668. All statement items in this research instrument are declared valid and suitable for use to measure the variables studied.

- **Reliability Test**

The results of the reliability test are as follows:

Table 3. Reliability Test

Component	Value
<i>Cronbach's Alpha</i>	0,881
<i>Cronbach's Alpha (Standardized)</i>	0,881
<i>Number of Items (N of Items)</i>	26

Based on Table 3, the reliability test results show that *Cronbach's Alpha* value is 0.881 and exceeds the minimum threshold of 0.60. This indicates that the research instrument has high reliability. According to Ghozali (2021), *Cronbach's Alpha* values above 0.70 reflect a good level of consistency, while Sugiyono (2022) and Santoso (2020) state that values above 0.80 indicate a systematically strong internal consistency. Thus, all instruments that include variables of buying interest, brand image, brand awareness, social media marketing, and product quality are declared reliable and meet the criteria for use in further analysis.

Classic Assumption Test

a. Normality Test

The results of the normality test are as follows:

Table 4. Normality Test

Component	Value
Total Data (N)	105
Mean	0.000
Std. Deviation	1.207
Maximum Value of Difference (Absolute)	0.072
Highest Positive Difference	0.072
Highest Negative Differences	-0.060
Test Statistic	0.072
Asymp. Sig. (2-tailed)	0.200

Based on table 4 of the results of the *Kolmogorov-Smirnov* test above, the value of *Asymp. Sig* is 0.200. This value meets the requirements of more than 0.05 (*Level of Significance*). This means that the residual value is normally distributed. According to Ghozali (2021), if the significance value in the *Kolmogorov-Smirnov test* is greater than 0.05, then the data is declared to be normally distributed. The same thing is also explained by Sugiyono (2022) who states that the normal distribution is one of the important prerequisites in classical linear regression analysis.

Multicollinearity Test

The results of the multicollinearity test are as follows:

Table 5. Multicollinearity Test

Variable	Beta	t Count	Sig	Tolerance	VIVI D
Brand Image (CM)	0,083	0,995	0,322	0,511	1,958
Brand Awareness (KM)	0,043	0,555	0,580	0,674	1,484
Social Media Marketing (SM)	0,298	3,177	0,002	0,468	2,135
Product Quality (KP)	0,164	3,385	0,001	0,478	2,090
Constant (a)	3,375	2,419	0,017	-	-

Based on Table 5, the entire tolerance value is above 0.10 and the VIF value is below 10, so it can be concluded that the regression model is free of multicollinearity symptoms. The tolerance value ranges from 0.468 to 0.674, while the VIF value ranges from 1.484 to 2.135. This is in accordance with the criteria presented by Ghozali (2021), Priyatno (2020), and Hair et al. (2019) that the model is declared free of multicollinearity if the tolerance value is > 0.10 and VIF<10. Thus, there is no high correlation between independent variables in this model.

Heterokedasticity Test

The results of the heteroscedasticity test are as follows:

Table 6. Heterokedasticity Test

Independent Variables	Coefficient B	t Count	Sig. (p-value)
Brand Image (CM)	0,054	1,017	0,312
Brand Awareness (KM)	0,019	0,382	0,703
Social Media Marketing (SM)	-0,054	-0,907	0,367
Product Quality (KP)	-0,029	-0,952	0,343

Based on Table 6, all independent variables had a significance value above 0.05 (brand image 0.312; brand awareness 0.703; social media 0.367; product quality 0.343), so it can be concluded that there are no symptoms of heteroscedasticity. This result is in accordance with the guidance of Priyatno (2020) which states that in the Glejser test, insignificance indicates a homogeneous variety of errors. This is also supported by Kurniawan & Nurhayati (2022), who assert that the absence of heteroscedasticity strengthens the validity of the regression model.

Test Data Analysis

The Multiple Linear Regression Analysis test, the test results are as follows:

Table 7. Multiple Linear Regression Analysis Test

Variable	B	t Count	Sig. (p)	Beta (Standardized)	Information
Brand Image (CM)	0,083	0,995	0,322	0,098	Insignificant
Brand Awareness (KM)	0,043	0,555	0,580	0,048	Insignificant
Social Media Marketing (SM)	0,298	3,177	0,002	0,327	Positive and significant effect
Product Quality (KP)	0,164	3,385	0,001	0,345	Positive and significant effect

Based on table 7 of the multiple linear regression analysis test, the result is that the multiple linear regression equation above can be concluded that the most influential variable in this study is the social media brand variable of 0.298, the next product quality variable is 0.164, then the brand image variable is 0.083 and brand awareness variable 0.043. This is in line with research from Farida et al. (2022) which states that social media marketing is able to increase buying interest through engaging content and intense interaction on digital platforms. The product quality variable (KP) also showed a significant influence with a regression coefficient value of 0.164 and a significance value of 0.001, indicating that the higher the perceived product quality, the higher the consumer buying interest (Amalia & Maulidiyah, 2021).

In contrast, the brand image (CM) and brand awareness (KM) variables showed significance values of 0.322 and 0.580, respectively, which means that it had no significant effect on buying interest. These findings are in line with a study by Yuliana & Pratama (2023), which shows that in the context of local brands that are popular on social media, the influence of brand image and awareness can be less significant when compared to the strength of digital marketing strategies and the quality of products offered in real terms to consumers. Thus, the most dominant variable in influencing the interest in buying Compass shoes among students of the University of Muhammadiyah Purwokerto is social media marketing, followed by product quality, while brand image and brand awareness do not have a significant influence in this model.

Model Fit Test

- **Coefficient Determination (R2)**

The results of the analysis of the determination coefficient (*Adjusted R-square*) in this study can be seen as the *Adjusted R-Square* from the regression model formed in this study is 0.483 which shows that the ability of independent variables (brand image, brand awareness, social media marketing, and product quality) in explaining the dependent variable (Buying Interest) is 48.3% and the remaining 51.7% explained by other variables that are not included in the research model such as price, promotion, service, or other external factors. These findings are consistent with a study by Santoso & Widyaningrum (2020), which states that the combination of digital marketing elements and quality perceptions may explain most of the variation in consumer buying interest in local products. In addition, research by Putri and Hakim (2022) also shows that factors such as social media engagement and product quality contribute significantly to the formation of buying interest, but there is still room for other factors outside the model to explain consumer behavior more comprehensively.

- **F Test (Simultaneous Hypothesis Test)**

The results of the F test are as follows:

Table 8. F Test (Simultaneous Hypothesis Test)

Component	Sum of Squares	Df	(Red Square)	F	Sig
Regression	153,427	4	38,357	25,307	0,000
Residual (Error)	151,563	100	1,516		
Total	304,990	104			

Based on table 8 showing the results of testing the independent variable with its bound variables, the results above show that the F_{cal} value is 25.307 while the F_{table} in this study is calculated with F_{table} ($df_1 = 4, df_2 = 100, \alpha = 0.05$) F_{table} is obtained by 2.46, because the acceptance criterion is $F_{cal} > F_{table}$ therefore it can be concluded that price, brand awareness, social media marketing, and product quality simultaneously have a significant effect on Buying Interest, so the first hypothesis is accepted. This finding is in line with previous research by Pratiwi & Yulianti (2020) which stated that the combination of marketing strategy elements, both physical and digital, can together significantly affect consumer buying interest. Similar results were also put forward by Rachman and Astuti (2023), who showed that regression models with digital marketing variables and brand perception contributed significantly to changes in buying interest in local products among the younger generation.



Figure 3. Test Curve F

Ftable	Calculation
2,46	25,307

Hypothesis Test

T Test

Based on the results of the t-test conducted in this study, it is known that of the four independent variables tested, only two variables have a significant effect on the Buying Interest of Compass shoes. The brand image variable has a calculated t-value smaller than the table t and a significance value greater than 0.05, so H_a is rejected and H_0 is accepted, which means that the brand image has no significant effect on Buying Interest. The same is true for the brand awareness variable, where the test results show that H_a is rejected and H_0 is accepted, indicating that brand awareness also has no significant effect on Buying Interest. On the other hand, the social media marketing variable shows that the calculated t-value is greater than the t-table and the significance value is below 0.05, so that H_a is accepted and H_0 is rejected, which indicates that social media marketing has a positive and significant effect on Buying Interest. Similarly, with the product quality variable, the test results showed that H_a was accepted and H_0 was rejected, which means that product quality has a positive and significant influence on Buying Interest. Thus, it can be concluded that only social media marketing variables and product quality partially have a positive and significant effect on Compass shoe buying interest, while brand image and brand awareness have no significant effect. These results are in line with the findings of Putri & Sari (2021) which show that social media marketing and product quality significantly affect consumer buying interest. Likewise, according to Pradana & Lestari (2020), good product quality will increase positive consumer perception and encourage Buying Interest. Meanwhile, research by Iswara & Santika (2019) states that brand image is not always a dominant factor in the formation of buying interest, especially when consumers are more influenced by digital information and social reviews.

Recapitulation of Hypothesis Testing Results

Table 9. Test F

Yes	Hypothesis	F count	F Table	Sig.	Information
1	Brand image, brand awareness, social media marketing, and product quality simultaneously have a significant effect on Buying Interest.	25,307	2,46	0,000	Accepted

Table 10. T Test

Yes	Hypothesis	F count	F Table	Sig.	Information
1	Brand image has a positive and significant effect on Buying Interest	0,995	1,984	0,322	Rejected
2	Brand awareness has a positive and significant effect on Buying Interest.	0,555	1,984	0,580	Rejected
3	Social media marketing has a positive and significant effect on Buying Interest.	3,177	1,984	0,002	Accepted
4	Product quality has a positive and significant effect on Buying Interest.	3,385	1,984	0,001	Accepted

DISCUSSION

Simultaneous Influence (F Test)

The results of the simultaneous test showed that the four variables: brand image, brand awareness, social media marketing, and product quality together influenced consumer buying interest in Compass shoes. In the perspective of *Stimulus Organism Response* (SOR) theory, the four variables act as stimuli that form consumers' perceptions, assessments, or internal attitudes which then produce a response in the form of a desire or intention to buy (buying interest). These findings suggest that a properly designed combination of external stimuli will create a positive psychological reaction that pushes consumers towards Buying Interest. These findings are reinforced by Pradana et al. (2023), who found that social media marketing, brand image, and product quality together influence Compass shoe buying interest. The same thing is also shown by Mulyawati et al. (2023) and Dwiastari & Yasa (2021) who state that these four variables have a strong relationship in shaping the buying interest of local fashion consumers, especially on digital platforms.

Brand Image Influence

Although the descriptive score of the brand image variable was high, the test results showed that the brand image did not have a significant effect on buying interest. In the context of SOR theory, this suggests that stimuli in the form of visual perception and Compass's reputation are not strong enough to trigger internal processes (*organisms*) such as affection or emotional identification that can foster buying interest. The lowest score is on the statement that the Compass brand has superior quality in each of its products, indicating that the brand image is not yet fully attributed to functional attributes by consumers. This is in accordance with the findings of Hidayatulloh & Wulandari (2023) who found that brand image does not always have a significant impact on Buying Interest if it is not accompanied by quality evidence. Iswara & Santika (2019) also noted that e-WOM is more effective than just an image when targeting the younger generation. Yuliana & Pratama (2023) stated that in the digital context, brand perception must be accompanied by concrete experiences in order to create real buying interest.

The Influence of Brand Awareness

The brand awareness variable also did not show a significant influence on buying interest. In fact, descriptively, the average score is quite high. The highest statement indicated that respondents considered Compass to be one of the best local brands, but the statement about the ease of mentioning Compass's products received the lowest score. This shows that stimuli in the form of brand recognition (*awareness*) have not been able to form enough emotional or cognitive involvement (*organism*) to generate buying interest (*response*). This finding contradicts the majority of previous studies such as Ikhsan & Khoiri (2023), Octaviani & Nurseno (2022), and Ramadhani & Utami (2020), which stated that brand awareness contributes greatly to purchase intent. However, these results show that among UMP students, brand awareness without direct experience or value associations is not enough to drive buying interest.

The Influence of Social Media Marketing

Social media marketing is the most dominant variable in influencing buying interest. The average highest descriptive score (4.24) is also found in this variable, especially in items regarding the attractiveness of promotional content on social media, from the results of the social media marketing variable can have a significant effect on the interest in buying Compass shoes. In the SOR framework, this shows that stimuli in the form of interactive, visual, and social digital content create affective and cognitive responses in consumers (*organisms*), such as a sense of interest, trust, and emotional attachment, which then triggers buying interest (*response*). These findings are supported by research by Pradana et al. (2023) which states that social media marketing plays a big role in Compass shoe buying interest. Febrianti (2023) also proves that content and social interaction on digital platforms are very effective in encouraging buying interest in the young segment. Suryani & Anggraeni (2022) emphasized that storytelling and *user-generated content* are the main triggers for consumer psychological engagement.

Influence of Product Quality

Product quality has also been proven to have a significant effect on buying interest. Descriptively, this variable has a high score, with the highest item in the diversity of options and the lowest in the durability of the shoe. This shows that consumers have a positive perception and have a significant influence on buying interest, functionality and practical value of Compass products. In SOR, stimuli in the form of product quality create cognitive evaluation and positive attitudes (*organisms*) which then generate a desire to buy (*response*). This finding is in line with research by Harianja & Tjiptodjojo (2023) which states that quality is the main trigger for buying interest in the fashion segment. Setyawan & Setyawan (2024) also show that the perception of shoe quality increases loyalty and repurchase interest. Amalia & Maulidiyah (2021) emphasized that the perception of product performance and comfort is a rational factor that greatly determines purchases.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis, it can be concluded that the formation of students' buying interest in Compass shoes is more determined by the experience they feel and the way the brand builds digital closeness. Consumer interest is not so much influenced by how well known or how strong a brand's image is, but rather by how much functional value it offers and how effectively the brand's communication reaches them. In this context, product quality and social media activities are the main triggers for the emergence of buying interest. These findings reflect a new consumption pattern, where young consumers are increasingly selective and demand meaningful interactions and products that are truly relevant to their needs.

FURTER STUDY

The limitations of this study can be seen from the results of the Adjusted R Square value which is classified as moderate, which indicates that the model's ability to explain changes in the buying interest variable is still not fully influential. This shows that although variables such as brand image, brand awareness, social media marketing, and product quality make significant contributions, there are still a number of other variables outside the model that also influence buying interest but have not been covered in this study. In addition, the scope of the study that focused only on one local shoe brand, namely Compass, also limited the generalization of the findings to other brands that may have different marketing approaches or consumer characteristics. Therefore, it is recommended that further research involve more than one local brand and add other variables such as price, brand experience, brand reputation, trust, or risk perception, in order to produce a more comprehensive model in explaining consumer buying interest in local shoe products.

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