



Influence of Brand Image, Price Perception, and Social Media Marketing on Buying Interest in Popits Sandals Among Denpasar Residents

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Abstract

This study investigates the factors influencing consumer buying interest in Popits brand flip-flops, focusing on brand image, price perception, and social media marketing. Despite its potential, Popits has faced challenges in driving purchase interest due to limited product variety, divergent price perceptions among consumers, and insufficient consumer awareness of its social media content. The objective of this research is to evaluate the impact of brand image, price perception, and social media marketing on the purchase interest of Popits flip-flops among residents of Denpasar. The study population comprises all potential consumers of Popits flip-flops in Denpasar, with a purposive random sampling approach yielding a sample of 120 respondents. Data collection was conducted using questionnaires, and the data analysis methods included Classical Assumption tests, multiple Linear Regression analysis, Coefficient of Determination, F-tests, and t-tests. The findings reveal that brand image, price perception, and social media marketing collectively influence consumer interest in purchasing Popits flip-flops. Partial tests indicate that each of these factors individually exerts a significant and positive impact on buying interest. The study concludes that enhancing brand image, aligning price perceptions with consumer expectations, and effectively leveraging social media marketing can significantly increase consumer interest in Popits flip-flops. These insights underscore the importance of strategic branding, pricing, and digital marketing efforts in boosting consumer engagement and sales for the Popits brand.

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INTRODUCTION

Marketing management is a technique that entails evaluating, planning, implementing, and controlling the protection of goods, offers, and ideas that depend on change for the purpose of making over the events concerned. Interactions that seek to create alternative choices. Therefore, marketing is done before as well as after the alternative procedure for the sake of creating a reciprocal relationship between each consumer and seller.

Sandals are a model of footwear that is open on the toe or heel of the wearer. The base can be made of rubber, plastic, wood and so on. Until sandals continue to experience

development and continue to make changes along with the needs of consumers who initially only used sandals as a protective device for their feet, it has now turned into a part of fashion. This then gave rise to many types of sandals with various brands and one of them is the Popits brand flip flops. Popits is a company engaged in the fashion industry, especially sandals. Popits is one of the sandal brands made in America.

Popits started in 2008 when the first1 stylish flip flops were made1 in America, then in 2009 PT. Hannika Gayathri acquired the exclusive distributor for Indonesia. That was the beginning when one of the best sandals was sold in Jakarta and Bali, until now Popits is available in Surabaya, Bandung, Solo and expanding to other major cities with the number of outlets reaching up to 35 outlets. Popits is a well-known sandal logo in Indonesia. The appearance of the Popits sandal model provided by using the company is unlike other footwear products, the diverse color choices make Popits sandals look more attractive when used. Similarly, the model material for Popits sandals has thick and sturdy rubber that makes the sandals not easily damaged, but also does not make the toes tired or sore when using Popits sandals. In addition to sandals, Popits also sells supporting accsecoris to decorate their sandals to make them much more attractive.

The impact of globalization is followed by adjustments in the fashion industry. Trends and styles sometimes exchange at a rapid pace, adding interest and offering choices for shoppers. Market observers need to be smart about market possibilities, especially in the cutting-edge technology of 4.0. The growing proportion of the market should be able to be followed, in addition to consumer tendencies due to the impact of market shifts. Companies need to have certain values to be more competitive and attractive to buyers, such as product variety, product brand, promotion strategy, cost and distribution system.

Tabel 1. Pre-Survey Results of People Who Like the Popits Flip-flops Brand in the city of Denpasar

No	Sandal Brand	Love the brand of sandals	Interested in buying sandals
1	Popits	53 People	37 People
2	Havaianas	47 People	55 People
3	Panama	10 People	18 People
	Jumlah Total	110 People	110 People

Source : Data is processed (2022)

From table 1 based on the results of the pre-survey, it is known that the number of people in Denpasar who like the Popits brand flip flops is greater than the number who choose other sandal brands. Where the people of Denpasar city who like the Popits brand flip flops are 53 people, but the public buying interest in Popits flip flops only reaches 37 people. Compared to the Havaianas brand flip flops as many as 47 people, however, the buying interest penetrated 55 people and people who chose the Panama brand flip flops as many as 10 people with an interest in buying sandals of 18 people.

Based on the pre-survey that has been conducted, respondents' perceptions of Popits sandals are good, comfortable to wear, durable, the model follows the trend, and with good quality straps. However, there are also perceptions of respondents who are less interested in Popits sandals as their choice due to the influence of prices that are much higher than other brands so that it is often taken into consideration by consumers1 to buy1 the product.1This is what1makes buying interest in Popits brand flip flops low compared to other brands even

though the branding is good. However, it does not necessarily make the purchase interest high as well.

LITERATURE REVIEW

Purchase intention (willingness to buy) is part of the behavioral matters in the attitude to consume. Purchase intention is the extent to which consumers make their choices between different brands that are included in preferences or how consumers buy an item using a service mainly based on various considerations. (Suyono & Sri Sukmawati, 2012:143). Howard in Durianto (2011) states that "Purchase interest is something related to consumer plans to buy certain products and how many product units are needed in a certain period. It can be said that purchase interest is a mental statement from consumers that reflects a plan to purchase a number of products with a certain brand." The indicators used to measure the purchase interest variable according to Kanuk (2015:201) are as follows: (1) Make considerations to buy. Usually consumers explore the benefits of the product and at this stage consumers will have the desire and desire to buy the product; (2) Have curiosity about the product. Describes customers who have an interest in the product earlier than the use of the product. Usually customers are curious about the product, so at this level there may be an interesting experience in the product; (3) Want to own the product. Usually, customers who tend to be interested in a good or service will want to buy the product.

Brand image is a description of consumers' associations and beliefs towards them (Tjiptono, 2014). A strong brand image can be a great advantage for the company, one of which can create high profits. However, Angipora (2012) explains that brand image is the pleasure of all associations related to the logo that already exists in the buyer's mind.

Suharto's research results Suharto & Trang (2016) explained that the results of the analysis showed that simultaneously the brand image variable had a significant effect on consumer buying interest at PT Remaja Jaya Mobilindo Manado. Furthermore, according to Ningsih & Anah (2021) the results of research show that the more positive a consumer's attitude towards a product or brand, the higher consumer buying interest can occur. Meanwhile, from Septanto's research Septanto et al. (2018) results that brand image does not have a significant effect on buying interest in Nike brand shoe products.

Brand image in this research is measured using indicators according to Ananda (2013) as follows: (1) Recognition. The degree of recognition of the logo by customers. If the logo is not recognized, products with this logo should be offered at a lower cost. (Logo, Attributes); (2) Reputation. A fairly high level or status for a brand because it has proven to have a good reputation; and (3) Affinity. The emotional bond that develops between a brand and its buyers. Products with brands that customers can love will be easier to sell, and products that are more confident will be well recognized.

Price perception according to Kotler (2008) Price is the amount of value charged to obtain a product, or the total exchange rate paid by consumers to benefit from the use of a product or service. According to Kanuk (2015) price perception is a view or perception of the cost of how customers perceive a certain level (high, reasonable) has a strong influence on purchasing goals and buying satisfaction. Price perception is related to how price facts reach all and give deep meaning to buyers.

Ende & Kusuma (2017) stated that price perception has a significant effect on buying interest in Xiaomi smartphone products. In Sriwiyanti's research Sriwiyanti & Martina (2020) stated that partially the price perception variable has a significant effect on online buying interest. Meanwhile, in Septanto's research Septanto et al. (2018) based on the results of his research on Adidas brand shoe products, price perception does not have a significant effect on buying interest.

Then in the variable perception0 price indicators - indicators according to Kotler & Armstrong (2008), which affects include: (1) Price compatibility with quality. Seeing that the price of popits products is quite high, this also adjusts to the quality that has been promised, therefore the suitability of price to quality, this includes the price there is quality provided; (2) Attractive price promotions such as discounts, free shipping. With attractive price promos such as discounts, this can be an indicator to increase the level of public perception in making purchases; and (3) Price competitiveness. Price competitiveness is also a reference for a consumer to make a purchase action. This can be used as a price comparison and consideration when making a purchase.

In the 4.0 generation technology, the function of social media cannot be dominated because it has become a necessity for society. Here companies can achieve higher consumer prices than the competition through the implementation of quality advertising and marketing strategies. The position of social media is increasingly being identified in improving the overall performance of commercial enterprises or logos in today's era.

The increase in generation-based products, which are based entirely on usability and ease of use, also has a significant impact on determining consumer purchase intentions (Sumerta et al., 2020). According to Gunelius in Cabello et al. (2019) Social media marketing is a form of direct mail used to develop attention, recognition, memory, and attitudes towards various product brands, people, or companies and is carried out through internet social networks. Meanwhile, social media marketing is a form of advertising and marketing used to create awareness, reputation, memory, and even movement for a brand, product, company, man or woman or institution, instantly or indirectly through the use of internet facilities. The social internet includes blogs, microblogs and social media, social networks (Hassan, 2016).

According to Putra (2020) research, the results of the value of the attributes of social media marketing through Instagram, namely 81.96% in the good category, the influence of social media marketing on buying interest has a big effect. In Asi & Hasbi (2021) research It is concluded that social media marketing simultaneously affects buying interest by 58.4%, these results illustrate that the ups and downs of buying interest in the Bukalapak application are determined by social media marketing variables. Meanwhile, in Rantesalu et al., (2016) research This study shows different results, namely the social media marketing variable carried out only slightly raises the desire to buy interest. This means that if social media marketing is carried out, it has a small effect and there is not even an increase in buying interest.

In Social Media Marketing there are indicators according to Fatoni & Pratomo (2022) and Ming-Yen Teoh et al. (2013) as follows: (1) Interaction. Social media enables greater interaction with the web community, through up-to-date and applicable information from buyers; (2) Sharing of content. Sharing of content material is ready to change the character, distribution and acceptance of content in social media policies; (3) Word of mouth (WOM).

Social media can connect interactions between online consumers and other shoppers about brands through word of mouth.

In this case, the Popits brand flip flops experience obstacles in the level of purchase interest due to the lack of diversity of product variants, different price perceptions among consumers and the number of consumers who do not know the content presented by Popits from social media. The purpose of this study was to determine the brand image, price perception and social media marketing on buying interest in popits brand flip flops in the city community Denpasar. Based on the research background, the problem formulations in this study are as follows: (1) Do brand image, price perception and social media marketing simultaneously affect the purchase intention of the Popits brand flip flops in Denpasar city residents?; (2) Does brand image partially affect the buying interest of Popits brand flip flops in Denpasar city residents?; (3) Does perceived price have a partial effect on buying interest in Popits brand flip flops in Denpasar city residents?; (4) Does social media marketing partially affect the purchase intention of the Popits brand flip flops in Denpasar city?

METHOD

A study must use the correct study format. Thus the research can get a picture that explains the problem and the steps used to overcome it. The type of research used in this study is causal association research with a quantitative approach. Associative study is a study that aims to determine the effect or relationship between two or more variables (Sugiyono, 2013:55).

Population according to Sugiyono (2013), namely population is a generalization of the area along with items or subjects that have a certain number and nature decided by the researcher to study and then draw conclusions. The population in this study were all potential consumers of Popits flip flops in Denpasar City, the number of which could not be identified.

Samples are part of this population taken in certain ways that still have certain, appropriate and complete characteristics that can be considered representative of the population (Yusuf et al., 2018). The technique used in this sampling is purposive random sampling. Purposive random sampling is a sampling technique with certain considerations (Sugiyono, 2013). And one of the sampling techniques is non-random sampling where the researcher determines the sampling with the help of placing the right characteristics that match the research target so that it is expected to be a way out of the research problem. The purpose of using this purposive random sampling method is because the distance is suitable for quantitative research, or research that does not generalize (Sugiyono, 2013).

Determination of the minimum sample size in this study refers to the Hair et al. (2014) statement that the diversity of samples as respondents must be adjusted to the signs of the indicators used in the questionnaire, assuming $n \times 5$ observed variables (indicators) up to $n \times 10$ observed variables (indicators). In this study, the number of items used was 12 question items used to measure 4 variables, so the number of respondents used was 12 questions multiplied by 10, which means 120 respondents.

Data collection in the next study was carried out using observation, interviews, questionnaires, and documentation studies. The analytical tools used in this study are classical assumption test, multiple linear regression analysis and determination analysis. The classic assumption test in this study is the first normality test, which is a test conducted with the One Sample Kolmogorov-Smirnov test at a significant level of 5% where the data is normally distributed if the significance is greater than 0.05.

RESULTS AND DISCUSSION

This study explains the effect of brand image, price perception and social media marketing on buying interest in Popits brand flip flops. In this study, 120 respondents were used as research samples. Respondent characteristics are used to determine the diversity of respondents who are classified by several categories.

Tabel 2. Persentase Karakteristik Responden

No	Characteristics	Classification	Number of Respondents	Presentase Reponden (%)
1	Jenis Kelamin	Laki-Laki	44	36,7
		Perempuan	76	63,3
2	Usia	>17 tahun	27	22,5
		21-30 tahun	84	70
		31-40 tahun	3	2,5
		41-50 tahun	6	5
		51-60 tahun	0	0

Source : Data is processed (2022)

Based on Table 2, it can be seen that most of the respondents according to gender in the Denpasar city community show that out of 120 respondents, the number of female respondents is 76 people with a percentage of 63.3%. And the rest are male respondents, namely 44 people with a percentage of 36.7%. And has an age range of 20-30 years with active status. This shows that the enthusiasts of the Popits brand flip flops in the Denpasar city community are mostly women and in the age range of 20-30 years.

Tabel 3. Normality test
One – Sample Kolmogorov –Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.000399183
Most Extreme Differences	Absolute	.056
	Positive	.044
	Negative	-.056
Test Statistic		.056
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source : Data is processed (2022)

The normality test results use the Kolmogorov-Smirnov asymp value. Significance is obtained at $0.200 > 0.05$. From the test results, it fully shows that it is normal.

Tabel 4. Multikolinearitas test
Coefficients^a

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	Tolerance	VIF
1 (Constant)	.715	.712			
Brand	.342	.074	.330	.543	1.842
Image					
Price	.195	.076	.188	.513	1.950
Perception					
Social	.456	.074	.435	.552	1.810
Media					
Marketing					

Source : Data is processed (2022)

The results of the multicollinearity test can be seen that the tolerance value of the brand image variable (X1) is $0.543 > 0.10$ and the VIF value is $1.842 < 10$. The tolerance value of the price perception variable (X2) is $0.513 > 0.10$ and the VIF value is $1.950 < 10$. The tolerance value of the social media marketing variable (X3) is $0.552 > 0.10$ and the VIF value is $1.810 < 10$. So it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model.

Tabel 5. Heterokedastisitas test
Coefficients^a

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	2.653	.642		4.135	.000
Brand	-.067	.050	-.148	-1.327	.187
Image					
Price	-.46	.063	-.084	-.739	.461
Perception					
Social	-.028	.052	-.057	-.537	.593
Media					
Marketing					

Source : Data is processed (2022)

In the heteroscedasticity test, it can be seen that the significance value of the brand image variable (X1) is $0.187 > 0.05$, the significance value of the price perception variable (X2) is $0.461 > 0.05$, and the significance value of social media marketing (X3) is $0.593 > 0.05$, meaning that there are no symptoms of heteroscedasticity in the brand image variable (X1), price perception (X2), and social media marketing (X3).

Tabel 6. Results of Multiple Linear Regression Analysis

		Coefficients ^a				Collinearity	1 Statistic
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	.715	.712		1.003	.318	
	Brand	.342	.074	.330	4.620	.000	1.842
	Image						
	Price	.195	.076	.188	2.562	.012	1.950
	Perception						
	Social	.456	.074	.435	6.150	.000	1.810
	Media						
	Marketing						

Source : Data is processed (2022)

The results of the study obtained patterns of influence of brand image variables (X1), price perceptions (X2), social media marketing (X3) on buying interest (Y) can be known a = 0.715, b1 = 0.342, b2 = 0.195, b3 = 0.456 so that the multiple linear regression equation is obtained as follows:

$Y = 0,715 + 0,342 + 0,195 + 0,456$. From the1 results1 of the1 equation obtained, it can1 provide information that:

- 1) The value a = 0.715 means that the purchase interest given is an average of 0.715 if the brand image variable (X1), price perception (X2) and social media marketing (X3) on purchase interest (Y).
- 2) The value of b1 = 0.342 means that if the brand image variable (X1) increases by one unit, the purchase intention (Y) will increase on average by 0.342 if the price perception variable (X2) and social media marketing (X3) are constant.
- 3) The value of b2 = 0.195 means that if the price perception variable increases by one unit, the average purchase intention1 (Y) will increase by 0.195 if the brand image (X1) and social media marketing (X3) variables are constant.
- 4) The value of b3 = 0.456 can mean that if the social media marketing variable (X3) is one unit higher, the purchase intention (Y) will increase by 0.456 if the brand image variable (X1) and price perception (X2) are constant.
- 5) So it is concluded that brand image, perceived price and social media marketing have an effect on buying interest in consumers of Popits brand flip flops in Denpasar city.

Tabel 7. Determination Analysis

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814 ^a	.680	.671	1.017

Source : Data is processed (2022)

The results obtained from the Determination Analysis obtained the coefficient of determination which can be seen from the Adjusted R Square value is 0.671 so the coefficient of determination is D = 67%, which means that the contribution of brand image, price perception and social

media marketing to buying interest in consumers of Popits brand flip flops in Denpasar city is 67% while the remaining 33% is influenced by other factors not discussed in this study.

F test analysis, used to test the significance of the regression coefficient value so that it is known whether the simultaneous influence between brand image (X1), price perception (X2) and social media marketing (X3) on buying interest (Y) is a positive and significant influence or only obtained by chance.

Tabel 8. Results of Simultaneous Significance Test (F-test) in Anova Table
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	254.548	3	84.849	82.054	.000 ^b
	Residual	119.952	116	1.034		
	Total	374.500	119			

Source : Data is processed (2022)

Using a 95% confidence level or 5% error rate ($\alpha = 0.05$), degree of freedom for the numerator: k and degree of freedom for the denominator: n-k-1, the F table value is 0.05 (k; n-k-1). For n = 120 and k = 3, the degree of freedom of the numerator is k - 1 = 3-1 = 2 and the degree of freedom of the denominator is n - k = 120 - 3 = 117. So the size of F - table = F (0.05) (2) (117) which can be found in the F distribution table is 3.07. Based on the results in the table, it can be seen that the calculated F value is 82.054 > so that the F table value is 3.07 so that H0 is rejected and Ha is accepted. This means that brand image, price perception and social media marketing simultaneously have a positive and significant influence on consumer buying interest1 on Popit brand flip flops in Denpasar city community.

Tabel 9. Test Analysis Results t-test
Coefficients^a

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Collinearity Statistic	VIF
1	(Constant)	.715	.712		1.003	.318		
	Brand Image	.342	.074	.330	4.620	.000	.543	1.842
	Price Perception	.195	.076	.188	2.562	.012	.513	1.950
	Social Media Marketing	.456	.074	.435	6.150	.000	.552	1.810

Source : Data is processed (2022)

The t-test analysis technique, the t-test is used to investigate whether there may be a partial influence between brand image, price perception, and social media marketing on purchase intention.

The first variable is brand image, the results of the t-test analysis can be seen based on the results of the processed data, it can be explained that the t - table using a two-sided test at an error rate of 5% ($\alpha = 0.05$, two-sided testing so the significance value becomes 0.025), where n

= 120 and $k = 3$. Then the amount of $df = 120 - 3 = 117$, then look for the significance level for two sides of 0.025. so that the value of t - table = (0.025 117) is 1.98. The t_1 - calculated value of 4.620 is greater than the t table value of 1.98, and t count is in the range of rejection of H_0 rejection, so H_0 is rejected and H_a is accepted. It can be concluded that brand image partially has a positive and significant effect on purchase intention. Thus the hypothesis can be accepted that "Brand image partially has a positive and significant effect on buying interest in Popits brand flip flops in Denpasar City".

The second variable is price perception, the results of the t -test analysis. The calculated t_2 value of 2.562 is greater than the t - table value of 1.98, and the t -count is in the H_0 rejection area, therefore H_0 is rejected and H_a is accepted. It is explained that price perception partially has a positive and significant effect on purchase intention. Therefore, the hypothesis "price perception partially has a positive and significant effect on buying interest in Popits brand flip flops in urban Denpasar" can be accepted.

The third variable is social media marketing, the results of the t -test analysis which results in a calculated t_3 value of 6.150 greater than the t -table value of 1.98, and the t -count is in the H_0 rejection area, therefore H_0 is rejected and H_a is accepted. Therefore, it can be concluded that social media marketing partially has a positive and significant influence on purchase intention. Thus the hypothesis can be accepted that "social media marketing has a positive and significant effect on buying interest in Popits brand flip flops in Denpasar city".

Based on the results of the data, it can be concluded that the brand image variable is partially tested on consumer interest in buying Popits brand flip flops in the Denpasar city community. A good brand image will increase consumer interest in buying Popits brand sandals. This is supported by previous research by Ningsih & Anah (2021) which found that brand image has a significant effect on buying interest in Oriflame products.

Based on the results of the study, the price perception variable was partially tested on consumer interest in buying Popits brand flip flops in Denpasar city. The better the price perception, the more interested consumers will be in buying Popits brand sandals. This is supported by previous research conducted by Ende & Kusuma, (2017) which shows that price perception has a significant effect on buying interest in Xiaomi branded smartphone products.

Based on the results of the study, it shows that the social media marketing variable is partially tested on consumer buying interest in Popits brand flip flops in the Denpasar city community. Good social media marketing by the company will increase consumer buying interest in buying Popits brand sandals. This is supported by previous research conducted by Putra & Sastika (2020) which shows the findings that the influence of social media marketing through Instagram has an effect of 47.9% on buying interest.

CONCLUSION

The study concludes that brand image, price perception, and social media marketing collectively have a significant positive impact on consumer buying interest in Popits brand flip-flops among the residents of Denpasar. Specifically, each of these factors—brand image, price perception, and social media marketing—individually influences consumer buying interest positively and significantly. Brand Image: The brand image plays a crucial role in consumer purchasing decisions. A superior brand image can greatly enhance consumer interest and willingness to purchase. Therefore, it is imperative for Popits to focus on building and maintaining a strong, positive brand image. This can be achieved through consistent quality, effective branding strategies, and maintaining a trustworthy reputation. Enhancing brand image will ensure that consumers recognize Popits as a premium and desirable product, thus driving higher sales. Price Perception: Price perception is another critical factor influencing consumer

buying decisions. The study reveals that consumers evaluate the price of Popits flip-flops in comparison to other brands. If the price is perceived as fair and justified by the product's quality, consumers are more likely to purchase. Therefore, Popits must strategically price their products to align with consumer expectations and perceptions. This involves providing clear and compelling value propositions that justify the price. Additionally, transparent pricing strategies and occasional promotions or discounts can also enhance price perception positively. Social Media Marketing: Social media marketing has emerged as a powerful tool for influencing consumer behavior. The study underscores the importance of leveraging social media platforms to reach a broader audience and engage with potential customers. Effective social media marketing can create awareness, generate interest, and ultimately drive sales. Popits should capitalize on this by regularly updating their social media channels with engaging content, interactive campaigns, and information about product features and benefits. Utilizing trending topics and innovative marketing strategies on social media can attract more consumers and boost their interest in Popits flip-flops. Recommendations: To maximize the impact of these factors on consumer buying interest, the following recommendations are proposed: (1) Enhance Brand Image: Focus on consistent quality and positive branding. Engage in public relations efforts and brand-building activities that reinforce the premium nature of Popits flip-flops; (2) Optimize Price Perception: Ensure that pricing strategies are transparent and perceived as fair by consumers. Highlight the value for money through marketing communications that emphasize quality, durability, and unique features; (3) Leverage Social Media Marketing: Use social media platforms more actively and effectively. Develop content that is not only informative but also engaging and shareable. Implement interactive campaigns that encourage consumer participation and feedback. Regularly update social media channels with trending and relevant content to keep the audience engaged. In conclusion, by focusing on enhancing brand image, optimizing price perception, and leveraging social media marketing, Popits can significantly increase consumer buying interest. These strategies are crucial for the company to maintain a competitive edge and drive higher sales in the dynamic and increasingly digital market landscape. This approach will ensure that Popits not only meets but exceeds consumer expectations, leading to sustained growth and success in the market.

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