

THE EFFECT OF BRAND IMAGE, PRICE, AND MARKETING CONTENT ON BUYING INTEREST OF ERIGO PRODUCTS IN SURABAYA

Bagas Branahda Putra Agung¹

Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, Indonesia
21042010083@student.upnjatim.ac.id



Maharani Ikaningtyas²

Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, Indonesia
maharani.i.adbis@upnjatim.ac.id

Abstract

In the increasingly competitive fashion industry, companies need to develop appropriate strategies to increase product appeal and encourage consumer purchasing interest. Brand image, price, and marketing content are important factors that can influence consumer behavior in making purchasing decisions. This study aims to analyze the influence of brand image, price, and marketing content on purchasing interest in Erigo products in Surabaya. This study uses a quantitative approach with a survey method. The population in this study was consumers who have purchased or are familiar with Erigo products in Surabaya. The sampling technique used was a purposive sampling method with 156 respondents. Data collection was carried out through the distribution of online questionnaires. The data analysis technique used was multiple linear regression to determine the effect of each independent variable on the dependent variable. The results of the study indicate that brand image, price, and marketing content partially and simultaneously have a positive and significant effect on purchasing interest in Erigo products in Surabaya. This finding reinforces the importance of managing a comprehensive marketing strategy in increasing the competitiveness of local brands amidst the dynamic competition in the fashion market.

Keywords: Brand Image, Price, Marketing Content

INTRODUCTION

With the increasingly advanced economy, clothing has become a crucial aspect of society. Fashion not only serves to protect the body but also reflects an individual's identity and lifestyle. With increased awareness of appearance, many people are now more selective in their clothing choices, recognizing that appearance can influence how others perceive them. The modernizing trend in fashion has encouraged the emergence of various local brands offering stylish, high-quality products.

In this era of globalization, the fashion world is developing rapidly, and Indonesians are building their own local brands. One of them is Muhammad Sadad, who founded Erigo in 2011 under the name Selected & Co, which focuses on streetwear-themed fashion products. However, Muhammad Sadad later changed the brand name to Erigo to create a brand that is more easily recognized and accepted by a wider market, including internationally. Erigo is known for its quality products such as t-shirts, jackets, pants, and other accessories, which carry a casual, modern, and comfortable style for everyday wear. This brand has succeeded in attracting the attention of young Indonesians with its trendy designs and affordable prices.

Purchase intention is a concept that reflects consumers' psychological tendencies when making purchasing decisions for a product or service. This intention is formed in response to various external and internal factors that influence consumption behavior (Rafi and Mahatmyo, 2024). Factors such as product quality, marketing strategy, brand image, and price are key elements in shaping consumer purchase intention.

Brand image is the perception or impression formed in the minds of consumers about a brand (Hendi et al. 2024). This impression encompasses how consumers perceive the quality, value, and unique characteristics offered by the brand. A brand plays a crucial role in the success of a marketing strategy, as it not only serves as a product identity but also serves as an effective tool for differentiating a company's products from competitors'.

Price is one of the key elements in the exchange of goods or services, where consumers provide a certain value to obtain benefits from the product (Rafi and Mahatmyo, 2024). As one of the main components in the marketing mix, price is flexible and can change quickly according to market conditions, the level of competition, or current economic trends.

According to Fauzi et al. (2020), marketing content is defined as any form of informational and promotional material strategically designed to convey brand messages, product values, and benefits to consumers. This content includes text, images, videos, and interactive media designed to attract and educate audiences.

REVIEW OF LITERATURE

Marketing

According to Kotler and Armstrong (2020), marketing is how companies build valuable interactions with consumers, with a primary focus on attracting new customers by offering superior value and maintaining the loyalty of existing customers by creating ongoing satisfaction. Furthermore, marketing also aims to establish and maintain mutually beneficial relationships with various stakeholders in an ever-changing business environment.

Buying Decision

Purchase intention is a psychological state that reflects a person's desire, passion, and inclination to purchase a product or service. According to Kotler and Keller in Novitasari's (2021) research, purchase intention is a behavior that emerges in response to a specific object that indicates a consumer's desire to make a purchase. This definition highlights that purchase intention is the initial phase in the consumer decision-making process, where individuals begin to weigh various product options before determining which one best suits their needs and preferences.

Brand Image

Brand Image refers to the mental image formed in the minds of consumers about a brand, which arises from various associations and interpretations of the brand's identity. As explained by Kotler and Keller in a study by Nuryantiet al(2024), brand image is a set of subjective beliefs and assessments consumers develop through their memories and experiences of certain brand attributes. When the perceptions developed are positive, consumers tend to have a greater interest in making purchases and are loyal to the brand in the long term.

Price

According to Kotler and Armstrong in Gunarsih's research et al (2021), Price, in a more limited sense, can be interpreted as a certain nominal amount paid by consumers in exchange for the product or service received; while in a broader sense, price reflects the total value that consumers are willing to exchange in order to obtain the benefits of using a good or service, which at the same time allows companies to earn income proportional to the value they have successfully created for customers.

Marketing Content

According to Pulizzi, as cited in a study by Kumalasanti (2022), content marketing is a strategic approach in business and marketing that focuses on the creation and distribution of valuable and engaging information. The primary goal of this process is to reach, attract, and engage a specifically targeted audience to encourage them to take actions that benefit the company.

RESEARCH METHOD

The research method used in this study is a quantitative approach. This approach is objective and emphasizes the process of collecting and analyzing numerical data, which is then processed using statistical techniques to obtain valid research results. According to Sugiyono (2020), quantitative methods are used to investigate specific populations or samples through systematically structured research instruments, and the results are analyzed statistically to test predetermined hypotheses.

Research Hypothesis

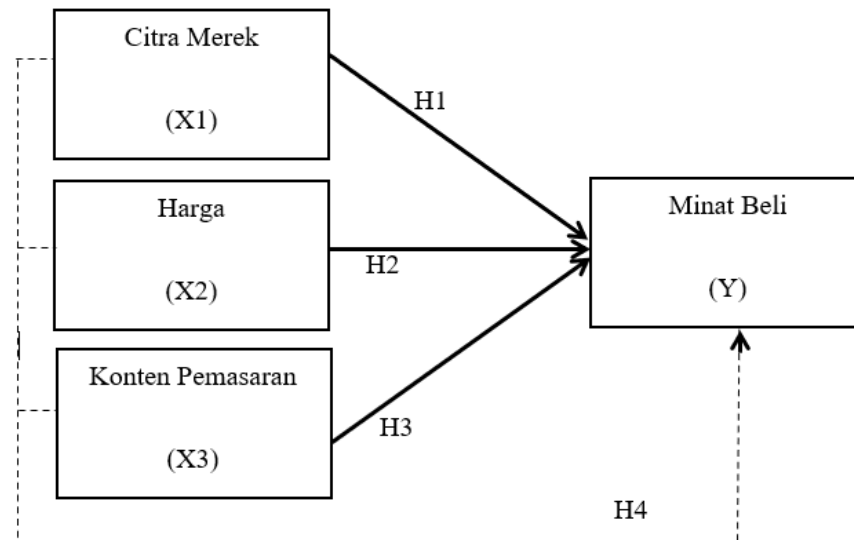
This study aims to examine the influence of brand image, price, and marketing content on consumers' purchase intention of Erigo products in Surabaya. Based on the

theoretical framework and review of previous research, the following hypotheses are proposed:

- H1: Brand image has a positive effect on the purchase intention of Erigo products in Surabaya
- H2: Price has a positive effect on the purchase intention of Erigo products in Surabaya.
- H3: Marketing content has a positive effect on the purchase intention of Erigo products in Surabaya.
- H4: Brand image, price, and marketing content simultaneously have a positive effect on the purchase intention of Erigo products in Surabaya.

Research Model

This research model explains the relationship between the independent variables brand image, price, and marketing content and the dependent variable, which is consumers' purchase intention. The model reflects the assumption that each independent variable has a direct and measurable effect on the purchase intention of Erigo products in Surabaya. This conceptual framework serves as the basis for hypothesis development and empirical testing, and can be illustrated as follows:



The conceptual framework of this study demonstrates that brand image, price, and marketing content are independent variables that directly influence consumers' purchase intention of Erigo products in Surabaya. This research adopts a quantitative approach with a survey method, utilizing a structured questionnaire based on a Likert scale to gather responses from selected respondents. The primary data collected will be analyzed using multiple linear regression analysis to examine both the individual (partial) and combined (simultaneous) effects of the three variables on purchase intention. The objective of this study is to empirically test how brand perception, pricing strategy, and digital marketing content contribute to consumers' buying interest in Erigo products. The findings are expected to offer strategic insights for fashion industry players, particularly local brands like Erigo, in optimizing their marketing efforts to enhance consumer engagement and increase purchase intention in a competitive urban market like Surabaya.

RESULTS AND DISCUSSION

Reliability Test

Reliability testing is conducted to evaluate the consistency of an instrument in repeatedly measuring the same variable. A measuring instrument is considered reliable if it produces stable and consistent results over time. In this study, reliability testing was conducted using the Cronbach's Alpha coefficient. If the Cronbach's Alpha value is greater than 0.60, the instrument is considered to have adequate reliability and is trustworthy.

Table 2.
Reliability Test Results

Variables	Cronbach Alpha	Cross of Value	Decision
Brand Image	0.868	0.60	Reliable
Price	0,915	0.60	Reliable
Marketing Content	939	0.60	Reliable
Purchase Interest	0,937	0.60	Reliable

Source: processed data from SPSS (2025)

All variables had Cronbach's Alpha values exceeding the threshold of 0.60. This indicates that all variables in this study met reliability requirements. Therefore, this research instrument, which has undergone validity and reliability testing, is deemed suitable for use as a data collection tool in further research.

Classical Assumption Test

Normality Test

The normality test aims to identify whether the data on the dependent variable, the independent variable, or both have a distribution pattern that approaches a normal distribution in the context of a regression model. Normality testing can be performed using the Kolmogorov-Smirnov method, with a significance level of 0.05. If the test results show a significance value (Sig.) greater than 0.05, the data can be concluded as normally distributed. However, if the significance value is less than 0.05, the data are considered not normally distributed. The results of the normality test in this study are presented in the following table:

Table 3.
Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		156	
Normal	Mean	0,1282051	
Parame	Std. Deviation	1,86598398	
Most	Absolute	0,062	
Extreme	Positive	0,062	
Differen	Negative	-0,057	
Test Statistic		0,062	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte	Sig.	0,146	
Carlo	99%	Lower	0,137
Sig. (2-tailed) ^e	Confidence Interval	Bound	0,155
		Upper Bound	
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with			

Source: processed data from SPSS, (2025)

Based on the test results output listed in the table above, it is known that the significance value or Asymp. Sig. (2-tailed) obtained is 0.146. Because this value is greater than 0.05, it can be stated that the residual data in this study meet the assumption of a normal distribution.

Multicollinearity Test

UjMulticollinearity testing was performed to ensure there was no significant linear relationship between independent variables in multiple linear regression analysis. High levels of multicollinearity can lead to bias in regression model estimation. A model is declared free of multicollinearity if each variable has a VIF value of less than 10 and a tolerance value of more than 0.1.

Table 4.
Multicollinearity Test Results

Variabel	Tolerance	VIF
<i>Brand Image</i>	0,231	4.337
Harga	0,261	3.828
Konten Pemasaran	0,246	4.073

Source: processed data from SPSS (2025)

The table above shows that the brand image variable has a tolerance value of 0.231 and a VIF of 4.337. Meanwhile, the Price variable shows a tolerance value of 0.261 and a VIF of 3.828, and the Marketing Content variable has a tolerance value of 0.246 with a VIF of 4.073. Since all tolerance values are greater than 0.1 and all VIF values are less than 10, it can be concluded that there are no symptoms of multicollinearity in the regression model used. Thus, the assumption of non-multicollinearity has been met overall.

Heteroscedasticity Test

This test aims to detect any inequalities in the distribution of errors or residuals across all independent variable values. The testing technique used in this context is the Glejser method. A model is considered free of heteroscedasticity if the significance value of each variable is greater than 0.05, meaning there is no systematic pattern in the distribution of errors across the independent variables.

Table 5.
Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		dized Coeffici	t	Sig.
		B	Std. Error			
1	(Constant)	3,419	0,653		5,236	0,000
	X1	0,055	0,049	0,183	1,128	0,261
	X2	-0,039	0,034	-0,177	-1,159	0,248
	X3	-0,041	0,025	-0,265	-1,685	0,094

a. Dependent Variable: ABS RES

Source: processed data from SPSS, (2025)

Referring to Table 5, it can be observed that the significance values of the three independent variables exceed the 0.05 threshold. The Brand Image variable shows a significance value of 0.261, the Price variable 0.248, and the Marketing Content variable 0.094. This indicates that all residuals in the regression model have uniform or homogeneous variance, so the model can be considered valid for use in further testing.

Test of Multiple Linear Regression Analysis

Table 6.
Multiple Linear Regression Analysis

Model		Coefficients ^a						Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
		B	Std. Error	Beta					
1	(Constant)	-5,599	1,411		-3,970	0,000			
	X1	0,477	0,105	0,309	4,541	0,000	0,231	4,337	
	X2	0,162	0,074	0,140	2,197	0,030	0,261	3,828	
	X3	0,415	0,053	0,515	7,814	0,000	0,246	4,073	

a. Dependent Variable: Y

Source: processed data from SPSS (2025)

Based on the table above, the following regression equation is obtained:

$$Y = \alpha + \beta_1.X_1 + \beta_2.X_2 + \beta_3.X_3 + e$$

Purchase interest = -5,599+ 0.447 X1 + 0.162 X2 + 0.415 X3 + e

Based on the model obtained, it can be explained as follows

1. The constant value (α) in the regression equation is recorded at -5.599, which represents the predictive value of the dependent variable (Y) when all independent variables, namely X1, X2, and X3, are at zero. Thus, in the condition where there is no influence from the three independent variables, the Y value is estimated to be at a negative number of -5.599.
2. The regression coefficient for variable X1 was recorded at 0.477, which indicates a positive relationship between X1 and the dependent variable Y. This means that every one-unit increase in variable X1 will be followed by an increase of 0.477 in variable Y, assuming that the values of variables X2 and X3 remain constant.
3. The regression coefficient value for variable X2 shows a figure of 0.162. This value reflects the positive influence of variable X2 on Y. This means that if there is a one-unit increase in X2, then variable Y will experience an increase of 0.162, as long as the other independent variables do not change.
4. The regression coefficient of variable X3 has a value of 0.415, which also indicates a positive influence on the dependent variable Y. The interpretation of this value is that every addition of one unit to X3 will increase Y by 0.415, provided that variables X1 and X2 remain constant.

Coefficient of Determination Test (R2)

Table 7.
Test of the Coefficient of Determination (R2)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.915 ^a	0,838	0,835	2,30649
a. Predictors: (Constant), X3, X2, X1				
b. Dependent Variable: Y				

Source: processed data from SPSS (2025)

Referring to Table 7, the R value obtained was 0.915 in the multiple linear regression model, which indicates a very strong correlation between the variables Brand Image, Price, and Marketing Content with Purchasing Decisions, namely 91.5%. The coefficient of determination (R²) value was recorded at 0.838, or equivalent to 83.8%, which indicates that 83.8% of the variability of Purchase Intention (Y) can be explained by the variables Brand Image (X1), Price (X2), and Marketing Content (X3). The remaining 16.2% is the contribution of other factors not included in this research model.

Hypothesis Testing

T-Test

Table 9.
T-test

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-5,599	1,411		-3,970	0,000		
	X1	0,477	0,105	0,309	4,541	0,000	0,231	4,337
	X2	0,162	0,074	0,140	2,197	0,030	0,261	3,828
	X3	0,415	0,053	0,515	7,814	0,000	0,246	4,073
a. Dependent Variable: Y								

Source: processed data from SPSS, (2025)

So, it can be concluded that:

1. Based on the analysis results, the t-count value was obtained at 4.541 with a significance level <0.001. Because the t-count is greater than the t-table and the significance value is far below 0.05, the H1 hypothesis can be accepted. This shows that the Brand Image variable (X1) statistically has a positive and significant influence on the Purchase Interest variable (Y) of Erigo products in the Surabaya area.
2. The calculation results show that the t-count value is 2.197 with a significance of 0.030. Because the t-count is greater than the t-table and the significance value is still below the threshold of 0.05, the H2 hypothesis can be accepted. Thus, it can be concluded that

the Price variable (X2) has a partial positive influence on Purchase Interest (Y) of Erigo products in Surabaya.

- From the analysis results, the t-count value was obtained at 7.814 with a significance value <0.001. Because the t-count value substantially exceeds the t-table and its significance is much smaller than the 0.05 limit, the H3 hypothesis can be accepted. This means that the Marketing Content variable (X3) is proven to have a partial positive influence on Purchase Interest (Y) towards Erigo products in the city of Surabaya.

Simultaneous Test (F)

Table 8.
F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4182,351	3	1394,117	262,058	<,001 ^b
	Residual	808,623	152	5,320		
	Total	4990,974	155			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X2, X1						

Source: processed data from SPSS (2025)
 $df_2 = 156 - 3 - 1 = 152$

Using a significance level of 5% (0.05), the F-table value can be determined based on the F distribution in inferential statistics. At 152 degrees of freedom (df2), the F-table value is 2.664. Therefore, the F-table value used as a reference in this analysis is 2.664. The explanation of the test results presented in the previous table is as follows:

- Based on the results of the regression analysis, it is known that the F-count value is 262.058 with a significance level of less than 0.001. Because the F-count value far exceeds the F-table and the significance level is below 0.05, the H4 hypothesis is declared accepted. This means that together, the three independent variables of Brand Image (X1), Price (X2), and Marketing Content (X3) have a significant impact on consumer Purchase Interest (Y) towards Erigo products in the Surabaya area.

The Influence of Brand Image on Purchase Interest

The results of testing the first hypothesis (H1) indicate that the brand image variable (X1) has a positive and significant impact on consumer intention to purchase Erigo products in the Surabaya area. The t-value of 4.541 and a significance level below 0.001 confirm that statistically, the influence of brand image on purchase intention is very strong and academically acceptable. Therefore, hypothesis H1 can be declared valid.

The Influence of Price on Purchase Intention

Testing the second hypothesis (H2) provides evidence that the price variable (X2) also has a positive influence on purchasing interest in Erigo products in Surabaya. With a t-value of 2.197 and a significance level of 0.030, hypothesis H2 meets the significance criteria below 0.05 and is therefore accepted. This indicates that price remains an important factor in

consumer considerations. When the price is deemed commensurate with the quality and benefits offered by the product, consumer purchasing tendencies will increase significantly.

The Influence of Marketing Content on Purchase Interest

The results of testing the third hypothesis (H3) indicate that the marketing content variable (X3) also has a positive and significant influence on purchasing interest in Erigo products in Surabaya. The t-value of 7.814 and a significance level <0.001 indicate that marketing content has a high statistical influence. Therefore, hypothesis H3 can be accepted. In the increasingly developing digital era, content that is designed in an attractive, informative, and relevant manner serves as a communication bridge between brands and consumers.

The Influence of Brand Image, Price, and Marketing Content on Purchase Intention

Based on the results of the simultaneous F test, it was concluded that the three independent variables of brand image (X1), price (X2), and marketing content (X3) collectively have a positive influence on consumer purchasing interest (Y) towards Erigo products in Surabaya. Empirical evidence is shown by the calculated F value of 262.058, which is significantly higher than the F-table value, accompanied by a significance value <0.001 , which is much smaller than the tolerance limit of 0.05. Thus, the fourth hypothesis (H4) can be accepted.

CONCLUSION

Based on the research that has been conducted, it can be concluded that:

1. Brand Image (X1) has a positive influence on purchasing interest (Y) of Erigo products in Surabaya. This means that the better the consumer perception of Erigo's brand image in terms of quality, reputation, and displayed values, the greater the likelihood of consumers having an interest in purchasing the product.
2. Price (X2) has a positive influence on purchasing interest (Y) for Erigo products in Surabaya. A price that is considered appropriate to the product's quality will create a balanced perception of value in the minds of consumers, which is what makes consumers consider purchasing the product.
3. Marketing content (X3) has a positive influence on purchasing interest (Y) for Erigo products in Surabaya. Marketing content is not only a medium for conveying information but also a means of building a strong and convincing brand narrative. Well-packaged and creative content can build a more personal relationship with the target audience, which can attract consumer purchasing interest in the product being marketed.
4. Brand Image (X1), Price (X2), and Marketing Content (X3) simultaneously have a positive influence on Purchase Intention (Y) for Erigo products in Surabaya. This finding supports the theory of integrated marketing, which states that marketing elements cannot stand alone but must be strategically combined to create synergy that drives consumer purchase intention.

Suggestion

Based on the research results and conclusions obtained, several suggestions can be made to relevant parties. The following are some of the author's recommendations:

1. For Companies

Erigo is advised to continue strengthening its brand image through a consistent branding strategy, both in terms of visual appearance and customer experience, as brand image has been shown to significantly influence consumer purchasing interest in Surabaya. In terms of pricing, it is important for Erigo to maintain a competitive pricing strategy commensurate with product quality, to attract the attention of young consumers who tend to be price-sensitive. Furthermore, marketing content is a very dominant factor in driving purchasing interest, so Erigo needs to continue creating engaging, relevant, and interactive content across various digital platforms to increase consumer engagement and expand market reach.

2. For Further Researchers

This research can be used as a learning tool that helps broaden insight and improve understanding regarding the application of marketing theory, especially regarding Brand Image, Price, and Marketing Content on Purchase Interest

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