

Robust Least Squared: To Build Consumer's Purchase Intention at Louis Vuitton Indonesia

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Abstract

Louis Vuitton, as one of the French fashion brands, is currently leading world's fashion brand in fashion industry. Indonesia as a growing market country is one of the countries that host Louis Vuitton's shopping outlet. This research aims to analysis the effect of brand image, country of origin and motivation on consumer's purchase intention. The data collection method is online survey using Google Form questionnaire. This study is conducted in Jakarta area, where Louis Vuitton outlet and the respondents are residing. Testing validity and reliability for data is conduct by Stata Software statistic application. The data is analysed through robust least squared method using Stata Software Release 15 also. The findings of this research show that brand image effect on purchase intention significantly, country of origin effect towards purchase intention, and also motivation effect towards purchase intention significantly.

Keywords:

Brand image, Motivation, Country-of-origin, Purchase intention, Louis Vuitton Indonesia

1. Introduction.

Fashion industry is currently experiencing a rapid growth especially for millennial generations nowadays due to better personal and or family income (Rajagukguk et al., n.d.); (S Budiono et al., 2021). New brands emerge both in local market and international market. The positive trends have been going better from previous in the market industry (Sidik Budiono, 2011); (Meesala & Paul, 2018), because fashion indeed is one of the primaries need that people seek from generation to next generation in the world (S Budiono, Purba, & Adirinekso, n.d.). Fashion takes the needs of clothing to the next level higher brands (Tasurru & Salehudin, 2014); (Laroche et al., 2012); (Hikaru et al., 2021). They do not mention about the expensive price, but today, people are keener in distinguishing clothing materials and design, which influence the purchase intention of many people in fashion brands which makes the industry's growth rockets (S Budiono, Evanson, et al., n.d.); (Panday & Purba, 2012). The below table there are number of the consideration to buy intention.

Table 1. Indonesia's Creative Economics Subsectors GDP Growth

Subsectors	2016	2017	2018
Architecture	6.05	7.63	7.55
Interior Design	5.92	6.01	5.95
Visual Communication Design	8.98	8.13	8.05
Product Design	7.67	5.88	5.82
Film, Animation and Video	10.09	10.28	10.18
Photography	6.89	8.24	8.16
Crafting	2.27	1.59	1.57
Culinary	5.06	5.67	5.61
Music	7.59	7.99	7.91
Fashion	4.05	3.85	3.81
Apps and Game Development	8.06	7.88	7.80
Publisher	3.60	2.07	2.05
Advertisement	7.07	6.78	6.71
TV and Radio	10.33	10.34	10.23
Performance Art	9.54	7.75	7.68
Fine Art	4.50	5.69	5.64
Total	5.03	5.07	5.17

Source: Indonesia Creative Economy Agency, 2019.

As Paris and France has been very well-known as the country where fashion trend starts, many people in the world also tend to identify fashion items with France as the country of origin become the hedonic integrity to the products (Djakasaputra, 2021); (Purba, 2017b); (Purba & Tan, 2018). For example, if a person went to Europe and brought back a fashion item such as tops or even scarf, people will think that the item is decent if it's bought in France and it will be happen also in somewhere in other countries (Purba, 2017a); (Purba & Tan, 2016).

Louis Vuitton is one of the big fashion brands from Paris established in 1854. Along its' growth, Louis Vuitton has been well known around the world as a top tier fashion brand. In 1888, the founder of Louis Vuitton brand patented the LV icon as it's' brand signature that originally from overseas (Surjana et al., n.d.); (Juliana et al., n.d.); (S Budiono, Evanson, et al., n.d.). The fashion icon has more than 500 outlets that are spread in more than 60 countries around the globe, including Indonesia.

Louis Vuitton, according to Statista.com, is the world's current leading fashion brand, based on their brand value that has reached 31.72 billion USD. Louis Vuitton is popular for their brand image that built among the world. Their performance become more prestigious, one of the high-end Parisian fashion brand that is experienced in quality. Their dedication and quality have convinced people around the globe to at least purchase one of their products thus accounting for the brand's value growth.

People highlight Louis Vuitton as a Parisian fashion brand, coming from the world's main country of fashion, France. So, from this point of view, it becomes interesting to see how motivated a person could be and how has the brand image of Louis Vuitton been viewed, judging from their country-of-origin image and how do the aspects influence people's purchase intention towards the brand. In this study, the authors want to analyses the effect of brand image, country of origin, and motivation on purchase intention at Louis Vuitton Indonesia.

2. Literature Review

2.1. Variables

This study, authors used some variable, namely, brand image, country of origin image, and motivation as independent variable and purchase intention is as dependent variable.

Brand Image

Brand Image is a level after brand awareness which simply means the customer's impression of a brand. Keller emphasized that Brand Image has an important role to distinguish a brand's product from other similar brands (Fionita, 2018); (S Budiono, Purba, Adirineko, et al., n.d.).

Brand of a product whom consumers are not familiar with will tend to make consumer think about the price charged for a service and product compared to similar entities in which the brand is well known because they have better understanding and digital literacy (S Budiono, Purba, & Rajagukguk, n.d.). This is an illustration of brand image, that the stronger the impression of a brand is known by customers, the easier it is for customers to trust the brand, including regarding price (Adirinekso et al., n.d.); (Purba, n.d.); (S Budiono, Evanson, et al., n.d.).

A business that has a strong brand image will be able to achieve higher sales figures if the comparison with competitors with a weaker brand image (Surjana et al., n.d.). In line with the previous opinion, El-Said (2020) conducted research and found that brand image has a moderating effect in the effect of online reviews of the customers' intentions and service delivery of the providers (Purba & Panday, 2015) (Kamaludin & Purba, 2015); (Panday & Purba, 2015). This finding certainly refers to the increased desire to buy from customers because they see good reviews caused by the well-established brand image of products as the service industry (Purba, 2015); (Steven et al., 2021).

Consumers have purchase decisions that are strongly influenced by brand image and product prices. Thus, brand image is a determining factor before a purchase occurs. It is important for customers to understand a brand before finally deciding to make a purchase. As a product is a big brand with the largest market share, it is important to examine what factors determine consumer purchasing decisions.

Brand image can be measured by using three dimensions, which are:

1. Product Attributes
Product attributes are all things related to that brand.
2. Consumer Benefits
Consumer benefits include the usefulness of a product from a brand that is felt by consumers.
3. Brand Personality
Brand identity is a description that is embedded in the minds of consumers about an existing brand.

These dimensions described by Aaker were later explored further by other researchers in more recent years.

Country-of-origin Image

Country-of-Origin has the literal meaning, which is the country of origin of a brand influencing purchase intention, an element that is very significant in influencing the purchase intention of a product. Evaluation of where a product comes from becomes very important to consumers. Country-of-Origin will impact the way consumer view some brands or products. Certain impression of a product is built upon consumer's mind, especially when it is produced by a certain country.

Country-of-Origin is a product's image identified by the origin country of the product. Other main concepts about the image of the country in accordance to the country-of-origin, as follows:

1. Image of country at product level. In this case, the image of the country has a definition of the general perception of the product quality of a certain country. The approach describes the country image as an element that is built from the products, brands, also various special organizations of a country.
2. Country image at country level. In this case, the country image is defined in terms of an image of a country in general, which is different from the definition of a country image that focuses on the product level.

Variable country-of-origin, it is a very strong correlation between country-of-origin and product quality. Country-of-origin becomes a standard for consumers in determining the quality of a product before purchasing. Supporting. The local consumer prefer products from western countries to local products. The preference is built on the perspective that the western products are reliable, up-to-date and have higher quality.

The basis for measuring the Country of Origin, as follow :

1. Country innovation in production,
2. The level of technological advancement of the country of origin of the brand
3. Production design
4. Creativity in production
5. Production quality
6. The prestige of the country of origin of the brand and;
7. The image of the country of origin of the brand as a developed country.

Motivation

Motivation is an impulse that someone wants to make a purchase. This is triggered by psychological pressure caused by not meeting a need. These individuals make a conscious or unconscious effort to reduce this pressure by choosing what their goal is though. Furthermore, with this behaviour they hope to be free from pressure and their needs are met. There are two types of motivation, namely emotional motivation, and rational motivation. Emotional motivation is motivation based on personal or subjective criteria, such as pride, fear, feelings, or status. Meanwhile, what is meant by rational motivation is motivation based on the fact where the purpose of purchasing a product is assessed based on all objective criteria that can be seen such as size, weight, price, or size per package. Several things related to motivation:

1. Motivation, according to Social Cognitive theory, is a process that instigates and maintains activity that leads to a specific goal.
2. The key process of motivation is objective, and self-evaluation related to continuity of activities, self-regulation, values, attributions, outcome expectations, social comparisons, and self-efficacy.
3. The process of motivation leads to the results of motivation, namely persistence, effort, choice, environmental regulation and achievement.
4. The basic concept is mutual interaction that influence each other among behavioural, environmental, and internal processes.

A deeper definition is expressed by Lopez-Guzman et al. (2017) who conducted a survey of tourists from the North American continent who were traveling to Cuenca, Spain, and found that motivation to eat food is divided into five dimensions, namely sensory desires, cultural experiences, interesting things, intrapersonal relationships, and health problems. Lopez-Guzman added that his research on the motivation of culinary tourism is important because most travelers come to restaurants to meet basic psychological needs that have been mentioned in the famous theory of Maslow's hierarchy of needs.

Purchase Intention

Marketing management experts, Kotler and Keller (2009: 251) explain that, "buying interest is a behaviour that arises because of an object where consumers indicate a desire to buy it". This opinion is confirmed by the definition of buying interest which is a desire that arises from within individuals for a product as a result of the learning process and observing the product. The emergence of a feeling of wanting to make a purchase is a result of a process of evaluating a brand carried out by a potential customer. Being part of a series of purchasing decision stages, buying interest begins with consumer activities to identify their needs, followed by information searches and evaluating available alternatives, to decide whether to buy or not. This process is also complemented by post-purchase behaviour.

Emphasis on consumer purchase interest is at the evaluation stage. At that stage, buying interest will arise from the ranking of several brands that consumers think of. In general, consumers will choose a brand that is ranked first. However, there are two things that can shape a consumer's purchase interest (Kotler & Keller, 2009: 252). These two things are:

a. Attitude of other people

In choosing an alternative product, a consumer will be easily influenced by the attitudes of others. The strength of this influence depends on two things, namely how strong the negativism of others is to influence the choice of existing brands, and how strong is the motivation of consumers to follow other people's suggestions or suggestions.

b. Unanticipated situation

When consumers want to make a purchase, of course consumers will consider the situation that is going on around them. If the consumer's motivation is strong, then any situation will not really affect the consumer's buying interest.

In various research journals, buying interest is often based on the SOR theory. Basically, SOR stands for Stimulus - Organism - Response which explains that stimulus can trigger the organism that initiates the final response preparation by human's internal processes. Stimulus means the influence that attracts someone's attention, while organisms as a state of perception, feelings and thoughts and responses are associated with a person's final choices and behavioural responses.

Recent research conducted by Liu, Bao and Zheng (2019) found that purchase interest is strongly influenced by trust, in this case social commerce sites and members of these sites. In addition, the content on the site will strengthen existing relationship between purchase intention and trust. Dimensions of purchase interest are shared by Ferdinand (2011) as follows.

1. Transactional interest
The definition of transactional interest is the possibilities for individuals to make purchases on an object or service.
2. Referential interest
Referential interest means a sense that is owned by the individual or the consumer so that they can reference the products of their relatives or friends.
3. Preferential interests
The definition of preferential interest is how an individual has a preference or a tendency towards a product. Of course, this trend will change if the product changes in quality.
4. Explorative interest,
Many potential consumers have explorative interest, where they will conduct information search activities about the product they want to buy.

2.2. Relationship among Variables

This research has some hypothesis of relationship between variables as follow.

Brand Image and Purchase Intention

Brand image, within this research, is defined as a reflection of the trust and quality of a product under a certain brand, the relationship between brand image and one's buying interest can be seen from the number of sales transactions that occur from brands that are well known to the public (Meesala & Paul, 2018). For example, in this research, given a same purchasing power, people will choose world's best fashion brands compared to just some fast fashion brand because of its good brand image.

Country-of-origin image and Purchase Intention

Country-of-origin image is known as one of the main driving forces for consumer's purchase intention on specific products that is strongly connected to the country's strength (Meesala & Paul, 2018). For example, electronic and tech products are strongly associated with Japan, while fashion products are associated with France. This is supported by some arguments, one of the arguments by Hsu, Chang and Yansritakul (2017) states that country-of-origin image enhance the effect of purchase intention on green skincare product.

Motivation and Purchase Intention

Motivation is the main driving force for someone to carry out activities based on goals. The relationship between motivation and purchase intention can be seen from the need for someone to have sufficient goals and motivation to be able to decide on a purchase. Motivation can encourage the influence of the two independent variables in influencing purchase intention (Laroche et al, 2012).

The correlation between the two variables is covered by Choi and Johnson (2019) who found that motivation impacts positive influence on purchase intention on green products. Heryanto (2019) also gives an example how motivation can drive people to create a stronger purchase intention on a shoe canter in Bandung. Indriyani and Suri (2020) also argues that motivation affects purchase intention on fast fashion products. The research by Indriyani and Suri (2020) was conducted to 100 respondents who are the customers of fast fashion product.

3. Methodology

Based on the problems and possible causal relationships between brand image with purchase intention, country of origin with purchase intention, and Motivation with purchase intention then we combine a research model as outlined in the figure 1.

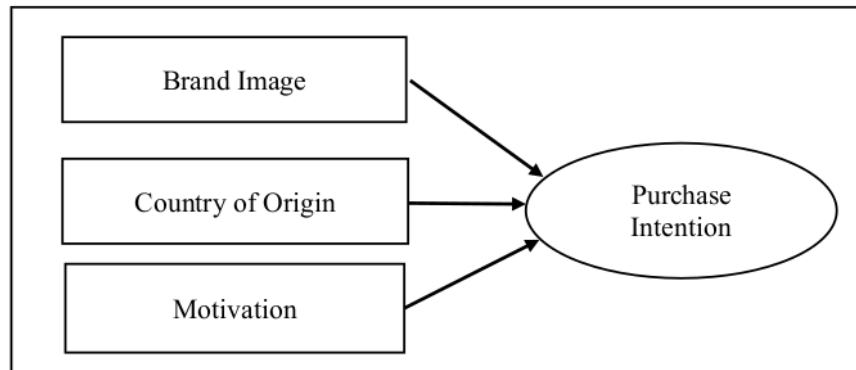


Figure 1 Research Model

After authors compile in research model, authors construct econometric equation as follow:

$$PI_i = a_0 + a_1 BI_i + a_2 CO_i + a_3 MOT_i + e_i$$

According to Sekaran and Bougie (Sekaran & Bougie, 2016), sample size for most of the research are approximately around 30-500 samples to be considered as an appropriate.

4. Data Collection

To gather the data, authors must decide what kind of data that is more suitable for processing the research. Authors decided to use primary data for this research since it is more suitable than secondary data. Primary data is the data that is taken directly from the sample. The method used to collect the data is questionnaire. Questionnaire chosen because of its efficiency and accuracy. The questionnaire will use Likert scale as the measurement scale and the result will be served in numbers. So, author uses non-probability sampling. authors decided to collect 122 samples for this research to retrieve more accurate data from the respondents. The data collected for this were processed by the STATA.

5. Result and Discussion

According to the measurement in validity and reliability, all variables of research were tested for validity and reliability in table 2.

Table 2 Validity and Reliability Test

Item	Obs	Sign	item-test correlation	item-rest correlation	average interitem correlation	alpha
BI	122	+	0.9137	0.8329	0.4842	0.7380
CO	122	+	0.8271	0.6826	0.5798	0.8054
MOT	122	+	0.7508	0.5619	0.6639	0.8556
PI	122	+	0.8180	0.6676	0.5899	0.8118
Test scale					0.5794	0.8464

Source: Data Processing, 2021

The calculation results show the item-test correlation is greater than the item-rest correlation, so it indicate that the data is valid. The Cronbach Alpha is 0.8464 more than 0.60, Authors conclude that data is reliable.

Data analysis was performed by following the Robustness Least Square econometric model as follow in Table 3 Robustness Linear Regression for Purchase Intention.

Table 3 Robust Linear Regression for Purchase Intention

Linear regression		Number of obs	=	122
		F(3, 118)	=	40.59
		Prob > F	=	0.0000
		R-squared	=	0.4538
		Root MSE	=	.45228

PI	Coef.	Robust Std. Err.	t	P> t	[95% Conf. Interval]
BI	.2654708	.0968376	2.74	0.007	.0737059 .4572356
CO	.2060826	.0761392	2.71	0.008	.0553063 .356859
MOT	.1169279	.0713035	1.64	0.104	-.0242725 .2581283
_cons	1.660547	.2028427	8.19	0.000	1.258863 2.062231

Source: Data Processing, 2021

Based on the results of partial testing of the brand image (BI) is t-test = 2.74 and probability value t = 0.007 states that we reject null hypotheses and accept alternative hypotheses. Brand Image (BI) significantly influences the Purchase Intention (PI). Subsequent partial testing of the country of origin (CO) variable is t-test = 2.71 and probability value t = 0.008 states that we reject null hypothesis and accept alternative hypotheses. country of origin (CO) significantly influences the Purchase Intention (PI). At last, partial testing of the Motivation (MOT) is t-test = 1.64 and probability value t = 0.10 states that we reject null hypotheses (tolerance probability 10%) and accept alternative hypotheses. the Motivation (MOT) significantly influences the Purchase Intention (PI). So, testing together or partially shows the behavioral model in this study has met the statistically requirements. Next, we construct the equation of the econometric model in this study as follows.

$$PI = 1.660 + 0.265 BI + 0.206 CO + 0.117 MOT \quad (7)$$

From the results equation the brand images (BI), country of origin (CO), and Motivation (MOT) affects Purchase Intention (PI) as the foundation of the hiring market strategy at Louis Vuitton.

Based on the results of the model estimation and measurement, each parameter coefficient can be interpreted measuredly. Each increase of a unit scale of brand images will increase the Purchase Intention by 0.265 level of scale Likert. Each increase of a unit level scale of country of origin will increase the Purchase Intention by 0.206 level of scale Likert. At the last, each increase of a unit level scale motivation will increase the Purchase Intention by 0.117 level of Likert scale.

6. Conclusion

Because all independent variables affect the purchase intention variable positively and significantly, efforts to increase brand images, country of origin and motivation must be made.

Brand image significantly affects purchase intention. Efforts to increase brand image need to be carried out as follows: promotion, maintaining and enhancing reputation, especially "the big brand". Company must also develop sustainable technology and product innovation. Every technological advancement used by the company must always be reported as good news to all people. Furthermore, companies must be able to prevent consumers from being disappointed in products and services.

Consideration of the Country of origin is one of the keys that consumers make purchase intention. A government that focuses on innovation and science and the country itself always maintains a good reputation will have a certain image advantage by society. A country known for its manufacturing industry will have certain advantages. The status of a country that produces products as a developed country has certain advantages. So, all economic decisions on the view of companies and countries are the focus of science and technology and innovation. Therefore, country of origin have important role on purchase intention.

Consumer needs for a product or service become a determinant of motivation, especially primary and secondary needs. Companies must be able to direct the creation of goals for consumers. Consumers will achieve the goal of economic adequacy of needs. Therefore, the Louis Vuitton Company must be able to explore the economic motivation of consumers so that consumer motivation can be directed so that consumers want to shop intensively. In the end, repeated shopping continuously makes purchase intention to increase significantly.

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