

# Analysis Of The Influence Of Brand Equity Dimensions On Consumer Buying Interest In Fashion Products In Bogor City Case Study Of Consumers Erigo

*Brand Equity and  
Consumer Buying  
Interest*

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## ABSTRACT

*This study aims to determine how the influence of brand equity dimensions on consumer purchasing interest in Erigo products in Bogor City. The brand equity dimensions consist of brand awareness, perceived quality, brand association, and brand loyalty. This study uses a descriptive quantitative approach with a data collection method in the form of a questionnaire to 196 respondents. The sampling technique in this study was carried out using a non-probability technique in the form of purposive sampling. This technique is carried out by determining the sample criteria in the form of Erigo consumers in Bogor City. The data analysis technique in this study uses SEM (Structural Equation Modeling) analysis. This study found that the dimensions of equity, brand awareness and brand association do not have a significant effect on consumer purchasing interest in Erigo products in Bogor City. The dimensions of perceived quality and brand loyalty have a significant effect on consumer purchasing interest in Erigo products in Bogor City.*

**Keywords :** *Brand Equity, Buying Interest, Erigo , Influence*

## INTRODUCTION

The business world is always experiencing developments in every era. These developments often go hand in hand with the development of technology and culture in society. One of the business sectors that is currently experiencing rapid development is the fashion industry. Based on data from the Central Statistics Agency (BPS) and the Creative Economy Agency, there are 23% of the population working in the fashion sub-sector out of a total of 19.2 million people working in the creative economy sector. This makes the industry fashion occupy second place out of 17 subsectors economy creative . Even BPS also reported that the value export industry Indonesian ready-to-wear clothing is experiencing growth of 25.42% in the period January-September 2022 from previous year . In addition, the industry textiles are also one of the from five sectors the manufacturer that becomes priority in the Making Indonesia 4.0 program from the Ministry of Industry (Lailah, 2022).

One of the important components in business development is brand . Brand becomes a component to see how the level of awareness customer to brand or *brand awareness*. *Brand awareness* is also one of the components to see the success of a brand in improving its image and attracting consumer attention (Milatalata, 2022). Consumers will choose a particular *brand* to represent or strengthen their identity so that they can be accepted by certain communities that have the same preferences.

Brands are not just for showing the *brand name*, symbol, or logo of a product. Now, brands be one of identity to distinguish between products. In fact, brands are also regulated in Law No. 20 of 2016 concerning Brands and Indications Geographical . The law also regulates about protection to a right ownership brand . This shows that brand is a very

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important component in a business. Especially in the fashion business which can show the identity of its consumers.

Brands can be one of the important assets in improving a business. This can be utilized by a company by increasing the brand equity it has. Brand equity is one of the important concepts in marketing to influence consumer views, thus having an impact on increasing or decreasing the value of a product (Sumarwan, 2013). Meanwhile, Kotler and Keller (2016) explain brand equity as the added value given to products and services, and is reflected in the way consumers feel, think, and act in relation to brands that affect loyalty. Therefore, brand equity is one of the very important components in improving a product's business.

The concept of equity brand consists of four dimensions, namely awareness brand awareness, loyalty brand (*brand loyalty*), perception quality (*perceived quality*), and associations brand (*brand association*). Fourth these dimensions can be indicators to measure how equity brand a product to consumers. The four dimensions of brand equity can also be used to see how consumers evaluate a brand.

One of the impacts that can be influenced by brand equity is the existence of consumer purchasing interest. Purchasing interest is consumer behavior as a form of response to an object that shows the consumer's desire to make a purchase of a product or service (Kotler and Keller, 2014). Consumer purchasing interest can be influenced by various factors. Kotler and Keller (2014) stated that purchasing interest can be influenced by two factors, namely the influence of other people's attitudes and unexpected situations. The influence of other people's attitudes is also related to two other things, namely the intensity of other people's negative attitudes towards alternative choices and consumer motivation in following the wishes of others. Meanwhile, the situational factor can be interpreted as where a situation can divert the consumer's stance to buy a product or service. Based on this explanation, the researcher is interested in seeing how brand equity influences consumer purchasing interest.

Based on research by researchers, one of the Indonesian fashion brands that has high brand equity is *Erigo Apparel*. Erigo was founded by Muhammad Sadad in 2011 and focuses on producing *streetwear fashion* for men and women. In 2021, Erigo succeeded in improving its brand image by displaying its advertisements on one of the videotrons in Time Square, New York, United States. In fact, Erigo also succeeded in exhibiting its products at one of the biggest fashion events in the world, namely *New York Fashion Week*. This makes the Erigo brand known worldwide. Quoted from its official website, Erigo now has a total of 3.2 million followers worldwide.

This study focuses on the analysis of the influence of brand equity on consumer purchasing demand by making the dimensions contained in brand equity as *observed variables* with the hope of being able to provide more in-depth analysis results.

## **LITERATURE REVIEW**

### ***Branding***

Sulistio (2021) defines *branding* as an activity that aims to build and enlarge a brand identity with a very broad scope. This scope relates to trade names, characters, logos, and perceptions. consumer to the brand. Meanwhile, Sitorus (2020) explained that the purpose of main from *branding* is to build and maintain the presence of a brand significantly in a competitive market. Branding is a disciplined process used to build awareness and expanding faithfulness customer (Romli, 2020). It can be concluded that *branding* is a activities aimed at improving knowledge a brand from consumers.

### **Brand Equity**

Brand equity is one of the things that can reflect customer knowledge about a brand (Sulistio, 2021). According to Severi and Ling (2013), a company that has strong brand equity will achieve various competitive advantages, enjoy opportunities to expand success, and create barriers for competitors in the market (Milatalata, 2022). Equity brand can be seen from four dimensions, namely awareness brand awareness, perception or impression

quality ( *perceived quality* ), association brand association , and *loyalty* ( brand *loyalty* ). Fourth the dimensions will also be become variables in this study.

### Purchase Interest

According to Kotler and Keller (2014), purchasing interest is behavior emerging consumers as response to object that shows desire consumers to make purchases on a product or services . Meanwhile, Schiffman and Kanuk (2012) define purchase interest as a behavior buy the arising due to the interest in buying caused by the perception obtained from a pleasant atmosphere . So it can be concluded that buying interest is a desire individual to have or use a product and service by first looking for information to find out the quality and standard of the products and services . So, buying interest does not only discuss about behavior to buy , but also other activities to support the purchasing process .

### Hypothesis

- Hypothesis 1: H0:  $\rho_{X_1 Y} = 0$ , then there is no influence variable *brand awareness* (X1) to Purchase Interest (Y)  
H1:  $\rho_{X_1 Y} \neq 0$ , then there is influence variable *brand awareness* of Purchase Interest (Y)
- Hypothesis 2: H0:  $\rho_{X_2 Y} = 0$ , then there is no influence variable *perceived quality* (X2) on Purchase Interest (Y)  
H1:  $\rho_{X_2 Y} \neq 0$ , then there is influence variable *perceived quality* (X2) on Purchase Interest (Y)
- Hypothesis 3 H0:  $\rho_{X_3 Y} = 0$ , then there is no influence variable *brand association* (X3) to Purchase Interest (Y)  
H1:  $\rho_{X_3 Y} \neq 0$ , then there is influence variable *brand association* (X3) to Purchase Interest (Y)
- Hypothesis 4 H0:  $\rho_{X_4 Y} = 0$ , then there is no influence variable *brand loyalty* (X4) to Purchase Interest (Y)

### METHOD

This study uses a quantitative approach with a questionnaire distribution method. Quantitative research focuses on testing theories and research variables using numbers or figures in the process. In quantitative research, the object of research is the variable to be studied. According to Sugiyono (2017), the object of research is an attribute, trait, or value of an individual, object, or event that has certain variations. Therefore, the objects of research in this study are *brand awareness* (X1), *perceived quality* (X2), *brand association* (X3), *brand loyalty* (X4), and purchase interest (Y).

The population in this study is the people of Bogor City who know about *the brand* or brand Erigo . Technique of taking The samples in this study were conducted using the technique taking sample type *non-probability sampling*. *Non-probability sampling* is technique taking samples that do not provide equal opportunities to all members population to become sample (Sugiyono, 2017). Then the technique taking The sample in this study was *purposive sampling*. According to Sugiyono (2017) *Purposive sampling* technique is a technique taking sample by setting characteristics certain in the population to obtain accurate data . Then the number of samples used in this study is the formula proposed by Hair et al (2010), namely as follows:

$$n = \sum \text{indicators} \times 10$$

The number of samples used in this study is as follows:

$$n = (4 + 4 + 3 + 4 + 4) \times 10$$

$$n = 19 \times 10$$

$$n = 190$$

Based on this formula , the number of samples needed in this study is 190 respondents who have purchased Erigo products in Bogor City.

The data collection method is method or the process carried out by researchers to obtain the data needed to answer questions problems in research. The data collection method used in this study is a questionnaire . According to Sugiyono (2017), a questionnaire is a

data collection technique carried out by providing a set of questions and/ or written statements . to respondents . The questionnaire is used by researchers to obtain answers from respondents related to dimensions equity brand on Erigo products . To obtain data in quantitative form, the questionnaire answers will be in the form of a scale . The measurement scale used in this study is the Likert scale. The Likert scale is used to measure indicators on each variable using a scale of 1-5. Each weight the value has different descriptions according to the respondents' answers . The following is a description of the Likert scale used in this study:

Score 5: Strongly Agree (SS)

Score 4: Agree (S)

Score 3: Neutral (N)

Score 2: Disagree (TS)

Score 1: Strongly Disagree (STS)

This research uses method *Structural Equation Modeling* (SEM) to conduct testing and analyze data. According to Sholihin and Dwi (2020), SEM is analysis method that uses statistics to test relatedness between several research models simultaneously . The analysis method is carried out using application or SmartPls *software* . More specifically, the analysis method uses the *Partial Least Square* (PLS) model contained in the application. SmartPls . The analysis method also consists of from two models, namely the structural model ( *inner model* ) and the measurement model ( *outer model* ).

#### 1. Outer Model

Validity testing is carried out using two techniques , namely *convergent validity* and *discriminant validity* . This convergent validity test is conducted to measure the correlation between concepts and latent variables. If the correlation value is above 0.7, then the correlation is considered effective. Meanwhile, discriminant validity can be considered good if the AVE value is higher than the correlation value between concepts, which is  $> 0.5$ . The following is the formula used to calculate AVE:

$$AVE = \frac{\sum \lambda_i^2}{\sum \lambda_i^2 + \sum_i \text{var}(\varepsilon_i)}$$

Reliability testing is carried out using two methods , namely *Cronbach alpha* and *composite reliability*. *Cronbach Alpha* is a coefficient used to determine the internal consistency or reliability of questionnaires and scales. Measurement reliability can be said to be good if the coefficient results has a result of a  $> 0.6$  *Cronbach Alpha*. *Composite Reliability* (CR) is a measure that can be used to evaluate reliability or internal consistency of latent constructs in measurement models structural , especially in factor analysis Confirmatory *Factor Analysis* (CFA) and SEM models. The CR value can also be interpreted with the value *Cronbach Alpha* . Therefore , the value reliability composite can be considered reliable if own value above 0.6. Here is the formula for calculating CR:

$$\rho_c = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum_i \text{var}(\varepsilon_i)}$$

#### 2. Inner Model

*R-Square* value is the coefficient of determination of endogenous construction. The *R-Square value* is used to predict or as an estimate of the path coefficient with the criteria of 0.67 (strong), 0.33 (moderate), and 0.19 (weak) (Ghozali and Latan, 2015). The following is the formula for calculating mark *R-Square* .

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) \dots (1 - R_p^2)$$

$R_1^2, R_2^2, \dots, R_p^2$  is the *R-square* derived from the endogenous variables in the equation model. This model is best if the value of Q is between 0 and 1.

*F-square* is used to assess the relative impact of external latent constructs on internal latent constructs in the model. *F-square* occurs when exogenous variables are removed from the model, this helps determine how significant a

path is in the structural model. According to Ghazali and Latan (2015), the *F-Square* value criteria are 0.35 (strong), 0.15 (moderate) and 0.02 (weak). Here is the general *F-Square* formula:

$$F^2 = \frac{R_{included}^2 - R_{excluded}^2}{1 - R_{included}^2}$$

Information :

- $R_{included}^2$  is the coefficient of determination with the constructs included in the model.
- $R_{excluded}^2$  is the coefficient of determination without the construct included in the model.

#### 1. Goodness of fit (GoF)

*Goodness of Fit* (GoF) to review the overall structural model. GoF index according to Ghazali (2016) is a single measure that validates the performance of the measurement and the overall structural model. The formula for the GoF index is:

$$GoF = \sqrt{AVE \times R^2}$$

The square root of the average similarity index multiplied by the average R2 value is the basis of this GoF value. The GoF value ranges from 0 to 1 with the interpretation of the values: 0.1 (small GoF), 0.25 ( *moderate GoF* ), and 0.36 (large GoF).

## RESULTS AND DISCUSSION

### Respondent Characteristics

Based on the research results, out of a total of 196 respondents , 120 of them were male or around 61%. Meanwhile, the remaining 76 people or 39% were female. Then based on the age group category, the majority of respondents in this study were included in the 21-30 age group, totaling 154 people or 79%. Meanwhile, respondents aged 15-20 only numbered 24 people. Respondents in this study were also divided into several groups according to their level of education. Respondents in this study were the most own background back high school education / equivalent with a total of 111 people or more than 50%. Then from D3 and S1 levels totaled 83 people or around 38%. The rest originate from the S2 and S3 groups there were only 12 people. Then in terms of monthly income, the majority of respondents in this study had an income of Rp1 - 5 million. Then there were 45 respondents who had an income of less than Rp1 million, 27 respondents with an income of Rp5 - 10 million, and only 19 respondents had an income of more than Rp10 million.

### Outer Model Analysis Results

#### Validity Test

##### 1. Convergent Validity

Validity test convergence is done in order to verify instrument or tool gauge used precisely in measuring a draft or construct This is done by showing the existence of a correlation . between instruments that are proven to be valid and measure the same construct . To measure In this case , a load limit is applied minimum factor of 0.7. Based on the results of the research, 15 indicators on the variable exogenous own mark saturation external above 0.7, so that all indicators stated own validity satisfactory convergence .

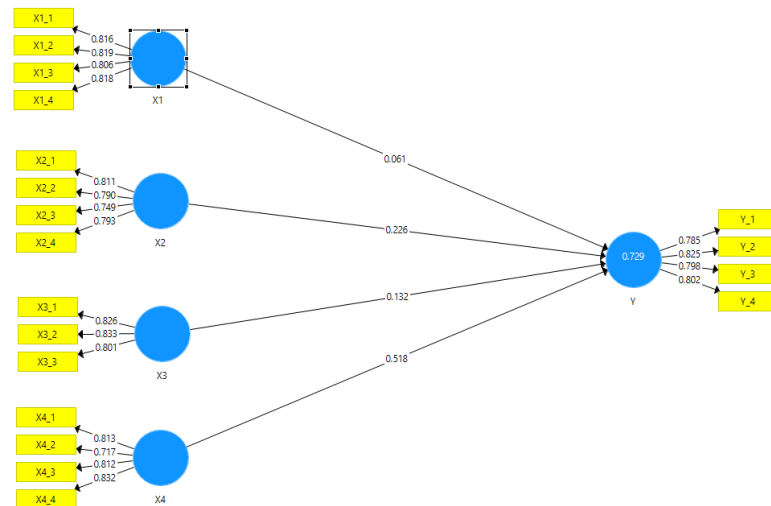


Figure 1. Results of Validity Test on Research Model

2. Discriminant Validity

Table 1 Results of Discriminant Validity Test

	<i>Brand Awareness</i>	<i>Perceived Quality</i>	<i>Brand Association</i>	<i>Brand Loyalty</i>	<i>Purchase Interest</i>
<i>Brand Awareness</i>	<b>0.815</b>				
<i>Perceived Quality</i>	0.679	<b>0.786</b>			
<i>Brand Association</i>	0.636	0.707	<b>0.820</b>		
<i>Brand Loyalty</i>	0.587	0.756	0.749	<b>0.795</b>	
<i>Purchase Interest</i>	0.602	0.753	0.719	0.824	<b>0.802</b>

Table 1 shows mark AVE root of each variable and value correlation between variables with other variables . Bold numbers show mark the AVE root of each variable , while the numbers that are not in bold are show mark correlation between concept with other concepts shown in the SEM model. Square root From AVE, each variable has met the criteria. validity discriminant with a score exceeding 0.5.

Reliability Test

1. Composite Reliability

Composite Reliability (CR) testing is conducted to provide an internal consistency assessment , especially taking into account weighting factors ( loadings ) and calculate error variance of each item. The calculation also uses a minimum factor limit of 0.7. In the table above, it can be seen that the value composite reliability on each variable construction own score above 0.70. This shows that each variable construction own level adequate reliability .

2. Cronbach's test

Meanwhile, the Cronbach Alpha test is used by calculating the average or mean of all correlations between pairs of items in a scale. Calculation The Cronbach's Alpha must be able to exceed score 0.60 to be stated reliability . The table below shows that the values composite reliability and Cronbach Alpha on each variable own mark or score above 0.60. This shows that each variable own value Cronbach Alpha reliability .

Table 2 Reliability Test Results

Construction	<i>Cronbach's Alpha</i>	<i>Composite Reliability ( rho_A )</i>	<i>Composite Reliability ( rho_c )</i>	<i>Average Variance Extracted (AVE)</i>
<i>Brand Awareness</i>	0.831	0.832	<b>0.887</b>	0.664
<i>Perceived Quality</i>	0.794	0.796	<b>0.866</b>	0.618
<i>Brand Association</i>	0.757	0.758	<b>0.860</b>	0.672
<i>Brand Loyalty</i>	0.804	0.806	<b>0.872</b>	0.632
<i>Purchase Interest</i>	0.602	0.753	<b>0.719</b>	0.824

Inner Model Analysis Results

Table 3 R-Square Value (R<sup>2</sup>)

Variables	R-Square	Adjusted R-Square
Purchase Interest (Y)	0.729	0.723

Based on the research results, it was found that the results or mark *R-Square* (R<sup>2</sup>) is 0.729. This value is included in the strong path coefficient . This also shows that the dimensions equity brand , namely *brand awareness, perceived quality, brand association, and brand loyalty* have strong influence on consumer purchasing interest Erigo in Bogor City with an influence of 72%. Meanwhile, the rest is influenced by other variables not explained in this study.

Table 4 F-Square Value (F<sup>2</sup>)

Variables	Y (Purchase Interest)
X1 (Brand Awareness)	0.007
X2 (Perceived Quality)	0.063
X3 (Brand Association)	0.023
X4 (Brand Loyalty)	0.332

*F-Square* (F<sup>2</sup>) test in regression analysis and SEM models is carried out to measure impact variable independent ( dimension equity brand ) against variable dependent ( purchase interest ). The results of the *F-Square test* (F<sup>2</sup>) above show that each variable independent in this study has significant influence to consumer purchasing interest Erigo in Bogor City. *The Goodness of Fit* ( GoF ) value is used to assess compatibility between the data with the formulated model and the description of the actual data structure. The following is the calculation GoF conducted in this study:

$$GOF = \sqrt{AVE + R^2}$$

$$GOF = \sqrt{(0,672 + 0,644 + 0,644 + 0,632 + 0,618) \times \sqrt{0,729 + 0,723}}$$

$$GOF = 2.159$$

GoF Results The above index shows that the score the data suitability in this study was 2.159. This score includes what about category high in the specified value , namely 0.38 – 100.

Then *Bootstrapping* is done to obtain a precise estimate of the population statistics, especially when the theoretical distribution of the statistics is unknown or the available sample is small. Bootstrapping method in this study it is used to analyze the extent to which latent constructs or dimensions equity brand ( *brand awareness, perceived quality, brand association, and brand loyalty* ) have a significant effect on purchase interest . *Bootstrapping results* need to be done by calculating t- statistic value between variable independent / exogenous and variables dependent / endogenous in the following path coefficient table :

Table 5 Bootstrapping Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T- Statistics ( O/STDEV )	P-Values
X1 ( Brand Awareness ) -> Y (Purchase Interest)	0.061	0.058	0.063	0.966	0.334
X2 ( Perceived Quality ) -> Y (Purchase Interest)	0.226	0.225	0.072	3.162	0.002
X3 ( Brand Association ) -> Y (Purchase Interest)	0.132	0.134	0.076	1,735	0.083
X4 ( Brand Loyalty ) -> Y (Purchase Interest)	0.518	0.520	0.076	6,829	0.000

**Test Results of Hypothesis**

Based on the results of the processed research data that has been carried out, hypothesis testing can be seen based on the value probability and t- statistics in the *path coefficient table* . The table shows that the t- statistics value variable X1/ *Brand Awareness* and variable X3/ *Brand Association* exceed the minimum limit of 1.96. In addition, the *p-values* of both variables also exceed the maximum limit of 0.05. This makes the variable *Brand Awareness* and *Brand Association* are not significant , so hypothesis is not accepted. Meanwhile, the t- statistic and *p-values of the other two variables* , namely X2/ *Perceived Quality* and X4/ *Brand Loyalty* have met the minimum limit , so that there is significant influence and the hypothesis is accepted.

Table 6 Hypothesis Test Results

No	Construct	Significance	Conclusion
1	<i>Brand Awareness</i> → Purchase Interest	Not Significant	Hypothesis 1 is rejected
2	<i>Perceived Quality</i> → Purchase Interest	Significant	Hypothesis 2 is accepted
3	<i>Brand Association</i> → Purchase Interest	Not Significant	Hypothesis 3 is rejected
4	<i>Brand Loyalty</i> → Purchase Interest	Significant	Hypothesis 1 is accepted

**Influence *Brand Awareness* of Purchase Interest**

Based on the results of data processing in the previous section, the variables *brand awareness* (X1) has mark *p-values* are 0.334, so considered insignificant Because exceeds the maximum limit of 0.05. This can also be seen in the results of the t- statistics calculation which shows value of 0.966 or less than the minimum limit of 1.96. This result shows that the variable *Brand awareness* (X1) does not have a significant effect to consumer interest in buying Erigo products in Bogor City. In this case , it can be concluded that awareness brand consumers with indicators *recall, recognition, purchase, and consumption* do not have significant influence to consumer interest in purchasing Erigo products in Bogor City.

The findings in this study are also not in line with the results of research conducted by Verdilla and Albari (2018). The study found that awareness brand or *brand awareness* has influence significantly to consumer buying interest . This can also be one of the factors that can be evaluated by the Erigo *brand* in improving and developing dimensions equity its brand to consumers , especially to increase awareness brand consumer to Erigo and make it interested in making a purchase towards its products .

**Influence *Perceived Quality* on Purchase Intention**

In this study, the variables *perceived quality* (X2) or perception quality is one of factors found significantly influential to consumer interest in buying Erigo products in Bogor City. This can be seen in the results of *p-values* and t- statistics variable X2 that has met the minimum and maximum limits significance , namely 0.002 and 3.162. The variables *perceived quality* consists of from a number of indicators , namely product quality , product reputation , product characteristics , and product performance . This shows that the various dimensions of Erigo products have influence in attracting consumer purchasing interest , especially in Bogor City.

In line with the findings of this study, Ranjbarian et al (2012) also found that perception quality or *perceived quality* has positive influence to consumer purchasing interest . Verdilla and Albari (2018) also stated that if consumer own perception positive quality to a brand , then there is a possibility that consumers will each against the brand and create loyalty to a brand . This shows that the perception quality consumer to a brand own strong relationship in influencing interest buy it .

### **Influence Brand Association on Purchase Intention**

Same thing with variables *brand awareness* (X1), variable *brand association* (X3) was also found to have no significant influence to consumer interest in buying Erigo products in Bogor City. This can be seen based on the results of the value *p-values* and t- statistics that show values below the minimum limit, namely 0.083 and 1.735. *Brand association* or association the brand is related to the concept attributes of the brand , product benefits , and the impetus to generate behavior purchase from consumers .

The findings in this study are also not in line with the findings of Rachmah (2023), Khan et al. (2015), and Kotler and Keller (2012) stated that the association strong brand in developing interest consumers in buying a product or service from the brand . In fact, research conducted by Mufaddol et al (2022) found that the association brand influential positive and significant to decision purchases of Erigo *sweater* products . However, this study is in line with the findings of Arif Fadhilah (2015) who found that the association brand has no partial effect significant to the process of taking decision purchase of Yamaha Vixion motorbike .

### **Influence Brand Loyalty on Purchase Intention**

last variable tested in this study was *brand loyalty* (X4), which is one of the dimensions from equity brand . Based on the processed data, the value *p-values* and t- statistics on this variable fall into the category significant with values of 0.000 and 6.829 respectively. This shows that the dimensions *brand loyalty* (X4) has significant influence to Consumer interest in buying Erigo products in Bogor City. Dimensions *Brand loyalty* is reviewed based on the indicators put forward by Mohammad (2012), namely consumers make repeat purchases , indicating immunity to Power pull brand competitors , talking about matter positive related to a brand , as well as recommend brand to other consumers .

The results of this study are also supported by findings from previous research which found that loyalty brand have a positive influence to consumer buying interest . With loyalty consumer to a brand , then there is a big possibility of it arising interest or interest from consumers to make purchases towards the product. In addition, with the existence of loyalty Consumers can also provide recommendations a brand or *brand* to candidate other consumers . Loyalty consumer is one of very important aspect , especially in dealing with intense competition and low market growth ( Verdilla and Albari , 2018 ).

## **CONCLUSION**

Based on the results of research involving 196 respondents consumer Erigo in Bogor City related to the influence dimensions equity brand to buying interest , the conclusions that can be drawn are as follows: Dimensions equity brand *Brand awareness* or brand awareness does not have a significant effect on consumer purchasing interest in Erigo products in Bogor City, with a *p-value* of 0.334. This shows that brand awareness brand consumer to Erigo *brand* is not yet capable cause interest or consumer purchasing interest in Bogor City. Dimensions equity brand *perceived quality* or quality perception has a significant effect on consumer purchasing interest in Erigo products in Bogor City, with a *p-value* of 0.002. This study found that the quality, reputation, characteristics, and performance of Erigo products have a strong influence in generating interest or purchasing interest in consumers in Bogor City.

*Brand* equity dimension of brand association does not significantly influence consumer purchasing interest in Erigo products in Bogor City, with a *p-value* of 0.083. This shows that the distinctive attributes of the Erigo brand have not been able to instill confidence in consumers in Bogor City, especially regarding product benefits that can encourage consumers to make purchases.

The brand equity dimension of brand *loyalty* has a significant effect on consumer purchasing interest in Erigo products in Bogor City, with a *p-value* of 0.000. This study shows that Erigo consumers in Bogor City have strong brand loyalty, so that it can create an interest in purchasing products amidst competition with competitors.

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