

ABSTRAK

PENGARUH BRAND COOLNESS, BRAND IMAGE, DAN BRAND AWARENESS TERHADAP PURCHASE INTENTION KONSUMEN PRODUK SEPATU VANS

Danu Dwi Wisnu Aji
Prodi Manajemen Fakultas Bisnis Dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
2026

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan *brand coolness*, *brand image*, dan *brand awareness* terhadap *purchase intention* konsumen produk sepatu Vans, (2) pengaruh secara parsial *brand coolness* terhadap *purchase intention*, (3) pengaruh secara parsial *brand image* terhadap *purchase intention*, dan (4) pengaruh secara parsial *brand awareness* terhadap *purchase intention*. Penelitian ini menggunakan metode non probability sampling dengan teknik purposive sampling. Data diperoleh melalui penyebaran kuesioner kepada 103 responden di Daerah Istimewa Yogyakarta yang mengetahui merek Vans. Teknik analisis yang digunakan meliputi analisis deskriptif, uji asumsi klasik, analisis regresi linier berganda, dan uji hipotesis menggunakan program SPSS Statistics 25. Hasil penelitian menunjukkan bahwa *brand coolness*, *brand image*, dan *brand awareness* secara simultan berpengaruh terhadap *purchase intention*. Secara parsial, *brand image* dan *brand awareness* berpengaruh signifikan, sedangkan *brand coolness* tidak berpengaruh signifikan terhadap *purchase intention* konsumen produk sepatu Vans.

Kata Kunci: *Brand Coolness*, *Brand Image*, *Brand Awareness*, *Purchase Intention*, *Vans*.

ABSTRACT

THE EFFECT OF BRAND COOLNESS, BRAND IMAGE AND BRAND AWARENESS ON CONSUMERS' PURCHASE INTENTION FOR VANS FOOTWEAR

Danu Dwi Wisnu Aji
Management Study Program, Faculty of Business and Economics
Sanata Dharma University
Yogyakarta
2025

This study aims to determine: (1) the simultaneous effect of brand coolness, brand image, and brand awareness on consumers' purchase intention of Vans shoes, (2) the partial effect of brand coolness on purchase intention, (3) the partial effect of brand image on purchase intention, and (4) the partial effect of brand awareness on purchase intention. This study used a non-probability sampling method with a purposive sampling technique. Data were collected through questionnaires distributed to 103 respondents in the Special Region of Yogyakarta who were familiar with the Vans brand. The analytical techniques used included descriptive analysis, classical assumption tests, multiple linear regression analysis, and hypothesis testing using SPSS Statistics 25. The results showed that brand coolness, brand image, and brand awareness simultaneously affected purchase intention. Partially, brand image and brand awareness had a significant effect, while brand coolness had no significant effect on consumers' purchase intention of Vans shoes.

Keywords: Brand Coolness, Brand Image, Brand Awareness, Purchase Intention, Vans.