

# The Influence of Lifestyle, Product Knowledge and Product Design on Local Brand Love for Compass Shoes with Brand Image as an Intervening Variable in Surabaya

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## ABSTRACT

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### Keywords:

*Lifestyle, Product Knowledge, Product Design, Local Brand Love, Brand Image*

This study investigates the influence of lifestyle, product knowledge, and product design on local brand love for Compass Shoes in Surabaya, with brand image acting as an intervening variable. Utilizing a quantitative research method, data was collected from 150 Surabaya residents through questionnaires and analyzed using SEM-Partial Least Square (PLS). The findings indicate that brand image significantly influences local brand love. While lifestyle directly impacts local brand love, its influence on brand image is not significant. Product knowledge significantly affects brand image but does not directly influence local brand love. Crucially, product design significantly influences both brand image and local brand love. Furthermore, brand image mediates the relationship between product knowledge and local brand love, as well as between product design and local brand love, demonstrating that a positive brand image is crucial for fostering emotional connections with consumers. However, brand image does not mediate the relationship between lifestyle and local brand love. These results suggest that for optimal brand love, especially for brands like Compass Shoes, integrating innovative and functional product design with a strong brand image is essential.

## INTRODUCTION

In today's era, the journey of the growth of the fashion industry in the world has developed very far from time to time, including in the footwear or shoe sector. Thanks to the rapid developments that have occurred in the fashion industry, especially the footwear or shoe sector, today shoes do not only function as they used to as a tool or foot protection, but also have other functions, one of which is to support a person's appearance. (Syahana, 2024) argues that a person's appearance can be improved through various fashion elements, including shoes. In addition to its main function as footwear, shoes also play an important role in perfecting a person's fashion style. Knowing this, this phenomenon creates an opportunity for new competition in the fashion industry market,

especially the shoe sector, to be able to develop even further, including in the market in Indonesia.

The fashion industry for local brands in the last few years, especially in the footwear or shoe sector, has shown a positive trend in its development. In the Indonesia Footwear Creative Competition (IFCC) held in Surabaya, East Java, the Ministry of Industry revealed the positive development of the national footwear industry. Data showed a growth of 3.92% in the second quarter of 2024 compared to the same period the previous year. In addition, the export performance of this industry also showed encouraging results, with a total export value reaching 3.7 billion US dollars during the period from January to June (Antara News, 2024). Of course, this phenomenon is in line with the consumer behavior of the Indonesian

people who are starting to be aware, proud, and love the use of local brands, marked by the emergence of various local shoe brands that have stolen the attention of the Indonesian people, some examples of which are Ventela, Geoff-Max, Pijak Bumi, Aerostreet, Saint Barkley, and Compass.

One of the Indonesian brands that can steal the hearts of most Indonesians is Compass. Compass is one of the local brands that has many loyal customers who love the products they sell. Established a long time ago in 1998 in Bandung, Compass is a local shoe made with the main selling point in design and quality, and indirectly can instill a sense of pride and love in its consumers in wearing Compass products. The Indonesian people are very enthusiastic in welcoming the local brand, quoted from research by (Putra, 2022) that Compass Shoes have high popularity among consumers, as evidenced by the success of the sales of its collaborative product with Brian Notodiharjo on Jakarta Sneakers Day 2019, which sold out in a short time of only 1.5 hours. This achievement contributed to Compass's entry into the list of the 10 best local sneakers according to Tokopedia in 2021 to 2024, occupying second place under NAH Project which is in first place.

Even so, Compass remains one of the big players in the local shoe industry market and also has many loyal customers who love the Compass brand by always waiting for the emergence of new products to come. In addition, compared to other local brands of shoes, Compass shoes have superior designs and quality. Quoted from the site of one of the largest fashion marketplaces in Asia, namely, (Zalora, 2024) As a local footwear product, Compass offers a variety of design choices that follow the times, from classic to contemporary models with an attractive and stylish appearance. Compass also ensures the quality standards of its products through the use of premium materials and a careful production process. Trust in the quality of its products is demonstrated by providing a one-year warranty for every shoe sold.

This is in line with research conducted by (Satrio, 2023), in the 2021 Urban Sneakers Society event, Compass recorded impressive sales with the sale of 1,600 pairs of 98 vintage series shoes and 80 additional pairs of gazelle series during the three days of the event. This quite good achievement is one of the

major steps for Compass shoes in increasing sales of its shoe products as one of the big players in the local shoe market. Quoted from research by (Arsyad, 2023) further, Compass shoe products showed a significant increase in sales in 2022, as evidenced by an announcement on their official Instagram account @sepatucompass. In the upload, Compass announced their success in selling 3,333 pairs of shoes to various regions of Indonesia in just one day, using a campaign titled #compassforall.

Research on the influence of lifestyle, product knowledge, and product design on local brand love for Compass shoes with brand image as an intervening variable has a research gap because there are still few studies that comprehensively examine how these three variables contribute simultaneously to consumer love for local brands, especially in the context of Compass shoes in Surabaya. Theoretically, this research is supported by the Stimulus-Organism-Response (SOR) theory which explains how external stimuli such as lifestyle, product knowledge, and product design affect the internal condition of consumers (organisms) which are reflected in the brand image and ultimately form an emotional attachment in the form of brand love (Mehrabian & Russell, 1974). The importance of this research lies in the effort to understand and strengthen the position of the local shoe brand Compass amidst increasingly tight market competition with the increasing number of local and global brands.

## LITERATURE REVIEW

### *Previous Research*

#### **1. Wulandari *et. al.* (2024)**

From the research that has been conducted, it can be concluded that content marketing influences purchasing decisions, lifestyle influences purchasing decisions and online customer reviews influence purchasing decisions.

#### **2. Rahayu & Nizam (2023)**

From the research that has been conducted, it can be concluded that product knowledge influences attitudes, religiosity influences attitudes, product knowledge influences purchasing decisions and religiosity influences purchasing decisions.

#### **3. Irvanto & Sujana (2020)**

From the research that has been conducted, it can be concluded that product design influences purchasing interest, product knowledge influences purchasing interest and brand awareness influences purchasing interest.

#### **4. Adrian & Marpaung (2024)**

From the research that has been conducted, it can be concluded that brand experience influences brand loyalty, brand satisfaction influences brand loyalty, brand love influences brand loyalty, brand experience influences brand love, brand satisfaction influences brand love and brand experience influences brand loyalty when mediated by brand love.

#### **5. Fitriani et. al. (2022)**

From the research that has been conducted, it can be concluded that lifestyle influences brand image, lifestyle influences purchasing decisions, brand image influences purchasing decisions and lifestyle influences purchasing decisions when mediated by brand image.

#### **6. Pratama & Azizah (2022)**

From the research that has been conducted, it can be concluded that information quality influences the perception of value, product quality influences the perception of value, E-WOM influences brand image, price influences the perception of value, product quality influences brand image, price influences brand image and perception of value influences brand image.

### ***Theoretical Basis***

#### **Marketing**

Kotler & Philip in Sachlan et. al., (2025) stated that marketing is a social and managerial process in which individuals and groups obtain their needs and wants by creating, offering and freely exchanging valuable products and services with others.

#### **Lifestyle**

Mower & Minor in Jawak (2021), also stated that lifestyle is how someone describes a lifestyle that is reflected in how they choose to spend money and manage their free time. A person's lifestyle reflects how they live their daily lives, which can be seen from

how someone sets priorities in terms of spending and free time.

#### **Product Knowledge**

According to (Aropah et. al., 2022) defines that product knowledge refers to a collection of various kinds of information related to a product. This knowledge includes various things such as product categories, brands, product terminology, attributes, product features, product prices and beliefs about the product itself.

#### **Product Design**

(Tjiptono, 2020) in his book states that product design is a product that is marketed based on the quality of the final product that is adjusted to the specifications desired by the customer. In its implementation, this approach prioritizes the fulfillment of quality standards that have been set based on customer needs analysis, thus producing products that not only meet functional aspects, but also meet market expectations.

#### **Local Brand Love**

Brand love according to (Safeer et. al., 2021) is defined as a level of love for a brand due to the emergence of a sense of liking and interest possessed by a consumer because they have been satisfied with certain brands that they have chosen to buy or use. In a local context, brand love for local brands or products can be interpreted as a set of attributes that stimulate consumer feelings and behavior towards original brands from a region.

#### **Brand Image**

Kotler & Keller in (Kiswanto et. al., 2023) argue that brand image is a consumer's view or perception of a particular brand as a self-reflection of the associations in the consumer's mind. Brand image itself is an association that appears in the consumer's mind when remembering or thinking about a particular brand. This association can simply appear in the form of certain thoughts and images that can be associated with a brand. A company that has a positive brand image will be remembered more often by consumers

and result in the brand becoming better known by the wider community. (Pratama & Azizah, 2022)

## METHOD

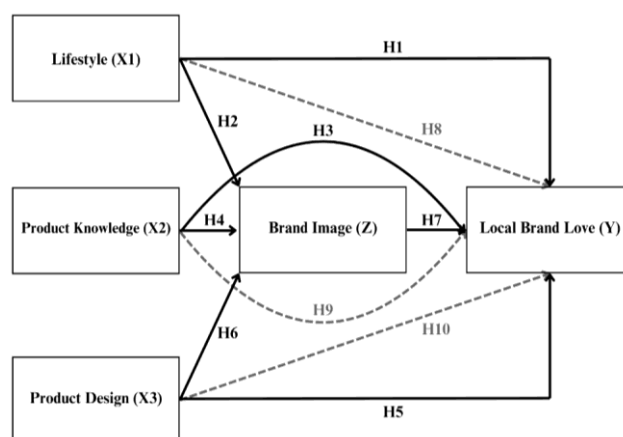
The method chosen in conducting this research is a quantitative method that uses numerical data as the main basis of analysis. Creswell in (A. Siroj, et al., 2024) explains that quantitative research is a method that functions to test certain theories by examining the relationship between variables measured using standardized research instruments so that numerical data can be analyzed based on statistical procedures. In the context of this research, social phenomena such as lifestyle, product knowledge, product design, brand love, and brand image are treated as constructs that can be quantified and measured objectively through measurable indicators. To collect information, the author distributed questionnaires to respondents using a Likert scale which, according to Sugiyono (2020), functions to measure the attitudes, opinions, and perceptions of individuals or groups towards social phenomena that have been clearly defined by researchers and then translated into research variables that produce numerical scores for statistical analysis purposes.

In this study, to determine the number of samples in the population, the author uses the Slovin formula. The Slovin formula itself is a calculation for a sample where if the behavior of a population is still not known with certainty. The Slovin formula determines the size of the research sample through the error rate, the greater the error rate made, the smaller the number of samples that can be taken. The sample that will be determined in this study is 100 people who will later represent the people of Surabaya City who are the workforce. It should be noted that 100 is the minimum number for sampling in this study, therefore the author will collect the data obtained in order to maintain the quality of the research data. The sampling technique used in this study is the non-probability sampling technique, where this technique is a sampling technique that does not provide the same opportunity or chance for each member of the population to be selected as a sample (Sugiyono, 2020).

The approach used in this study was purposive sampling, a sampling technique with specific considerations where respondents are selected based on their ability to conduct self-assessments relevant to

the selected population (Sugiyono, 2020). This study used a quantitative method because the data obtained are in the form of numbers that will be tested to determine the relationship between the independent and dependent variables. Therefore, the selected data analysis technique was Structural Equation Modeling using Partial Least Squares (PLS-SEM). PLS-SEM was chosen because it is effective for testing complex research models with many latent variables and indicators, can work with relatively small sample sizes, and does not require data to be normally distributed. Furthermore, PLS-SEM excels in its focus on prediction and theory development, making it suitable for use in the context of exploratory research with structural models involving intervening variables such as brand image (Sarstedt et al., 2023). Thus, this method allows researchers to precisely test the influence of lifestyle, product knowledge, and product design on local brand love for Compass shoes in Surabaya.

## Conceptual Framework



## RESULT

The respondents in this study were members of the Surabaya workforce who had purchased, used, or repurchased various Compass shoe products. Based on the questionnaire distributed to 150 respondents, the following is a general overview of the study :

### Classification of Respondents Based on Gender

No.	Gender	Total	Percentage
1.	Male	78	52%
2.	Female	72	48%
Total		150	100%

#### ***Classification of Respondents Based on Age***

No.	Age	Total	Percentage
1.	17-20	18	12%
2.	21-25	82	54,7%
3.	26-30	29	19,3%
4.	>30	21	14%
<b>Total</b>		<b>150</b>	<b>100%</b>

#### ***Classification of Respondents Based on Occupation***

No.	Occupation	Total	Percentage
1.	Employee ( <i>Full-time, Part-time</i> )	104	69,3%
2.	Self-Employee ( <i>Businessman, Freelance, dll.</i> )	46	30,7%
3.	Etc.	0	0%
<b>Total</b>		<b>100</b>	<b>100%</b>

#### ***Outer Model Analysis***

The evaluation of the measurement model (outer model) aims to assess the validity and reliability of each indicator used in the research variables. Testing will be conducted through convergent validity, discriminant validity, composite reliability, average variance extracted (AVE), and Cronbach's alpha. The convergent validity test will evaluate the existing indicators based on the factor loading values for each construct indicator, with a value above 0.7 and an average variance extracted (AVE) value above 0.5.

#### **Convergent Validity Test**

##### ***Loadings Factor***

	BI	L	LBL	PD	PK
X1.1		0.848			
X1.2		0.739			
X1.3		0.870			
X1.4		0.850			
X1.5		0.789			
X2.1					0.850
X2.2					0.849
X2.3					0.824
X2.4					0.789
X2.5					0.844
X3.1				0.859	
X3.2				0.812	
X3.3				0.830	
X3.4				0.820	
X3.5				0.837	
Y1.1			0.862		
Y1.2			0.777		
Y1.3			0.881		
Y1.4			0.813		
Z1.1	0.808				
Z1.2	0.800				
Z1.3	0.803				
Z1.4	0.800				
Z1.5	0.804				

The results of the analysis of the calculation data in the table above show that each indicator has reached above 0.7, which means it has met the criteria for the convergent validity test.

#### ***Average Variance Extracted (AVE)***

	<b><i>Average Variance Extracted (AVE)</i></b>
BI	0.645
L	0.673
LBL	0.696
PD	0.692
PK	0.692

The results of data analysis processing for calculating the average variance extracted (AVE) value table for each variable have reached or exceeded the minimum criteria of 0.5, which means that they have also fulfilled the convergent validity test.

## Discriminant Validity Test

### Cross Loadings

	BI	L	LBL	PD	PK
X1.1	0.491	0.848	0.573	0.514	0.482
X1.2	0.372	0.739	0.366	0.379	0.450
X1.3	0.490	0.870	0.549	0.561	0.496
X1.4	0.441	0.850	0.505	0.466	0.479
X1.5	0.323	0.789	0.453	0.409	0.355
X2.1	0.517	0.489	0.529	0.465	0.850
X2.2	0.495	0.413	0.492	0.513	0.849
X2.3	0.524	0.432	0.535	0.414	0.824
X2.4	0.596	0.474	0.549	0.590	0.789
X2.5	0.594	0.487	0.610	0.529	0.844
X3.1	0.574	0.446	0.614	0.859	0.465
X3.2	0.586	0.455	0.570	0.812	0.457
X3.3	0.607	0.570	0.657	0.830	0.568
X3.4	0.589	0.459	0.607	0.820	0.500
X3.5	0.621	0.458	0.609	0.837	0.529
Y1.1	0.690	0.573	0.862	0.667	0.527
Y1.2	0.571	0.443	0.777	0.574	0.512
Y1.3	0.704	0.532	0.881	0.639	0.608
Y1.4	0.621	0.461	0.813	0.569	0.543
Z1.1	0.808	0.371	0.627	0.476	0.533
Z1.2	0.800	0.492	0.616	0.644	0.535
Z1.3	0.803	0.423	0.651	0.633	0.495
Z1.4	0.800	0.427	0.597	0.582	0.521
Z1.5	0.804	0.385	0.632	0.531	0.566

Based on the cross-loading values calculated in the table above, it can be seen that the correlation between each variable and its various indicators is stronger than the correlation between the variables and indicators in other boxes or blocks. Furthermore, the

	<i>R Square</i>	<i>R Square Adjusted</i>	value
BI	0.596	0.587	each
LBL	0.703	0.695	

indicator has reached and exceeded the minimum criterion of 0.7. This also indicates consistency across each variable in the study, with the latent variables better predicting the indicators in their own boxes or blocks than the indicators in other blocks.

## Reliability Test

### Cronbach's Alpha

	<i>Cronbach's Alpha</i>
BI	0.862
L	0.878
LBL	0.854
PD	0.889
PK	0.888

Based on the table, it can be seen that the calculation using the Cronbach's Alpha method for all variables or constructs has exceeded the criteria figure, namely 0.7.

## Composite Reliability

	<i>Composite Reliability</i>
BI	0.901
L	0.911
LBL	0.901
PD	0.918
PK	0.918

Based on the table above, it can be seen that the calculation using the Composite Reliability method for all variables or constructs exceeded the criterion of 0.7. The two previous methods, Cronbach's Alpha and Composite Reliability, indicate that each variable has met the reliability test criteria, indicating that overall, the variables have a good level of reliability.

## Inner Model Analysis

The evaluation of a structural model, or inner model, is conducted with the primary goal of describing or projecting the relationships between latent variables. The inner model is then assessed by considering the values obtained from the R-Square calculation. Next, the model is assessed by analyzing the significance of the values used in hypothesis testing to evaluate the influence of each variable using a procedure called bootstrapping.

## R-Square Test

Based on the R-Square calculation table above, it can be concluded that the Brand Image (Z) variable obtained a value of 0.587, indicating that this variable has a moderate influence on the other variables. This means that the Lifestyle (X1), Product Knowledge (X2), and Product Design (X3) variables influence Brand Image (Z) by 58.7%, while the remainder is influenced by other variables not examined.

Meanwhile, the Local Brand Love (Y) variable obtained a calculated value of 0.695, indicating that this variable has a strong influence on the other variables. Furthermore, this means that the Lifestyle (X1), Product Knowledge (X2), and Product Design (X3) variables influence Local Brand Love (Y) by 69.5%, while the remainder is influenced by other variables not examined.

## Hypothesis Test

In this study, because it uses mediating variables, hypothesis testing is carried out both directly or direct effect and indirectly or indirect effect, to determine the influence of mediating variables. Evaluation of the hypothesis test assessment will be considered influential if the T-Statistics value is  $> 1.96$  and P-Values  $< 0.05$ .

### Direct Effect

Path	Original Sample	T Statistics	P Values	Description
BI $\Rightarrow$ LBL	0.418	4.572	0.000	Significant
L $\Rightarrow$ BI	0.064	0.690	0.491	Not Significant
L $\Rightarrow$ LBL	0.162	1.969	0.049	Significant
PK $\Rightarrow$ BI	0.335	4.772	0.000	Significant
PK $\Rightarrow$ LBL	0.131	1.819	0.069	Not Significant
PD $\Rightarrow$ BI	0.476	5.646	0.000	Significant
PD $\Rightarrow$ LBL	0.264	3.323	0.001	Significant

From the table above for the results of the direct effect calculation in the hypothesis testing in this study, it can be explained as follows:

1. The influence of the Brand Image (BI) variable on Local Brand Love (LBL) obtained a T-Statistics value of 4.572 which is greater than the T Table value of 1.96, and P Values reaching a value of 0.000 which is lower than the significance criteria of  $< 0.05$ . Knowing this, Brand Image on Local Brand Love is the third highest direct influence in this study, and it can be concluded that Brand Image (BI) has a significant influence on Local Brand Love (LBL), so the hypothesis can be accepted.
2. The influence of the Lifestyle variable (L) on Brand Image (BI) obtained a T-Statistics value of 0.690 which is lower than the T Table value of 1.96, and P Values reaching a value of 0.491 which is higher than the significance criteria of  $< 0.05$ . Knowing this, Lifestyle on Brand Image is the lowest direct influence in this study, and it can be concluded that Lifestyle (L) does not have a significant effect on Brand Image (BI), so the hypothesis is rejected.
3. The influence of the Lifestyle variable (L) on Local Brand Love (LBL) obtained a T-Statistics value of 1.969 which is greater than the T Table value of

1.96, and P Values reaching a value of 0.049 which is lower than the significance criteria of  $< 0.05$ . Based on this, Lifestyle (L) can be concluded to have a significant influence on Local Brand Love (LBL), so that the hypothesis can be accepted.

4. The influence of the Product Knowledge variable (PK) on Brand Image (BI) gets a T-Statistics value of 4.772 which is greater than the T Table value of 1.96, and P Values that reach a value of 0.000 which is lower than the significance criteria of  $< 0.05$ . Knowing this, Product Knowledge on Brand Image is the second highest direct influence in this study, and it can be concluded that Product Knowledge (PK) has a significant influence on Brand Image (BI), so that the hypothesis can be accepted.
5. The effect of the Product Knowledge variable (PK) on Local Brand Love (LBL) gets a T-Statistics value of 1.819 which is lower than the T Table value of 1.96, and P Values that reach a value of 0.069 which is higher than the significance criteria of  $< 0.05$ . Knowing this, Product Knowledge on Local Brand Love is the second lowest direct influence in this study, and it can be concluded that Product Knowledge (PK) does not have a significant effect on Local Brand Love (LB;), so the hypothesis is rejected.
6. The influence of the Product Design variable (PD) on Brand Image (BI) obtained a T-Statistics value of 5.646 which is greater than the T Table value of 1.96, and P Values reaching a value of 0.000 which is lower than the significance criteria of  $< 0.05$ . Knowing this, Product Design on Brand Image is the highest direct influence in this study, and it can be concluded that Product Design (PD) has a significant influence on Brand Image (BI), so that the hypothesis can be accepted.
7. The influence of the Product Design variable (PD) on Local Brand Love (LBL) obtained a T-Statistics value of 3.323 which is greater than the T Table value of 1.96, and P Values reaching a value of 0.001 which is lower than the significance criteria of  $< 0.05$ . Based on this, Product Design (PD) can be concluded to have a significant influence on Local Brand Love (LBL), so the hypothesis can be accepted.

### Indirect Effect

Next are the results of the calculation analysis for indirect hypothesis testing or indirect effects processed using the specific indirect effect feature on SmartPLS. The following is a table that will explain the results of its influence:

Path	Original Sample	T Statistics	P Values	Description
L=>BI=>LBL	0.027	0.671	0.503	Not Significant
PK=>BI=>LBL	0.140	2.773	0.006	Significant
PD=>BI=>LBL	0.199	3.057	0.002	Significant

From the table above for the results of the indirect effect calculation in the hypothesis testing in this study, it can be explained as follows:

1. The influence of the Lifestyle variable (L) on Local Brand Love (LBL) through Brand Image (BI) obtained a T-Statistics value of 0.671 which is lower than the T Table value of 1.96, and P Values that reach a value of 0.503 which is higher than the significance criteria of  $<0.05$ . Knowing this, Lifestyle on Local Brand Love through Brand Image is the lowest indirect influence in this study, and it can be concluded that Lifestyle (L) on Local Brand Love (LBL) through Brand Image (BI) does not have a significant influence, so the hypothesis can be rejected.
2. The influence of the Product Knowledge variable (PK) on Local Brand Love (LBL) through Brand Image (BI) obtained a T-Statistics value of 2.773 which is greater than the T Table value of 1.96, and P Values reaching a value of 0.006 which is lower than the significance criteria of  $<0.05$ . Based on this, Product Knowledge (PK) on Local Brand Love (LBL) through Brand Image (BI) has a significant influence, so the hypothesis can be accepted.
3. The influence of the Product Design variable (PD) on Local Brand Love (LBL) through Brand Image (BI) obtained a T-Statistics value of 3.057 which is greater than the T Table value of 1.96, and P Values reaching a value of 0.002 which is lower than the

significance criteria, namely  $<0.05$ . Knowing this, Product Design on Local Brand Love through Brand Image is the highest indirect influence in this study, and it can be concluded that Based on this, Product Design (PD) on Local Brand Love (LBL) through Brand Image (BI) has a significant influence, so the hypothesis can be accepted.

## DISCUSSION

Based on previous research and testing related to the influence of lifestyle, product knowledge and product design on the love of local brands with brand image as an intervening variable, the following conclusions can be drawn:

### 1. Lifestyle Influence on Brand Image

From the results of the data processing calculation analysis, it can be seen that lifestyle has a positive influence on brand image as shown in the analysis results of the original sample value of 0.064. However, on the other hand, the calculation of P-Values with the value achieved is 0.491, so it can be interpreted that lifestyle does not have a significant influence on brand image.

These findings are also supported by research conducted by (Hariani et. al., 2023) entitled "The Influence of Lifestyle and Brand Awareness on Brand Loyalty with Brand Image as an Intervening Variable on FEB UNISMA Students Using Converse Shoes" which states that the lifestyle variable does not have a significant influence on the brand image variable.

### 2. Lifestyle Influence on Local Brand Love

From the results of the data processing calculation analysis, it can be seen that lifestyle has a positive influence on local brand love as shown in the results of the analysis of the original sample value of 0.162. In addition, the calculation of P-Values with the value achieved is 0.049, so it can be interpreted that lifestyle has a significant influence on local brand love.

These findings are indirectly also supported by research conducted by (Veronika & Hasyim, 2024) entitled "The Influence of Lifestyle, Brand Love, Product Quality on Purchase Decisions on Uniqlo Products" which states that lifestyle, brand love and product quality together have a positive influence on purchase decisions. Knowing this, it is implied that a



consumer's lifestyle that is in accordance with the product they want will trigger a purchasing decision which will ultimately make repeat purchases and can increase satisfaction, so that it will create a sense of love for a brand.

### **3. Product Knowledge Influence on Brand Image**

From the results of the data processing calculation analysis, it can be seen that product knowledge has a positive influence on brand image as shown in the results of the analysis of the original sample value of 0.335. In addition, the calculation of P-Values with the value achieved is 0.000, so it can be interpreted that product knowledge has a significant influence on brand image.

These findings are indirectly supported by research conducted by (Khalis et al, 2024) entitled "The Influence of Product Knowledge and Brand Image on Purchase Decisions for Samsung Smartphone Products" which states that the product knowledge and brand image variables have a simultaneous effect on purchasing decisions for Samsung smartphone products. A consumer's product knowledge obtained through advertising and other media can certainly shape a brand image, which can ultimately influence purchasing decisions.

### **4. Product Knowledge Influence on Local Brand Love**

From the results of the data processing calculation analysis, it can be seen that product knowledge has a positive influence on local brand love as shown in the results of the analysis of the original sample value of 0.131. However, on the other hand, the calculation of P-Values with the value achieved is 0.069, so it can be interpreted that product knowledge does not have a significant influence on local brand love.

Although product knowledge indicates that there is a tendency to increase love for a brand, especially in the local context, it has been proven that there is still no significant influence. This can certainly be caused by several factors, such as one of which is that there are still various other variables that certainly have a greater and more significant influence in increasing local brand love or love for local brands compared to product knowledge.

### **5. Product Design Influence on Brand Image**

From the results of the data processing calculation analysis, it can be seen that product design has a positive influence on brand image as shown in the results of the analysis of the original sample value of 0.476. In addition, the calculation of P-Values with the value achieved is 0.000, so it can be interpreted that product design has a significant influence on brand image.

These findings are also supported by research conducted by (Gunawan et. al., 2024) entitled "The Influence of Viral Marketing, Product Design through Brand Image as an Intervening Variable on Interest in Buying Aerostreet Shoes", where there is a conclusion that the product design owned by Aerostreet products has a positive and significant influence on brand image. With an attractive, innovative, and functional product design, it will create a positive perception of brand image, because consumers tend to associate design quality with the credibility and professionalism of the company.

### **6. Product Design Influence on Local Brand Love**

From the results of the data processing calculation analysis, it can be seen that product design has a positive influence on local brand love as shown in the results of the analysis of the original sample value of 0.264. In addition, the calculation of P-Values with the value achieved is 0.001, so it can be interpreted that product design has a significant influence on local brand love.

These findings are indirectly also supported by research conducted by (Susanto, 2020) entitled "The Influence of Brands, Product Design and Location on Consumer Purchase Interest at Persebaya Store Gresik" which states that there is a significant influence on product design on purchase interest. The purchase interest variable here can indirectly be associated with an increase in brand love, because the emergence of high purchase interest can be caused by various factors, one of which is emotional attachment to the brand.

### **7. Brand Image Influence on Local Brand Love**

From the results of the data processing calculation analysis, it can be seen that brand image has a positive influence on local brand love as shown in the results of the analysis of the original sample value of 0.418. In addition, the calculation of P-Values with the value

achieved is 0.000, so it can be interpreted that brand image has a significant influence on local brand love.

These findings are also supported by research conducted by (Melani et al., 2024) entitled "The Influence of Brand Image on Brand Loyalty with Satisfaction and Brand Love as Mediating Variables (Case Study on Vivo Brand Smartphones in Yogyakarta)" which states that there are test results that show a positive and significant influence on the brand image variable on brand love.

### **8. Lifestyle Influence on Local Brand Love through Brand Image**

From the results of the data processing calculation analysis, it can be seen that lifestyle on local brand love mediated by brand image has a positive influence as shown in the results of the analysis of the original sample value of 0.027. However, on the other hand, the calculation of P-Values with the value achieved is 0.503, so it can be interpreted that lifestyle on local brand love mediated by brand image does not have a significant influence.

Theoretically, the findings in this study indicate that lifestyle can directly influence local brand love without having to follow the brand image formation mechanism first. The relationship between the two variables is likely to be more intuitive and direct without going through an evaluation that forms the brand image. While in a practical perspective, these findings show that in the field, companies do not need to rely too much on brand image formation strategies as a bridge between lifestyle targeting and local brand love. Companies can prioritize developing a more direct approach in connecting a consumer's lifestyle to their experiences so that they can trigger an emotional connection.

### **9. Product Knowledge Influence on Local Brand Love through Brand Image**

From the results of the data processing calculation analysis, it can be seen that product knowledge on local brand love mediated by brand image has a positive influence as shown in the results of the analysis of the original sample value of 0.140. In addition, the calculation of P-Values with the value achieved is 0.006, so it can be interpreted that product knowledge has a significant influence on local brand love mediated by brand image.

Theoretically, the findings of this influence indicate that product knowledge can also indirectly create brand love, but through the formation of a brand image first. Information or product knowledge understood by consumers will influence positive perceptions of a brand, which then ultimately becomes an affective response. While in practice, the findings of this influence provide an insight for Compass shoes in a business strategy by optimizing consumer education as a long-term investment if you want to build an emotional relationship between consumers and the company. Efforts to increase consumer product knowledge must be accompanied by a positive brand image formation strategy in order to create an emotional relationship with consumers.

### **10. Product Design Influence on Local Brand Love through Brand Image**

From the results of the data processing calculation analysis, it can be seen that product design on local brand love mediated by brand image has a positive influence as shown in the results of the analysis of the original sample value of 0.199. In addition, the calculation of P-Values with the value achieved is 0.002, so it can be interpreted that product design has a significant influence on local brand love mediated by brand image.

Theoretically, the findings of this influence indicate that product design can also not directly create emotional bonds, but first through the process of forming a brand image as a mediator. A positive perception of a brand or product will affect the overall evaluation of the brand which can ultimately develop into an emotional response from consumers. While the practical impact of the findings of this influence indicates that optimal brand love on Compass shoes will be created if the brand image is formed simultaneously with an innovative, attractive and functional product design. Compass Shoes should integrate their product design with a theme or concept that supports their unique position in the market, so that it will make the Compass shoes brand image stronger and ultimately create opportunities for emotional connections with consumers.

## CONCLUSION

This research concludes that brand image plays a significant role in cultivating local brand love for Compass Shoes. Product design emerges as a powerful antecedent, directly influencing both brand image and local brand love, and also indirectly fostering brand love through the mediation of brand image. Product knowledge similarly contributes to brand image, which in turn mediates its effect on local brand love. Conversely, while lifestyle has a direct impact on local brand love, its influence on brand image is not significant, nor is brand image a mediator in this relationship. Therefore, to enhance consumer affection for local brands like Compass Shoes, strategic efforts should focus on developing compelling product designs that simultaneously build a strong brand image, alongside initiatives that educate consumers about the product. Practically, these findings suggest that Compass Shoes should prioritize design innovation and consumer education programs while developing lifestyle-based marketing that emphasizes emotional connections rather than brand perception building. For future research, studies should explore these relationships across different product categories, investigate cultural factors in local brand love formation, conduct longitudinal analyses of brand love sustainability, and examine the role of digital engagement in contemporary brand relationships.

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