The Effect of Brand Image, Brand Trust and Reference Group on the Buying Decision of Sneakers

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Abstract
Purpose: This study examines the impact of brand image, brand trust, and reference group on sneaker buying decisions. Understanding these factors is crucial for crafting effective marketing strategies in a competitive market.

Research methodology: Primary data were collected through questionnaires from sneaker buyers, selected based on their familiarity with the market. Multiple linear regression was used to analyze the relationship between the independent variables (brand image, brand trust, and reference group) and the dependent variable (buying decision).

Results: The hypothesis testing indicated that brand image, brand trust, and reference group all positively affect sneaker buying decisions. Consumers are more likely to purchase sneakers from brands they trust and have a positive perception of, and those influenced by their reference groups. These findings suggest that brand reputation and social influence play a significant role in purchasing decisions.

Conclusion: The study found that brand image, brand trust, and reference group positively influence buying decisions for sneakers. Consumers tend to choose brands they trust, perceive positively, and are influenced by their social circle. Future research could explore other factors, such as price and personal preferences, to further understand consumer behavior in the sneaker market.

Limitations: This study only considered three factors, while other variables such as price and personal taste may also influence buying decisions.

Contributions: This research provides valuable insights for marketers, contributing to the understanding of factors influencing sneaker buying decisions and offering a foundation for future studies in sneaker marketing.

Keywords: *Brand image, Brand trust, Reference group, Sneakers*

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1. Introduction

Fashion is a symbol of a person and cannot be separated from history and human life (Fakhrunnisa, 2016). Fashion can be said to be the appearance of a social aspect containing a message and how to dress an individual or certain group as a subsystem of the sociocultural system. In this era, many phenomena of young people follow the development of fashion trends and the changing of times (Barnard, 2013). This may be because it is easy to access social media, which allows people to see, search for references, or shop easily. When looking for fashion references, most young people usually see the reference from various sources, whether from a rising trend, price consideration, or some who only buy without looking at the happening trend.

Over time, fashion trends have varied in shirts, pants, and shoes as their complement. Shoes come in many types, including casual, formal, sports, and sneakers. Sneakers are shoes with elastic sole material made of rubber or other elastic materials, and the upper parts are made of leather or canvas materials (Djuhardi & Kusumawati, 2017). There are many popular sneaker brands in Indonesia, such as Converse, Vans, Adidas, and Nike.

The number of sneaker users in Indonesia is increasing annually. Sneaker enthusiasts are more realistic. They are aware of the need for education to avoid buying counterfeit products and to buy original and qualified products. Another factor that makes sneakers more popular is the variety of new models and collaborations between brands and artists who create unique and limited products (Hasibuan, 2018).

The reference group's effect also makes sneakers increasingly popular among young people. Many idols have become role models for young people in Indonesia. An influencer is a person who has many followers and audiences on social media and has a strong influence on followers (Wilson & Sparks, 1996). A review article from the website "Buka Review" entitled "In-depth: Shopping Interest is Affected by Instagram Fashion Influencer" discussed that after a study involving 51 respondents was conducted, the reason for product buying decision was because they looked for reference initially through social media and absolutely the one promoted by an influencer, and it is driven with the reason when the influencer has used the product, the product is better (Nainggolan, 2018). Based on the phenomena followed by the above data, the researcher is interested in choosing three variables affecting consumers' decisions to buy sneakers: brand image, brand trust, and the reference group.

Research by Sulistyawati (2011); Arista and Astuti (2011); and Anoraga and Iriani (2014) indicates that in Indonesia, several studies have been conducted on the influence of brand image, trust brand, and reference groups on consumer purchasing decisions. However, no such research has been conducted on sneakers. Therefore, the novelty of this research lies in the product to be studied.

Brand image refers to the memory of a brand, including a consumer's understanding of its uniqueness, model, form, user, and the brand itself in marketing its product (Setiadi, 2014). An example of the brand image effect phenomenon in Indonesia is the out of the Compass shoes Bravo series in 1.5 hours after being released on Jakarta Sneakers Day. Consumers flocked and were willing to queue to get the latest released shoes that were unique and limited in number (Dahl, 2013). This can be related to the effect of brand image because, according to the statement, most Compass consumers feel dashing if they can get the limited edition shows (Widyastuti & Said, 2017).

Brand trust is an illustration or perception of consumers who trust and is based on the experience initiated from pre-buying to post-buying, followed by product performance satisfaction (Rizan, Saidani, & Sari, 2012). In other words, to obtain brand trust, the quality and position of a brand are needed in the community in order to be able to generate trust and ended with a buying decision on the brand.

A reference group is an individual or group of people who can affect the character and style of someone (Sumarwan, 2014). In other words, a reference group is an instrument for comparing choices or references in terms of interest, taste, and behavior. The reference group usually makes a certain parameter or style that will be followed by someone. In marketing, reference

groups are considered or used as examples when a consumer conducts a product buying process. In late 2018, the shoe manufacturer, Ardiles, received an outstanding response after selling 300 pairs of shoes with the model 'AZA 6' in 11 hours. This is because President Jokowi was seen wearing these shoes (Susanti, 2018). This phenomenon shows that someone who affects the community also affects buying decisions because, generally, what is done by public figures will draw attention to the community.

This study explores the phenomenon of how sneakers became very popular among millennials in big cities, especially in Yogyakarta, as well as investigates the relationship between brand image, brand trust, and reference groups in determining the purchase of sneakers (Wallace, 2019). Based on the explanation above, the problems in this study are explained as follows. First, whether brand image affects the buying decision of sneakers. Second, whether brand trust affects the buying decision of sneakers. Third, whether the reference group affects the buying decision of sneakers.

The motivations for conducting this study are as follows. The first is to examine whether brand image affects the buying decision of sneakers. The second is to examine whether brand trust affects the buying decision of sneakers. Third, we examined whether the reference group affects the sneaker-buying decision. The benefits of this study are expected to be a reference source for the following: First, it can provide insights and serve as a reference for future studies, especially in sneaker marketing. Second, it can be a source of information for producers in creating a model or design of sneakers to promote the sneakers. Third, it provides insights for future researchers in marketing, especially in the sneaker industry.

2. Literature Review and Hypotheses Development
2.1 Brand Image
Brand image is a name or specialty that is the business unit's identity to distinguish it from other goods or services P. Kotler and Keller (2006). Brand image refers to the memory of a brand containing a consumer's understanding of uniqueness, model, form, user, and the way of the brand alone in marketing its products. If consumers' perception of a brand is positive, it will stimulate consumers and users to make a buying decision. Referring to P. Kotler and Keller (2006), brand has a number of benefits, among others are: a) Brand is used as the means of knowing the product origin from its seller, b) brand is used in an attempt in reducing risks, c) Brand is used as the characteristics and specialty that become differentiator in brands competition, and d) brand is a reflection of quality of an company.

Brand image can be measured in many ways. Referring to the theory stated by Berry and Biel (1992) and Engel, Blackwell, and Miniard (1995) in Ain and Ratnasari (2015), there are several indicators to measure brand image: a) corporate image, b) user image, c) product image, and d) store image. stated that brand image can be measured. Referring to an aspect of a brand, there are some points for measuring a brand, including a) strength, b) uniqueness, and c) favorability. These are the product brand excellence that can be remembered by consumers or customers; the ability to be recognized makes a brand a favorite among the community. Brand excellence can be demonstrated if there is a similarity between customers' positive impressions and company goals.

2.2 Brand Trust
Brand trust is the perception of consumers who believe that when conducting transactions, they end up with post-buying satisfaction (Rizan et al., 2012). Then, according to Munuera-Aleman, Delgado-Ballester, and Yague-Guillen (2003), brand trust is defined as consumer's secured

attitude because they already have trusted to a brand. According to Lau and Lee (1999), brand trust is someone's attitude position when they are satisfied when they expect a certain product. That can be the conclusion that brand trust is someone's wish in believing without any doubt toward a brand because the trust is able to give positive effect, and eventually it will create satisfaction after buying.

Delgado-Ballester and Luis Munuera-Alemán (2001) stated that brand reliability and brand intentions can affect brand trust. The following indicators of brand trust were also described by (Lau & Lee, 1999). Their description became the parameter of trust toward the brand, and in its description, there are matters as the following. The first is the brand's characteristics. When consumers make buying decisions, they important role is by search for brand details because they will first evaluate a brand before making a purchase. There are several characteristics related to brands, such as a) brand reputation, b) brand predictability, and d) brand competence.

The second is the corporate characteristics. Few things from corporate characteristics can affect someone's trust toward a brand, including: a) trust toward the company, b) reputation of the company, c) customers who feel the motif of the company, and d) the company's integrity. The third characteristic is the brand's relationship with the consumer. The characteristics of brand and consumer are a) similarity between consumer's nature and brand characteristics, b) brand enjoyment, c) brand experience, d) brand satisfaction, and e) group influence.

2.3 Reference Group

The reference group often influences someone's decision to buy goods or services. The reference group functions as an information source or example for consumers when making decisions regarding purchases. According to Sumarwan (2014), there are four types of reference groups: a) formal, b) informal, c) aspiration, and d) dissociation. Moreover, there are types of references according to (Schiffman & Kanuk, 2004). The types of groups are: a) friendship, b) shopping, c) working, and d) netizen groups.

2.4 Buying Decision

The above description is the factors or variables affecting the decisions made by consumers to buy things. The buying decision is the consumer's action after conducting some steps until the last step is buying a thing or service from a company. Consumers are affected by some factors in determining the buying such as quality, price, brand, company image, and place. Philip Kotler (2003) stated that buying decisions are defined after some steps before buying. Decision-making has several levels. Amirullah (2002) stated that the levels of decision-making consist of a) extended problem solving, b) limited problem solving, and c) routine problem solving.

Based on the following hypothesis was developed in this study: Romadhoni (2015) stated that brand image has a positive effect on the buying decision of Nike shoes among students at FIK UNY. Some studies, such as the study of Suciningtyas (2012), stated that the purchase of the Yamaha Mio Sporty at one dealer in Brebes was affected by brand image. In field studies, consumers generally make buying decisions quickly when faced with choices that have similar functions; therefore, brand image plays an important role as a driving factor in buying decisions. Sulistyawati (2011) stated that brand image is the consumer's final input in the buying decision-making process of Acer laptops. Based on the above description, the following hypothesis can be formulated:

H_1: Brand image has a positive effect on decision-making

Adrian Junio (2017) found that buying Converse shoes was affected by the image and brand trust of those shoes. The following study from Pratama, Nugraha, and Suryoko (2014) stated that the buying decision of Anlene milk was significantly affected by brand trust. Arista and Astuti (2011) proved that consumers trust the Internet provider Telkom Speedy because of factors such as service satisfaction and quality. Therefore, trust in the brand can be serious in the buying decision. Based on the above description, the following hypothesis can be formulated:

H_2: Brand Trust has positive effect on buying decision

Fitriyah (2013) found that buying handmade batik is positively affected by the reference group. Some studies by Anoraga and Iriani (2014) stated that the buying decision of Samsung Galaxy smartphones was affected by the reference group and lifestyle. This supports the idea that the reference group is a motivation for buying. Based on the above description, the following hypothesis can be proposed:

H_3: The reference group has a positive effect on buying decisions

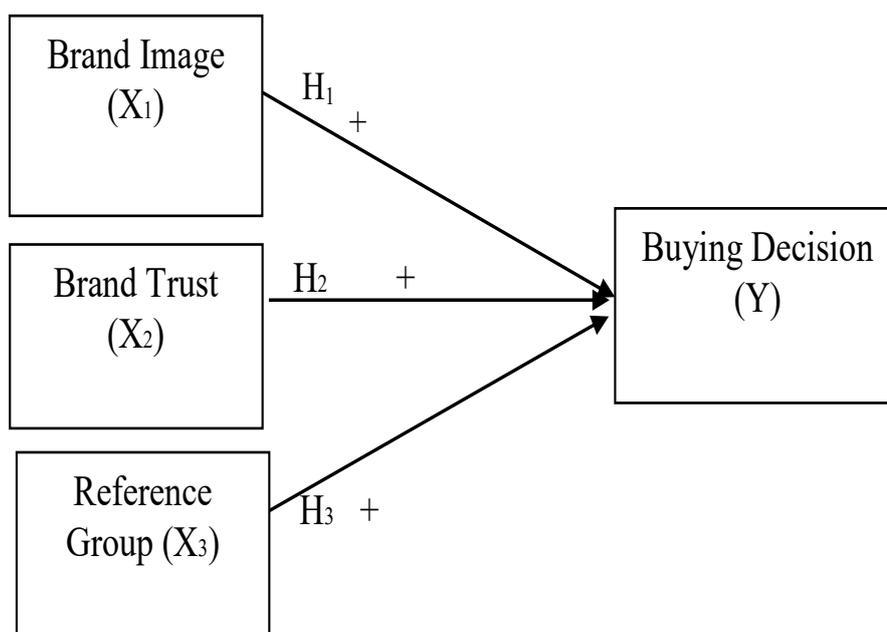Referring to the description, the model of this study can be illustrated as follows:

Figure 1. Model of study

The figure 1 illustrates the conceptual model of the study, where three independent variables—Brand Image (X1), Brand Trust (X2), and Reference Group (X3)—are hypothesized to influence the dependent variable, Buying Decision (Y). The arrows represent the positive relationships between each independent variable and the buying decision, with hypotheses (H1, H2, H3) suggesting that each of these factors has a positive impact on consumers' purchasing choices.

3. Research methodology

This study used a quantitative approach in the form of causal association. According to Sugiyono (2013), a causal associative study aims to examine the effect between two or more

variables to describe and solve a problem. This study was conducted in Yogyakarta, especially in skateboarding communities, clothing stores, sneaker stores, and cafes used for gathering sneaker lovers. This study was conducted in January 2019.

The respondents in this study were young people and adults in Yogyakarta, especially the sneaker lover community. The sampling method used in this study was purposive sampling. The data used in this research are quantitative data obtained from the field directly or primary data.

This study used independent and dependent variables. The independent variables were Brand Image (X_1), Brand Trust (X_2), and Reference Group (X_3). The dependent variable is the sneaker buying decision (Y). The operational definitions of the variables are as follows: Brand Image (X_1) refers to a name, uniqueness, or a combination of both that becomes the identity of a business unit to distinguish the product from other products (P. Kotler & Keller, 2006). Brand Trust (X_2) is the perception of consumers who trust experience or have made transactions, followed by satisfaction with product performance (Rizan et al., 2012). The reference Group (X_3) is someone or a group of people who try to influence behavior and style and are followed by others (Sumarwan, 2014). The concepts and indicators for each variable are presented in Table 1.

Primary data were collected using a research instrument. The instrument is in the form of a list of questions based on the variable operational definitions used in the study. The available answer alternatives were based on the Likert Scale. The scale has five answer alternatives: (1) SS/SA (Strongly Agree) with a value of 5, (2) S/A (Agree) with a value of 4, (3) N (Normal) with a value of 3, (4) TS/D (Disagree) with a value of 2, and (5) STS/SD (strongly disagree) with a value of 1 (Simamora, 2005).

The research instrument testing uses validity and reliability tests. The validity test is the data accuracy level obtained from the research object and the data reported by the researcher. The research instrument can be valid if the answers to the variables are given carefully. The accuracy of the statement can be proven by expressing it according to the validity coefficient. Pearson correlation was used to test the validity of each item in the instrument. In calculating the value of correlation, the researcher used SPSS Version 2.1. The result is considered valid if r count > r table (Imam, 2005).

In addition to being valid, the data must be reliable. The reliability test is related to the estimation of a measurement that can be seen from the information consistency and stability or answers or questions. If the measurement is repeatedly used and the obtained answers are relatively consistent, the measurement is considered reliable. The reliability test explains how far the data can provide answers that are relatively similar if the measurement is performed again with a similar object. The reliability measurement of the questionnaire used the Cronbach's alpha coefficient with a significance level of 5%. In the calculation, the researcher used SPSS Version 2.1 with a reliable provision of Cronbach's alpha > 0.6 (Imam, 2005).

Before conducting the hypothesis test, a descriptive analysis of the collected data was performed. The hypothesis of this study used multiple linear regression with the ordinary least squares (OLS) regression model. IBM SPSS Version 2.4 was used for the analysis. The steps in hypothesis testing are classic assumption test, t-test, determination test, and simultaneous test. The equation model of multiple linear regression is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta X_3 + e \qquad (1)$$

With the t-test, H_1, H_2, and H_3 were supported if the regression coefficients were greater than zero.

Table 1. Concept and indicator of study variable

Variable	Concept	Indicator
Brand Image (X_1) Lau and Lee (1999)	Brand Image is a name, symbol, mark, or design, or the combination of some used as a business unit's identity to distinguish from other goods or services.	1. Company's image 2. User image 3. Product image 4. Store image
Brand Trust (X_2) Lau and Lee (1999)	Brand trust is a perception of consumers who believe and have conducted transaction and followed to product performance satisfaction.	1. Characteristics of brand consist of brand reputation, brand predictability, and brand competence. 2. Characteristics of company consist of trust on reputation, motive, and integrity of company. 3. The characteristics of brand consumers consist of taste comformity of someone toward brand characteristics such as fondness, experience, satisfaction, and others' influence

Reference Group (X_3) Amirullah (2002	Reference group is someone's instrument in comparing reference or as parameter in behavior.	1. Normative
		  a. Using brand because of many users
		  b. To synchronize similarity to friends
		  c. Using brand because of suggestion from friends
		2. Informational
		  a. Listening to brand's features from friends
		  b. Avoiding dissatisfaction
		  c. Assured by friends
		  d. Confidence in environment increases

Buying Decision (Y) Ain and Ratnasari (2015) ; Sumarwan (2014)	Buying decision is defined as various steps undergone by consumers before buying.	1. Extended problem solving 2. Limited problem solving 3. Routine problem solving

4. Results and Discussions

This study was conducted in January 2020 with the targeted consumers of sneakers in Yogyakarta, including students or workers, especially sneaker lovers. In this study, the researcher obtained 125 respondents using the purposive sampling method. The collected data indicated that the sneaker brands included Vans, Converse, Nike, Sketchers, Reebok, Macbeth, and Compass. The following is the data of sample distribution percentage based on sneaker users. The users of Vans accounted for the largest percentage, at 30%. The users Converse and Nike were second, with a percentage of 22%. The proportion of users of Sketchers was 6%. The users of Compass were 3%. The users of Reebok and Macbeth obtained similar percentages of 2%. The remaining 4% were users of other brands that were not mentioned.

Based on the demographic analysis results, the distribution of the respondents was as follows. Of the respondents, 66% were male and 34% were female. Based on age, respondents below 20 years old were 13%, 20-25 years old were 79%, 26-30 years old were 7%, and above 30 years were 1%. Based on occupation, 60% of the respondents were students, 22%, entrepreneurs were 9%, and the remaining 9% were not in the above categories.

Before being analyzed further, the collected data were tested for their validity and reliability. The validity test aimed to analyze the level of validity of the questionnaire. In this study, the researcher tested the validity of the data using the Pearson correlation method. The validity testing result can be said to be valid when the value of r count is more than r table, while with 125 respondents, r table was 0.175.

The instrument of questions for Brand Image is as follows. B1: I wear sneakers because of the company's image; B2: I choose the brand because it is famous; B3: Many people know the brand of the sneakers I buy; B4: The sneakers I wear make me look cool; B5: I use sneakers because the model is interesting; B6: Sneakers I wear are in accordance with the present trend; B7: I buy sneakers from trusted stores; B8: I usually choose sneakers at certain stores that are famous for selling original products; and B9: I like certain sneaker stores because their services are good. In Brand Image, all r values in all questions were greater than the r table. Based on this, all questions measuring Brand Image were valid.

The instrument of questions for Brand Trust (BT) is as follows. BT1: I believe that the sneakers I wear are of good quality; BT2: I think the sneakers I wear are trendy; BT3: the brand of the sneakers I choose is always competent in making the product; BT4: I believe every product released by the brand of my favorite sneakers is always good; BT5: the brand of my favorite sneakers has a good reputation the shoe world; BT6: the sneakers I wear reflect my personality; B7: I wear sneaker with a certain brand because I had the same brand in the past; B8: I feel satisfied when I have sneakers I want; and B9: My friends are happy when I have new sneakers. In Brand Trust, all r values for all questions are greater than the r table. Therefore, all the instruments for measuring Brand Trust were valid.

The instrument of questions for the Reference Group (RG) is as follows. RG1: I use the brand because many people use them; RG2: I wear sneakers to adjust to the trend among friends and the environment; RG3: I choose a certain brand or model because I do not want to disappoint my friend's choice; RG4: My friends suggested various sneaker brands to me; RG5: I choose a certain brand to avoid the risk of dissatisfaction to the friends who have bought them; RG6: I choose a certain brand of sneakers because others convince me; and RG7: Sneakers I wear increase my self-confidence when gathering with friends. In the Reference Group, all r counts

in all questions were greater than r table. Therefore, all question instruments for measuring the Reference Group were valid.

The question instruments for Buying Decision (BD) are as follows: BD1: When buying sneakers, I usually check the catalogue on social media, websites, and others; BD2: I tend to search the materials I want (for example, canvas, suede, and other); BD3: I try to evaluate the product of sneakers in the market: BD4: Before buying, I like to compare the brand of the sneakers with other brands: BD5: I usually compare one sneaker brand to other brands; BD6: I pay attention to the materials between one product to another before buying sneakers; BD7: I get bored with a certain brand and suddenly want to buy a different brand; and BD8: At the sneakers store, I usually only compare the price. In the Buying Decision, all r values in all questions are greater than the r table. Therefore, all question instruments for measuring buying decisions are valid.

The next test was a reliability test. Reliability tests aim to determine the reliability of measurements. In this study, the researcher tested it using Pearson 's method, with Cronbach's alpha > 0.60. The results of the reliability test on the four research variables are as follows. The Cronbach's alpha values for the variables Brand Image, Brand Trust, Reference Group, and Buying Decision were 0.870, 0.873, 0.792, and 0.849, respectively. All Cronbach's alpha values were greater than 0.6. Therefore, all question instruments on those variables can be reliable.

After conducting validity and reliability tests, the next step was to conduct a classic assumption test. Classic assumption tests include normality, multicollinearity, heteroskedasticity, and linearity tests. The testing results show that the data used pass those classic assumption tests. Therefore, its regression estimation is the Best Linear Unbiased Estimator (BLUE).

Before the hypothesis test, a descriptive analysis was performed. The results of the descriptive analysis of the dependent and independent variables are as follows. The Variable Brand Image had an average of 4.01. The value was greater than its middle value. This means that the respondents tended to agree that sneakers have a brand image. The average score for the Variable Brand Trust was 3.91. The value was greater than its middle value. This indicates that the respondents tended to agree that sneakers have Brand Trust. The average for the Variable Reference Group was 3.37.

The value was greater than its middle value. This indicates that the respondents tended to agree that sneakers have a Reference Group. The variable sneakers Buying Decision had an average of 3.95. The value was greater than its middle value. This indicates that the respondents tended to agree to buy sneakers. Therefore, based on the descriptive analysis, the respondents generally agreed that sneaker products have a brand image, brand trust, and reference group. Moreover, the respondents tended to agree to buy sneakers.

In this study, hypothesis testing used multiple linear regression analysis models, including the t-statistic test, F-test, and determination coefficient test. The results of the multiple linear regression analysis are shown in table below:

Table 2. The result of multiple linear regression test

Variable	Coefficient Regression	T count value	Sig	*Adjusted R square*	F Test	
					F Count	Sig.
Constant	7.671	3.011	0.003	0.415	30.365	0.000
Brand Image (X1)	0.185	2.382	0.019			
Brand Trust (X2)	0.375	3.781	0.000			
Reference Group (X3)	0.218	2.413	0.017			

Based on Table 2, the estimation result of the multiple linear regression can form the regression equation as follows:

$$Y = 7,671 + 0,185\, X1 + 0,375X2 + 0,218X3 + e \quad (2)$$

From the regression equation above, there are some matters that can be explained as follows. The Constant above is 7.671; in other words, if the value of each independent variable, X_1, X_2, X_3, X_4 is 0 (zero), the value of the dependent variable is 7.671. The regression coefficient of the Variable Brand Image (X_1) has the value of regression coefficient in plus direction (+) of 0.185. If Brand Image increased by 1%, it would be followed by an increase in buying decisions of 0.185. Variable Brand Trust (X_2) has the value of the regression coefficient in the plus direction (+) of 0.375, meaning that if Brand Trust increases by 1%, it would be followed by an increase in buying decision by 0.375. The regression coefficient of the Reference Group (X_3) was 0.218 in the positive direction (+). In other words, if the reference group increased by 1%, it would be followed by an increase in the buying decision of 0.375.

Based on the Table 2, it can be explained that the result of t test shows as the following. The probability value of the regression coefficient X_1 was 0.019. The value was less than 5%, and the direction of its regression coefficient was in accordance with the expectation. Therefore, statistically, H_1 which brand image has a positive effect on the buying decision of sneakers, is accepted. The probability value of the regression coefficient X_2 was 0.0.

The value is less than 5% and the direction of its regression coefficient is in accordance with the expectation. Therefore, statistically, H_2 which Brand trust has a positive effect on the buying decision of sneakers, is accepted. The probability value of the regression coefficient X_3 was 0.017. The value was less than 5%, and its regression coefficient was in accordance with the expectation. Therefore, statistically, H_3, which states that the Reference Group has a positive effect on the buying decision of sneakers, is accepted.

Therefore, the study results show that the higher the image of a brand, the higher the buying decision for sneakers. Consumers would be more interested in sneaker brands with a good and famous brand image because they feel self-satisfaction when acquiring the product. The results of this study support those of Sulistyawati (2011), Suciningtyas (2012), and Romadhoni (2015), however, the objects of study are different.

  H_1, which stated that Brand Image has a positive effect on the buying decision of sneakers, was accepted.

Therefore, the study results show that consumers who trust the product, such as trust in product quality, brand reputation, and others, would tend to make belief in sneakers buying decisions. When consumers and users believe in a brand, they will decide and end with buyer satisfaction. The results of this study support those of (Adrian Junio, 2017; Arista & Astuti, 2011; Pratama et al., 2014). However, the objects of the study are different.

> H_2, which stated that Brand Trust has a positive effect on the buying decision of sneakers, was accepted.

Therefore, the study results show that the greater the effect of reference groups on the buying process, the more likely it is to affect buying sneakers. Before deciding to buy a product, if consumers are influenced by reference groups such as friends, community, or idols, they would have more belief in choosing sneaker products. This study supports the studies of Fitriyah (2013) and Anoraga and Iriani (2014) that the reference group positively affects buying decisions. However, the studied objects are different. Fitriyah (2013) studied handmade batik and Anoraga and Iriani (2014) studied smartphones.

> H_3, which stated that the Reference Group has a positive effect on the buying decision of sneakers, is supported (accepted).

Based on the data analysis results, the discussion on hypothesis testing is as follows: The determination coefficient test measures the ability of the regression model to explain the effect of the independent variable on the dependent variable. In Table 2, the adjusted R Square is 0.415. This means that 41.5% of sneaker-buying decisions can be explained by other variables that are not studied in this study. The table shows an F count of 30.365 with a probability value of F of 0.00. Because its probability is less than 0.05, the regression model can be used to predict buying decision sneakers with the independent variables of Brand Image, Brand Trust, and Reference Group.

5. Conclusions
5.1 Conclusions
From the collected data of respondents, the sneakers were from brands Vans, Converse, Nike, Sketchers, Reebok, Macbeth, and Compass. Vans users accounted for the largest percentage at 30%. Converse and Nike users were in second place, with a rate of 22%. Based on the demographic analysis results, most respondents were male, aged 20-25 years old, and were students. Based on the descriptive analysis, respondents generally tended to agree that sneaker products have brand image, brand trust, and reference groups.

Moreover, respondents tended to agree to buy sneakers. Based on the results of hypothesis testing and discussion, the findings of this study are as follows. First, Brand Image has a significant positive effect on sneaker purchasing decisions. Second, Brand Trust has a significant positive effect on purchasing decisions for sneakers. The Reference Group had a significant positive effect on purchasing decisions for sneakers.

The implications of this study's findings are as follows. Because brand image, brand trust, and reference groups influence consumers' purchasing decisions, sneaker product makers, distributors, and retailers need to pay attention to these three variables and their effects on purchasing decisions for sneakers. They need to establish a good relationship with the reference group so that there is an emotional connection and they can obtain their feedback. With this feedback, the manufacture and supply of sneakers can be adjusted to the expectations of the reference group members and their customers.

5.2 Research Limitations

The limitations of this study are as follows.   The testing involved only three factors, while generally, buying decisions are often affected by other factors, such as price and taste. Moreover, the questionnaire distribution must focus on consumers who have purchased sneakers so that they are more segmented and the study results can be in accordance with the objective.

5.3 Suggestions and Directions for Future Research

The following suggestions are made for future studies. The researcher expected that the results of this study could be a reference for future researchers in marketing, especially for sneakers, and support other researchers. The researcher also expects future studies to add other factors that have not been studied in this study, such as the effect of price, taste, and brand awareness.

Author Contributions

MM was responsible for conceptualization, study design, data analysis, manuscript drafting, and final approval. RRM contributed to data collection, data processing, and manuscript revision. NHSW assisted in research supervision, interpretation of results, critical revision of the manuscript, and final approval. All authors have read and approved the final version of the manuscript and agree to be accountable for all aspects of the work.

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