

FROM HYPE TO PURCHASE: THE ROLE OF TRENDS, QUALITY, AND SOCIAL MEDIA IN SHAPING CONSUMER INTENTION TOWARD ORTUSEIGHT RUNNING SHOES

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ABSTRACT

This study aims to examine the influence of trend, product quality, social media marketing, and brand awareness on purchase interest of Ortuseight running shoes among running communities in Malang City. This research employed a quantitative approach with a causal research design. A total of 130 respondents were selected using purposive sampling, consisting of active members of running communities who had purchased Ortuseight shoes. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) through SmartPLS 3.0 software. The findings reveal that all four variables—trend, product quality, social media marketing, and brand awareness—have a significant effect on purchase interest. Among them, brand awareness has the most dominant effect, while social media marketing, although significant, has the smallest impact. These findings highlight the importance of strengthening brand identity and credibility of digital communication to increase consumer purchase interest.

Keywords: Trend, Product Quality, Social Media Marketing, Brand Awareness, Purchase Interest

INTRODUCTION

Running has experienced rapid growth in recent years, both globally and nationally. The *Strava Year in Sport Trend Report 2024* revealed that running is among the fastest-growing sports, with group running activities increasing by 59% compared to the previous year. This trend emphasizes not only the aspect of physical fitness but also its development as a social activity that strengthens interpersonal relationships through communities. A similar phenomenon has occurred in Indonesia, marked by the increasing popularity of large-scale running events such as the Jakarta Marathon and the Borobudur Marathon, which consistently record participant growth of more than 20% annually (Tempo.co, 2024).

The running trend has significant implications for the rising demand for supporting products, particularly running shoes. Data from PT Surya Bumi Retailindo indicated that sales of running shoes in general surged by up to 200 percent, driven by increasing public awareness of health and active lifestyles. This situation provides major opportunities for local brands, one of which is Ortuseight, which has successfully penetrated the domestic market through technological innovations such as Quick-Fit, Ort-Curve, and the use of Vibram soles. According to FastMoss (2024), the Ortuseight Hyperglide 3.1 model sold 1,635 units via TikTok Shop with a Gross Merchandise Value (GMV) of IDR 1.14 billion, demonstrating strong consumer interest and active engagement through content creator promotions.

Nevertheless, consumer purchase interest for running shoes are influenced by multiple factors. The Theory of Planned Behaviour (Ajzen, 1991) states that behavioral interest is shaped by attitudes toward the behaviour, subjective norms, and perceived behavioral control. In this context, the running trend influences attitudes, social media marketing shapes subjective norms, while product quality and brand awareness serve as crucial factors that can strengthen or weaken consumers' purchase interest.

Trends are patterns of changes in consumer behavior that occur over a period of time and influence market preferences for certain products (Kotler et al., 2018). In the context

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of fashion and sports, trends reflect changes in public interest in healthy and sporty lifestyles. Trends shape consumer attitudes toward purchasing behavior, according to the theory of planned behavior. Research conducted by Herdiansyah et al. (2024) shows that modern lifestyles and changing fashion trends positively influence purchase interest for New Balance shoes. Research by Muid et al. (2023) also states that rapidly changing fashion trends increase purchase interest. However, research by Wulandari et al. (2023) indicates that trends have no significant effect on purchase interest.

Product quality is also an important factor influencing purchase interest. According to Kotler et al. (2021), product quality is the overall characteristics and ability of a product to meet consumer needs and expectations. Research by Zulian et al. (2023) and Tjiptodjojo et al. (2024) demonstrates that product quality positively influences purchase interest for Aerostreet shoes. However, research by Ardianti et al. (2023) showed different results, indicating that product quality had no significant effect on purchase intention.

In addition to product trends and quality, social media marketing also plays a significant role in influencing consumer behavior. Social media platforms have become one of the main marketing tools that influence consumer intention, especially among young generations (Innayah et al., 2022). According to Tuten (2023), social media marketing is the use of social media platforms to build relationships with consumers, increase brand awareness, and influence purchasing decisions. Research conducted by Julianto (2022) found that marketing strategies through Instagram had a positive effect on purchase intention for local Compass shoes. Afiqoh et al. (2024) also supported these findings by showing that social media marketing can increase purchase intention through e-commerce platforms. Even outside the context of product consumption, social media has proven to be a key factor in the investment decisions of the younger generation. A recent study on Muslim Gen Z found that factors such as trust, content quality, and influencers on social media significantly shape investment decisions, highlighting the broader influence of digital platforms in guiding consumer and economic behavior (Ningtyas et al., 2024). However, the results of research by Pratama et al. (2021) did not show results that supported either study.

Another factor contributing to purchase intention is brand awareness, which is the consumer's ability to recognize or remember a brand, which can then influence preferences and purchasing decisions (Kotler et al., 2018). Another study by Arini et al. (2022) also found that brand awareness had a positive impact on purchase intention for local fashion products in Semarang. However, unlike these studies, Astari et al. (2024) found that brand awareness had no significant effect on purchase intention. This finding suggests that even when consumers recognize a brand, it does not necessarily directly drive repurchase decisions without the presence of other factors, such as customer satisfaction, as a mediating variable. Consistency in building brand awareness also plays a crucial role. As demonstrated in the context of Madiun's city branding, a changing identity can cause confusion and weaken the public's attachment to the brand (Erdiana & Slamet, 2024)

The object of this study was Ortuseight running shoes. Ortuseight was chosen as the research object because it is one of the local Indonesian brands that has shown significant development in the sports industry, offering various innovations such as "Quick-Fit" and "Ort-Curve" technology in its running shoes (Ortuseight Official Website, 2024). Sales performance data on e-commerce platforms indicates that the local shoe brand Ortuseight enjoys high market demand. According to an analysis report from FastMoss, one of its flagship models, the Ortuseight Hyperglide 3.1, sold 1,635 units on TikTok Shop, with a total Gross Merchandise Value (GMV) of IDR 1.14 billion. In addition, there are 120 content creators who actively promote the product, indicating that not only its sales are significant, but also the level of engagement (engagement) on social media is high. Meanwhile, the location of the study was conducted in Malang City which showed significant growth of running communities on social media such as Run Malang Run!, Freerunners Malang, RGO Malang, Payon Malang and Mam Clvb which have a number

of followers > 1000 followers on Instagram. In addition, the holding of running events in Malang City is also increasing and is a clear proof that sports have become part of the lifestyle of Malang residents (Radar Malang, 2025).

Based on these phenomena, this study aims to analyze the influence of trend, product quality, social media marketing, and brand awareness on purchase interest of Ortuseight running shoes among running communities in Malang City. This research is expected to provide theoretical contributions by enriching the literature on consumer behavior in sports-based communities as well as practical implications for local brand marketing strategies to be more competitive in the domestic market.

LITERATURE REVIEW

Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (Ajzen, 1991) explains that human behavior is influenced by three main components: attitude toward the behavior, subjective norms, and perceived behavioral control. These components shape interest, which ultimately drives an individual to take action, including purchase interest. In the context of this study, the running trend is associated with attitudes, social media marketing with subjective norms, while product quality and brand awareness are related to consumers' perceived ability and brand evaluation.

Purchase Interest

Purchase interest is defined as the psychological tendency of consumers to plan or decide to buy a product (Schiffman & Wisenblit, 2019). It is measured through four dimensions: transactional, referential, preferential, and exploratory interest (Ferdinand, 2014; Hidayati & Yuliandani, 2020). Previous studies have shown that purchase Interest plays an important role as a mediator between marketing variables and actual purchase decisions (Saputra & Putri, 2022; Zulian & Fietroh, 2023).

Trend

A trend is defined as long-term changes in consumer behavior that influence market preferences (Kotler & Keller, 2016). Trend is measured by indicators such as following trends, interest in popular products, community influence, adjusting appearance, self-confidence, and fear of missing out (Rohman & Pramesti, 2022). In the sports context, trends drive consumers to adapt their lifestyle, appearance, and product choices. Studies by Herdiansyah et al. (2024) and Muid et al. (2023) found that trends have a positive effect on purchase interest, although Wulandari et al. (2023) reported that other factors may be more dominant.

H1: Trend has a positive effect on purchase interest of Ortuseight shoes.

Product Quality

Product quality refers to the overall characteristics of a product that fulfill consumer needs (Kotler et al., 2022). Product quality is measured using Garvin's (1984) eight dimensions: performance, features, conformance, durability, reliability, serviceability, aesthetics, and perceived quality. Previous studies by Zulian et al. (2023) and Tjiptodjojo et al. (2024) confirmed that product quality significantly affects purchase interest, although some other studies found different results.

H2: Product quality has a positive effect on purchase interest of Ortuseight shoes.

Social Media Marketing

Social media marketing is a strategy that leverages digital platforms based on social interaction to build relationships with consumers, increase brand awareness, and influence purchase decisions (Tuten, 2023). Social media marketing is measured by four dimensions: context, communication, collaboration, and connection (Gunelius, 2011). Studies by Afiqoh et al. (2024) and Julianto (2022) found that social media marketing positively affects purchase interest, while Pratama et al. (2021) reported insignificant effects on repurchase interest.

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H3: Social media marketing has a positive effect on purchase interest of Ortuseight shoes.

Brand Awareness

Brand awareness is the ability of consumers to recognize or recall a brand within a specific product category (Keller & Swaminathan, 2019). Its indicators include top of mind, brand recall, and brand recognition (Yoo et al., 2000). Studies by Zulianti et al. (2024) and Arini et al. (2022) demonstrated that brand awareness positively affects purchase interest, although Astari et al. (2024) reported different findings.

H4: Brand awareness has a positive effect on purchase interest of Ortuseight shoes.

METHODS

This study employed a quantitative approach with an explanatory research design, aiming to explain the causal relationship between independent and dependent variables. The population consisted of all members of running communities in Malang City, which were chosen because of their large number of members, high level of activity, and strong engagement on social media. The sample was determined using purposive sampling with criteria that respondents must be active members of running communities and have knowledge of Ortuseight running shoes. A total of 130 respondents were included in the study. The data used comprised both primary and secondary data. Primary data were collected through an online questionnaire using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree), while secondary data were obtained from books, scientific articles, and online references. The research instrument included indicators of trend, product quality, social media marketing, brand awareness, and purchase interest, which were adapted from previous studies and adjusted to the context of Ortuseight products. The data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS 3.0 software. The analysis stages included, first, testing the measurement model (outer model) to assess convergent validity, discriminant validity, and composite reliability of the research instruments. Second, testing the structural model (inner model) to evaluate the relationships among variables through R^2 , f^2 , and Q^2 values, as well as hypothesis testing based on path coefficients and p-values.

RESULTS

Respondent Description

The respondents in this study consisted of 130 individuals who were members of running communities in Malang City. The characteristics of the respondents included gender, age, job, and community based. In general, the respondents were dominated by those in the productive age group with active participation in community running activities.

Table 1. Respondents Profile

Item	Characteristics	Frequency	Percentage
Gender	Man	108	83%
	Woman	22	17%
Age	17 – 25 years old	90	69%
	26 – 30 years old	32	25%
	31 – 35 years old	8	6%
Job	Student	24	18%
	Private Sector Employees	76	58%
	Government Employees	5	4%
	entrepreneur	25	19%
Community	Run Malang Run!	25	19%
	Freerunners Malang	34	26%
	RGO Malang	19	15%
	Playon Malang	12	9%

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	Mam Clvb	11	8%
	Before Work Running Club	12	9%
	Malang Utara Running Club	12	9%
	After Office	5	4%
Social Media Content	Tiktok	66	51%
	Instagram	43	33%
	Youtube	14	11%
	Facebook	7	5%

Source: Processed Data (2025)

Table 1 shows that most of the 130 respondents were male (83%) and within the productive age group of 17–25 years (69%). The majority worked as private sector employees (58%), followed by entrepreneurs (19%), students (18%), and government employees (4%). In terms of community membership, the largest proportions came from Freerunners Malang (26%), Run Malang Run! (19%), and RGO Malang (15%). Regarding social media exposure, TikTok was the most dominant platform (51%), followed by Instagram (33%), YouTube (11%), and Facebook (5%).

Table 2. Validity and Realibility

Item	Outer loading	AVE	Cross loading
T1	0.864	0.763	0.864
T2	0.860	0.763	0.860
T3	0.903	0.763	0.903
T4	0.873	0.763	0.873
T5	0.888	0.763	0.888
T6	0.851	0.763	0.851
PQ1	0.897	0.771	0.897
PQ2	0.896	0.771	0.896
PQ3	0.875	0.771	0.875
PQ4	0.885	0.771	0.885
PQ5	0.900	0.771	0.900
PQ6	0.858	0.771	0.858
PQ7	0.882	0.771	0.882
PQ8	0.858	0.771	0.858
SMM1	0.882	0.789	0.882
SMM2	0.897	0.789	0.897
SMM3	0.869	0.789	0.869
SMM4	0.905	0.789	0.905
BA1	0.898	0.814	0.898
BA2	0.917	0.814	0.917
BA3	0.892	0.814	0.892
BA4	0.901	0.814	0.901
PI1	0.909	0.763	0.897
PI2	0.897	0.763	0.897
PI3	0.861	0.763	0.861
PI4	0.825	0.763	0.825

Source: Processed Data (2025)

Outer Model Test (Measurement Model)

The analysis results show that all indicators met the criteria for convergent validity, with outer loading values greater than 0.7 and Average Variance Extracted (AVE) values exceeding 0.5. In addition, the research instruments were declared reliable since the Cronbach's Alpha and Composite Reliability (CR) values for each variable were greater than 0.7. Thus, the research instruments used in this study are valid and reliable.

Inner Model Test (Structural Model)

The R-square (R^2) value for the purchase interest variable was 0.637. This indicates that trend, product quality, social media marketing, and brand awareness were able to explain 63.7% of the variance in purchase interest, while the remaining percentage was influenced by other factors outside the research model. Meanwhile, the results of the effect size (f^2) test show that the brand awareness variable has an f^2 value of 0.156, indicating a significant influence on the purchase intention variable. This indicates that the level of brand awareness makes a significant contribution in driving product purchase intention. The trend variable shows an f^2 value of 0.121, which is included in the medium influence category, indicating that consumer tendencies towards trends also influence purchase intention but not as strongly as brand awareness. Meanwhile, the product quality and social media marketing variables each have f^2 values of 0.046 and 0.057, both of which are included in the small influence category or have a relatively lower influence in driving purchase intention towards the product.

Hypothesis Testing Results

Hypothesis testing was conducted by examining the path coefficient, t-statistic, and p-value. A summary of the results is presented in Table 1.

Table 3. Hypothesis Test

Hypothesis	Path	Path Coefficient	t-statistic	p-value	Result
H1	Trend → Purchase Interest	0,310	4,176	0,000	Significant
H2	Product Quality → Purchase Interest	0,155	2,554	0,011	Significant
H3	Social Media Marketing → Purchase Interest	0,172	2,817	0,005	Significant
H4	Brand Awareness → Purchase Interest	0,346	4,509	0,000	Significant

Source: Processed Data (2025)

Trend (X_1) → Purchase Intention (Y), showing a t-statistic value of 4.176 and a p-value of 0.000, indicating that the running trend has a significant influence on the purchase interest of Ortuseight shoes in the running community in Malang City, which means H1 is accepted. These results indicate that the higher the growing trend in the world of running, the greater the tendency of consumers in the running community in Malang City to purchase Ortuseight running shoes. This result is in line with the research of Herdiansyah & Yuliniar (2024) which shows that changes in fashion trends and active lifestyles have a positive effect on shoe purchase interest. Similarly, the findings of Muid & Souisa (2023).

Product Quality (X_2) → Purchase Intention (Y), showing a t-statistic value of 2.554 and a p-value of 0.011. Product quality is proven to have a significant influence on the purchase interest of Ortuseight running shoes in the running community in Malang City, this indicates that H2 in this study is accepted. This aligns with research by Harianja & Tjiptodjojo (2024), which showed that product quality influences purchase intention for local shoes like Ventela. The higher a consumer's perception of a product's quality, the greater their purchase intention. Another study by Nendrawati & Tantra (2024) also supports this finding.

Social Media Marketing (X_3) → Purchase Intention (Y), showing a t-statistic of 2.817 and a p-value of 0.005. Social media marketing significantly influences purchase intention for Ortuseight shoes among the running community in Malang City, thus accepting hypothesis H3. This indicates that Ortuseight's digital marketing strategy, particularly

through social media platforms, is able to shape consumer perception and interest in the products offered. The more effectively social media is used to build communication and visual appeal, the greater the likelihood of consumer interest in purchasing the product. These results align with research by Afiqoh et al. (2024) and Julianto (2022).

Brand Awareness (X4) → Purchase Intention (Y), shows the most dominant influence with a t-statistic of 4.509 and a p-value of 0.000, so it is statistically significant on the purchase interest of Ortuseight shoes in the running community in Malang City, so that the H4 hypothesis can be accepted. This shows that the higher the level of consumer awareness of a brand, the greater their tendency to buy the product. Ortuseight has succeeded in building strong brand awareness among runners through a consistent visual identity and active involvement in community activities, which ultimately has an impact on strengthening brand identity and improving digital experiences, thereby increasing customer satisfaction and loyalty (Abdillah et al., 2024). This finding is in line with the research results of Nendrawati & Tantra (2024) and Arini et al. (2022).

CONCLUSION

The results of the study show that first, trends have a significant influence on the purchase interest of Ortuseight shoes among the running community in Malang City. This indicates that the increasing healthy lifestyle and popularity of running can encourage consumers to follow developing trends, including in choosing local products such as Ortuseight. Second, product quality also has a significant influence on the purchase interest of Ortuseight shoes among the running community in Malang City. Consumers consider aspects such as comfort, durability, and design of Ortuseight shoes to be important considerations in determining consumer purchase interest. Third, social media marketing has a positive and significant influence on the purchase interest of Ortuseight shoes among the running community in Malang City. Marketing strategies implemented through platforms such as Instagram and TikTok are considered effective in attracting attention and building relationships with consumers. Attractive visual content successfully increases brand exposure and encourages audiences to become more familiar with and consider Ortuseight as a product choice. Fourth, brand awareness also has a significant influence on the purchase interest of Ortuseight shoes among the running community in Malang City. A strong and consistent brand identity is a crucial element in building brand awareness in consumers' minds. The higher the level of consumer recognition and recall of the Ortuseight brand, the more likely they are to choose the product.

Although purchasing interest in this sports shoe brand has shown high results, Ortuseight is expected to remain adaptive to evolving market preferences, particularly those related to sports trends, particularly running. Furthermore, product development, focusing on reliability and innovative features, must continue to be pursued, as these have proven to be key factors in attracting buyers. Engaging with social media communities can also be a strategy for the Ortuseight brand to increase engagement and emotional connection with its users. Branding reinforcement through visual elements such as logos, designs, and packaging also needs to be improved to strengthen brand identity.

For future research, it is recommended to expand the population scope, as this study was limited to the running community in Malang City. Therefore, the results cannot be generalized to consumers in other regions or different market segments. Further research can also enrich the results through different research methods and approaches, such as using mixed methods through data collection through interviews, to further explore consumers' reasons for choosing a product. In addition, it can also be considered to study through different research objects such as other sports fashion products.

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