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ANALYSIS OF DIGITAL MARKETING, PRODUCT INNOVATION AND BRAND TRUST ON PURCHASE INTENTION AMONG CONVERSE SHOE CONSUMERS AT DELIPARK MALL MEDAN

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Abstract

Purchase intention is a form of psychological tendency or intention of consumers to purchase a product that arises after evaluating information, perceived value, and marketing interactions. This study aims to determine and analyze the influence of Digital Marketing, Product Innovation, and Brand Trust on the Purchase Intention of Converse shoe consumers at Delipark Mall Medan. This study uses primary data where data was collected using a questionnaire. This research was conducted on Converse shoe consumers at Delipark Mall Medan with a sample of 125 respondents. The results of the analysis show that Digital Marketing has a positive and significant effect on purchase intention. Product Innovation has no significant effect on purchase intention. Brand Trust has no significant effect on purchase intention. The analysis proves that simultaneously Digital Marketing, Product Innovation, and Brand Trust have a significant effect on the Purchase Intention of Converse shoe consumers at Delipark Mall Medan.

Keywords: Purchase Intention, Digital Marketing, Product Innovation, Brand Trust, Converse Delipark Mall Medan

INTRODUCTION

The fashion industry is a sector that continues to evolve alongside the changing lifestyles of modern society. Fashion products no longer merely serve to meet basic needs; they have also become a means for individuals to express their identities, personalities, and lifestyles. One fashion product category that has experienced significant growth in recent years is footwear—specifically, sneakers. Today, sneakers are not just used for sports; they have become an integral part of lifestyle and global fashion trends, enjoying immense popularity across various segments of society, particularly among the younger generation. The global evolution of the sneaker industry has influenced the fashion market in Indonesia. The presence of Converse in Indonesia dates back several decades; the brand gained recognition among Indonesians in the 1970s and has since become a highly sought-after footwear brand. According to Sari & Pradana (2022), global brand image and awareness significantly influence fashion consumption preferences in Indonesia; products like Converse dominate the market, driven by high brand recognition that extends to more than half of the young consumer population. Studies indicate a high level of public awareness regarding global footwear brands, with significant recognition of Converse among Indonesian consumers, demonstrating the brand's strong market presence in the country.

Purchase intention refers to the inclination or intent to buy a specific product or brand following a process of recognition, evaluation, and consideration. This concept reflects a consumer's desire to make a purchase, even though the actual buying decision may not necessarily occur immediately. Purchase intention can be understood as a form of buying interest that indicates the likelihood of a consumer purchasing a product in the future. It is frequently used as a leading indicator to predict purchasing decisions, as higher consumer buying interest corresponds to a greater probability of a purchase taking place. Putri and Hidayat (2024) emphasize that purchase intention regarding fashion brands represents an individual's conscious plan to undertake an actual purchase. This indicates that such intention is not merely a passive desire but the result of an evaluation of the brand. According to Kelvin and Firdausy (2024), purchase intention can be understood as an intent to buy that arises from positive perceptions, trust, and consumer interest in a specific product or brand.

The phenomenon of purchase intention among Converse shoe consumers at DeliPark Mall Medan reflects dynamics driven by intense competition within the fashion industry. A wide range of local and international brands offer products with competitive designs, quality, and pricing, prompting consumers to be more selective in their

choices. This environment leads to fluctuations in purchase intention, particularly when consumers are presented with numerous alternatives perceived as more appealing or better aligned with their preferences. Furthermore, rising consumer expectations regarding product quality, design innovation, and brand experience play a significant role in shaping purchase intention. Digital marketing can be understood as marketing efforts that leverage digital technology and internet-based media to promote products or services to consumers in a more interactive and measurable way. It is not merely about using digital media for promotion; it is also a strategy for fostering communication, engagement, and long-term relationships with consumers. Through digital marketing, companies can rapidly disseminate product information, tailor messages to the characteristics of their target market, and establish more intensive two-way interactions. Consumers are increasingly active in comparing brands, evaluating product reputations, and seeking references across various digital channels—both before and after making a purchase.

According to Williams & Murthy (2023), digital marketing encompasses marketing efforts conducted via the internet and digital media to communicate with consumers and build stronger relationships. Khatamov & Khatamov (2025) define digital marketing as the process of utilizing digital channels to achieve business objectives through communication that is targeted, measurable, and relevant to the target market; consequently, delivering product value that aligns with consumer needs stimulates consumer interest. The digital marketing of Converse shoes at DeliPark Mall Medan highlights the increasingly vital role such efforts play in influencing consumer purchase intentions amidst technological advancements and shifting shopping behaviors. Leveraging various digital platforms—such as social media, online marketplaces, and official websites—has become a primary strategy for reaching a broader consumer base. However, the high intensity of digital promotions from competing brands exposes consumers to an overwhelming volume of information simultaneously; this divides their attention and diminishes the effectiveness of marketing messages, meaning that not all digital marketing activities succeed in directly boosting purchase interest.

Product innovation plays a crucial role, as it enables product differentiation amidst the multitude of alternatives available in the market. It refers to a company's efforts to introduce new goods or services—or to significantly improve existing ones—thereby delivering enhanced benefits to consumers. Product innovation is a key variable in this study because it directly relates to a company's ability to create value for consumers through the renewal of its product offerings. Consequently, product innovation serves as a strategic factor influencing consumer attitudes, perceptions, and decisions regarding repeat purchases. According to Meutia et al. (2024), companies capable of offering unique and updated products tend to hold a stronger competitive position, as consumers perceive a clear reason to choose these products over those of competitors. Ratnasari (2023) notes that consumer recognition of a company's reputation for product innovation fosters greater excitement and loyalty. When consumers view a brand as innovative, they are not only attracted to current products but also remain open to ongoing engagement with the brand; this is highly significant, given that purchase intention fundamentally stems from repeated positive evaluations of a brand.

The phenomenon of product innovation regarding Converse shoes at DeliPark Mall Medan demonstrates that innovation is a crucial factor influencing consumer purchase intentions amidst the increasingly dynamic fashion industry. Today's consumers seek more than just functionality; they desire unique, trend-aligned designs that offer added value compared to competitors' products. With numerous brands constantly introducing innovations, consumers hold high expectations for product updates. If the innovations offered are perceived as unappealing or lacking significant differentiation, consumer purchase intention tends to decline. Amidst the prevalence of counterfeit products in both physical and online markets in Medan, brand trust has become an invaluable asset. This variable shares a strong, logical link with purchase intention; consumers who trust a brand feel more secure in their purchasing decisions because they perceive the associated risks to be lower. Consequently, brand trust is often viewed as a variable that bridges past experiences with future purchasing decisions. According to Yusuf et al. (2024), brand trust is understood within the context of a long-term relationship between the consumer and the brand. They emphasize that brand trust plays a crucial role in fostering consumer commitment and loyalty. From this perspective, brand trust does not exist in isolation as a fleeting attitude; rather, it is part of a relationship shaped by repeated experiences with and evaluations of the brand.

According to Geraldine et al. (2025), brand trust is defined by two primary dimensions: reliability and intentionality. It can be understood as a consumer's confidence that the brand meets expectations and acts with good intentions—without being misleading or disappointing—thereby reflecting not only product quality but also the brand's integrity and sincerity in the eyes of the consumer. The phenomenon of brand trust among Converse shoe

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consumers at DeliPark Mall Medan demonstrates that trust is a crucial factor influencing purchase intention. Consumers tend to favor brands that possess a strong reputation, consistent quality, and a robust market image. Consumer experiences—whether direct or derived from digital reviews—shape brand trust, which in turn influences purchase intention. The abundance of brands offering attractive deals makes consumer trust levels volatile; this can lead to a decline in purchase intention as consumers switch to other brands they perceive as more trustworthy. Based on the background outlined above, the problem identification for this study is as follows:

1. Low consumer interest in purchasing Converse shoes at Delipark Mall, Medan.
2. Suboptimal digital marketing effectiveness, characterized by digital channels that do not fully facilitate interaction, a lack of clarity in product information delivery, and consumer skepticism regarding the accuracy of digitally conveyed promotional information.
3. A lack of product innovation in meeting consumers' functional needs, resulting in insufficient significant added value for the consumer.
4. Declining brand trust, evidenced by consumer distrust regarding the handling of product discrepancies.

Based on the problem identification, it is necessary to delimit the scope of this study to ensure the research remains focused on the specific issues under investigation. Accordingly, this study is limited to analyzing the influence of digital marketing, product innovation, and brand trust on the purchase intention of Converse shoe consumers at Delipark Mall Medan. Based on the scope of the study, the research questions are formulated as follows:

1. Does digital marketing influence the purchase intention of Converse shoe consumers at Delipark Mall Medan?
2. Does product innovation influence the purchase intention of Converse shoe consumers at Delipark Mall Medan?
3. Does brand trust influence the purchase intention of Converse shoe consumers at Delipark Mall Medan?
4. Do digital marketing, product innovation, and brand trust simultaneously influence the purchase intention of Converse shoe consumers at Delipark Mall Medan?

Based on the problem formulation above, the research objectives are as follows:

1. To analyze the effect of digital marketing on purchase intention among Converse shoe consumers at Delipark Mall Medan.
2. To analyze the effect of product innovation on purchase intention among Converse shoe consumers at Delipark Mall Medan.
3. To analyze the effect of brand trust on purchase intention among Converse shoe consumers at Delipark Mall Medan.
4. To analyze the simultaneous effect of digital marketing, product innovation, and brand trust on purchase intention among Converse shoe consumers at Delipark Mall Medan.

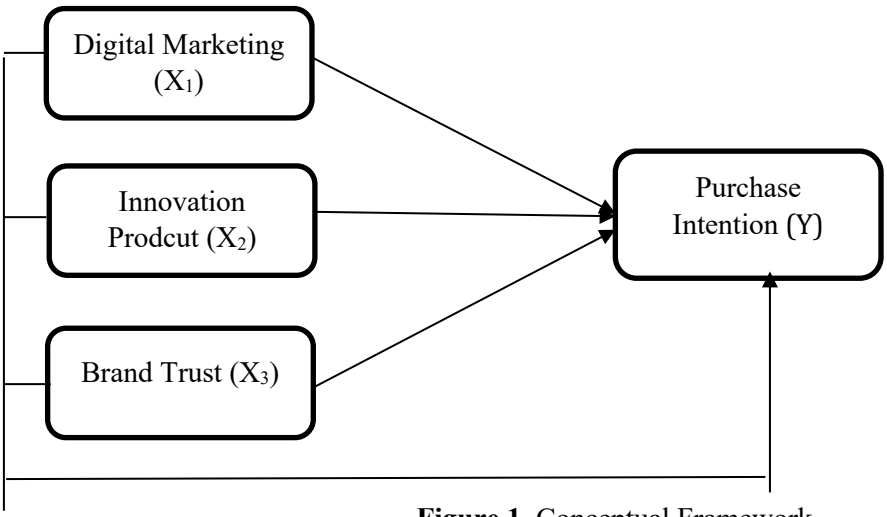


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Digital marketing has a significant partial effect on the purchase intention of Converse shoe consumers at DeliPark Mall Medan.
2. H2: Product innovation does not have a significant partial effect on the purchase intention of Converse shoe consumers at DeliPark Mall Medan.
3. H3: Brand trust does not have a significant partial effect on the purchase intention of Converse shoe consumers at DeliPark Mall Medan.
4. H4: Digital marketing, product innovation, and brand trust have a significant simultaneous effect on the purchase intention of Converse shoe consumers at DeliPark Mall Medan.

METHOD

The research approach used an associative approach, with a quantitative method. TThis study was conducted at DeliPark Mall Medan, focusing on consumers of Converse shoes. The location was selected based on the high level of interest among Medan residents in branded fashion products—specifically Converse shoes, which hold a significant market share. The research was carried out between February and July 2026. The study population consisted of all Converse shoe consumers at DeliPark Medan. As the exact size of this population could not be determined (it was uncountable), it was categorized as an unknown population. Purposive sampling—a technique involving sample selection based on specific criteria—was employed for this study. The sampling criteria were as follows:

1. Consumers interested in purchasing Converse shoes.
2. Consumers who had never previously purchased Converse shoes.
3. Consumers who actively follow trends and use social media.

For this study, the author utilized Zikmund's formula to determine the sample size.

$$N= \left(\frac{ZS}{E}\right)^2$$

Thus, the required sample size at a 95% confidence level and a standard error of 1% is as follows:

$$N = \left(\frac{(1{,}96)(0{,}05)}{0{,}01}\right)^2 = 96{,}04$$

Based on the calculation results above, a figure of 96.04 was obtained, which the researcher then rounded up to 100 respondents. To account for potential questionnaire completion errors (human error) or non-returned data, the researcher added a buffer of 15% to the total sample (100 + 15). Consequently, the study surveyed a total of 115 respondents—consumers who had visited and observed the Converse shoe store at Delipark Mall Medan.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Digital Marketing, Innovation Product, Brand Trust, Purchase Intention

Statement Items	r-count	r-table	Description
DM1	0,768	0,300	Valid
DM2	0,778	0,300	Valid
DM3	0,799	0,300	Valid
DM4	0,822	0,300	Valid
DM5	0,833	0,300	Valid
DM6	0,859	0,300	Valid
DM7	0,847	0,300	Valid
DM8	0,864	0,300	Valid
DM9	0,833	0,300	Valid
DM10	0,859	0,300	Valid

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Statement Items	r-count	r-table	Description
DM11	0,847	0,300	Valid
DM12	0,864	0,300	Valid
IP1	0,730	0,300	Valid
IP2	0,780	0,300	Valid
IP3	0,823	0,300	Valid
IP4	0,777	0,300	Valid
IP5	0,756	0,300	Valid
IP6	0,812	0,300	Valid
BT1	0,722	0,300	Valid
BT2	0,799	0,300	Valid
BT3	0,793	0,300	Valid
BT4	0,691	0,300	Valid
PI1	0,615	0,300	Valid
PI2	0,795	0,300	Valid
PI3	0,755	0,300	Valid
PI4	0,782	0,300	Valid
PI5	0,593	0,300	Valid
PI6	0,731	0,300	Valid
PI7	0,737	0,300	Valid
PI8	0,737	0,300	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.300, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Digital Marketing, Innovation Product, Brand Trust, Purchase Intention

Variabel	Cronbach Alpha	Provision	Description
Digital Marketing	0,968	0,60	Reliable
Innovation Product	0,922	0,60	Reliable
Brand Trust	0,885	0,60	Reliable
Purchase Intention	0,912	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of digital marketing, innovation product, brand trust and purchase intention is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	115
Mean	0.0000000
Std. Deviation	3.99973889
Absolute	0.083
Positive	0.054
Negative	-0.083
Test Statistic	0.083
Asymp. Sig. (2-tailed)	0.051

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.051 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Multicollinearity Test Results

Variable	**Tolerance**	**VIF**
(Constant)	.516	1.940
Digital Marketing	.455	2.199
Innovation Product	.443	2.259
Brand Trust	.516	1.940

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the digital marketing, innovation product, brand trust variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems

Table 5. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error
(Constant)	10.541	2.481
Digital Marketing	.224	.058
Innovation Product	.174	.117
Brand Trust	.460	.193

Sources: SPSS versi 25 (2026)

1. Constant α = 10.576
   The constant α = 10.576 indicates that if Digital Marketing, Product Innovation, and Brand Trust do not increase—or are equal to zero—then the dependent variable (Purchase Intention) stands at 10.576 units.
2. β1 = 0.224
   If there is a one-unit increase in Digital Marketing, the dependent variable (Purchase Intention) increases by 0.224 units.
3. β2 = -0.174
   If there is a one-unit increase in Product Innovation, the dependent variable (Purchase Intention) decreases by 0.174 units. (The coefficient value is negative, indicating an inverse effect/reduction).
4. β3 = 0.460
5. If there is a one-unit increase in Brand Trust, the dependent variable (Purchase Intention) increases by 0.460 units.

Table 6. Partial Test Results (t-Test)

Variable	**t**	**Sig.**
(Constant)	4.249	.000
Digital Marketing	3.841	.000
Innovation Product	1.485	.140
Brand Trust	2.378	.019

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The Effect of Digital Marketing on Purchase Intention
   The calculated t-value for Digital Marketing is 3.841, which is greater than the t-table value of 1.98 (df=n-k-1=115-3-1=111 at alpha=0.05 / 5%), and the significance level is 0.000 (< 0.05); thus, Ha is accepted and Ho is rejected, indicating that Digital Marketing has a positive and significant partial effect on Purchase Intention.
2. The Effect of Product Innovation on Purchase Intention
   The calculated t-value for Product Innovation is 1.485, which is less than the t-table value of 1.98 (df=n-k-1=115-3-1=111 at alpha=0.05 / 5%), and the significance level is 0.140 (> 0.05); thus, Ho is accepted and Ha is rejected, indicating that Product Innovation does not have a significant partial effect on Purchase Intention.
3. The Effect of Brand Trust on Purchase Intention

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The calculated t-value for Brand Trust is 2.378, which is greater than the t-table value of 1.98 (df=n-k-1=115-3-1=111 at alpha=0.05 / 5%), and the significance level is 0.019 (< 0.05); thus, Ha is accepted, indicating that Brand Trust has a significant partial effect on Purchase Intention.

Table 7. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	1592,986	3	530,995	32,318	,000[b]
Residual	1823,762	111	16,430		
Total	3416,748	114			

Sources: SPSS versi 25 (2026)

Based on the above, the F-test results show an F-calculated value of 32.318, which is greater than the F-table value of 2.69 (with df1 = 3 and df2 = 111, derived from n - k - 1 = 115 - 3 - 1 = 111), and a significance level of 0.000, which is less than 0.05; consequently, Ha is accepted and Ho is rejected. This indicates that Digital Marketing, Product Innovation, and Brand Trust simultaneously have a significant effect on Purchase Intention. Thus, the previous hypothesis (H4) is accepted.

Table 8. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	,683[a]	,466	,452	4,05343

Sources: SPSS versi 25 (2026)

Based on the results of the coefficient of determination test shown in Table 8, the Adjusted R-squared value of 0.452 can be referred to as the coefficient of determination; this indicates that 0.452 (45.2%) of Purchase Intention is accounted for and explained by Digital Marketing, Product Innovation, and Brand Trust, while the remaining 54.8% is explained by variables outside the model that were not examined.

Discussion

The Analysis Social Media Marketing on Purchasing Decisions

The research results indicate that digital marketing has a positive and significant partial effect on purchase intention. Based on statistical analysis of questionnaires distributed to the 115 respondents sampled, the calculated t-value for digital marketing was 3.841—exceeding the t-table value of 1.98 (df = n - k - 1 = 115 - 3 - 1 = 111 at alpha = 0.05/5%)—and the significance level was 0.000 (< 0.05); consequently, the alternative hypothesis (Ha) was accepted, and the null hypothesis (Ho) was rejected. The implementation of interactive and informative digital marketing can spark consumer interest and provide a positive impetus for making a purchase. Well-managed digital marketing strategies—such as intensive social media promotions, relevant content, and easy access to product information—foster a sense of direct connection among potential consumers. This enables consumers to easily recognize product advantages, thereby encouraging them to complete a transaction. According to Chaffey & Ellis-Chadwick (2022), digital marketing is the application of digital technology to support marketing activities aimed at enhancing consumer product knowledge and achieving business objectives.

The Analysis Product Innovation on Purchasing Decisions

The research results indicate that product innovation does not have a significant partial effect on purchase intention. Based on statistical analysis of questionnaires distributed to 115 respondents, the calculated t-value for product innovation was 1.485—which is less than the t-table value of 1.98 (df = n - k - 1 = 115 - 3 - 1 = 111 at alpha = 0.05/5%)—and the significance level was 0.140 (greater than 0.05); consequently, the null hypothesis (Ho) was accepted and the alternative hypothesis (Ha) was rejected. This situation suggests that the product innovations or updates implemented have not directly influenced consumers' purchasing decisions. The innovations offered may not be perceived as addressing consumers' primary needs, their utility may not be fully understood, or the changes in features may be viewed as overly complex; as a result, consumers tend to prioritize practicality and digital marketing channels when forming their purchase intentions. According to Sunarjo (2024), product innovation is the

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process of developing, improving, or creating new products—whether goods or services—that offer advantages, added value, and novelty to consumers.

The Analysis Brand Trust on Purchasing Decisions

The research results indicate that Brand Trust does not have a significant partial effect on Purchase Intention. Based on statistical analysis of questionnaires distributed to 115 respondents, the calculated t-value for Brand Trust was 2.378 (which is less than the t-table value of 1.98, where df = n - k - 1 = 115 - 3 - 1 = 111 at alpha = 0.05 or 5%) and the significance level was 0.19 (greater than 0.05); consequently, the null hypothesis (Ho) was accepted and the alternative hypothesis (Ha) was rejected. This situation suggests that consumer trust in a brand does not automatically lead to an increase in purchase intention unless accompanied by active promotional stimuli or offers. Brand trust operates at the level of long-term perception, whereas immediate transaction intentions are more strongly stimulated by direct promotions and active digital marketing efforts. According to Tran (2025), brand trust is defined as a psychological state in which consumers rely on a brand when making purchasing decisions.

The Analysis Social Media Marketing, Product Innovation and Brand Trust on Purchasing Decisions

The research results indicate that digital marketing, product innovation, and brand trust simultaneously exert a positive and significant influence on purchase intention. Based on the F-test results, the calculated F-value was 37.820, exceeding the F-table value of 2.69 (df1 = 3 and df2 = 111, derived from n - k - 1 = 115 - 3 - 1 = 111), with a significance level of 0.000 (< 0.05); consequently, the alternative hypothesis (Ha) was accepted and the null hypothesis (Ho) was rejected. Collectively, the combination of active digital marketing, product innovation, and the establishment of brand trust contributed 45.2% (as indicated by an Adjusted R-Square value of 0.452) to the increase in purchase intention. The remaining 54.8% was influenced by factors outside the scope of this research model. This indicates that to optimally enhance purchase intention, companies must integrate the strengths of digital marketing as a primary driver alongside the management of brand reputation and continuous product development.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. Digital Marketing has a positive and significant partial effect on Purchase Intention.
2. Product Innovation does not have a significant partial effect on Purchase Intention.
3. Brand Trust has a significant partial effect on Purchase Intention.
4. Digital Marketing, Product Innovation, and Brand Trust have a positive and significant simultaneous effect on Purchase Intention.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. Statistical test results demonstrate that digital marketing exerts a very strong and dominant influence. Therefore, the researcher recommends that management and business operators continue to optimize their digital marketing strategies. Management should create more interactive content, expand advertising reach, and maximize the use of social media platforms to ensure product information effectively reaches the target market and directly stimulates purchase intention.
2. Given the finding that product innovation does not yet have a significant impact, the researcher advises management to be more meticulous when designing product innovations. Product updates should focus on resolving real problems faced by consumers rather than merely adding complex technical features. Furthermore, the company needs to communicate the added value and practical benefits of these innovations through marketing campaigns so that consumers fully understand their utility.
3. Based on the finding that brand trust does not currently have a significant direct impact on purchase intention, the researcher advises the company not to rely solely on the brand's established reputation. Brand trust should be reinforced with attractive sales promotion programs or free product trials to stimulate consumers who already trust the brand to proceed with a purchase.
4. Due to the limitations of this study, future researchers are encouraged to refine this work by incorporating additional factors not examined here—such as price, service quality, lifestyle, or perceived risk. Future researchers could also expand the sample scope or investigate other subjects or industries for comparison,

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thereby broadening theoretical insights and deepening the comprehensive understanding of consumer behavior and purchase intention.

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