

**IDENTIFYING THE INFLUENCES OF COMPASS LIMITED  
EDITION SHOES SERIES CHARACTERISTICS TOWARDS  
PURCHASE INTENTION**

**FINAL PROJECT**

**By**

**GADING INDRAYANA**

**19019070**



**Undergraduate Program  
School of Business and Management  
Institut Teknologi Bandung  
2022**

*This page is intentionally left blank*

# IDENTIFYING THE INFLUENCES OF COMPASS LIMITED EDITION SHOES SERIES CHARACTERISTICS TOWARDS PURCHASE INTENTION

Gading Indrayana

19019070

Undergraduate Program School of Business and Management

Institut Teknologi Bandung

2022

Supervisor: Nurrani Kusumawati, M.S.M

## ABSTRACT

The rise of shoe brands in Indonesia indicates a growing industry. This has increased business competition, requiring new innovations and strategies. Shoe brands often use a limited quantity release, or limited-edition shoes (LES) as a marketing strategy because it creates a shortage of supply and demand, which makes consumers twice as likely to buy the product. OLE is a limited-edition shoe released once, and RLE is a limited-edition shoe released several times, but the release is adjusted to consumer desires and modernization of production. Because this method increases consumer desire to buy, Compass, an Indonesian shoe brand, used it to boost sales and consumer interest, and it was successful. Negative effects include disappointed and angry consumers who can't buy their products. This study aims to analyse how Compass limited-edition shoes affect customer purchase intentions by identifying profit value factors and brand trust. PLS-SEM was used to analyse the relationship between variables in an online survey of 205 buyers or owners of limited-edition compass shoes on Java aged 18 to 40. The results show that in OLE, the limited-edition implementation affects the customer's desire to buy the Compass limited edition shoe product. Emotional, social, and economic value affect brand trust positively. Emotional and economic value positively influenced consumers' purchase intentions, but social value didn't. Emotional, social, and economic RLE values boost brand trust and consumer buying intentions. The results suggest that for OLE and RLE shoes, Compass must maintain its unique character in each collection, increase collaboration, provide more detailed information about limited edition shoes, and limit the number of purchases by the same buyer. This helps OLE and RLE consumers feel the value of the shoes they buy, increasing their purchase intention. By doing this research, it is hoped that business actors and marketers will better understand how companies can increase purchase intention by releasing limited edition shoes for OLE and RLE.

**Keyword:** *Characteristics of Limited-Edition Shoes, Perceived Value, Brand Trust, Purchase Intention.*

*This page is intentionally left blank*

# MENGIDENTIFIKASI PENGARUH KARAKTERISTIK SERI KOLEKSI SEPATU EDISI TERBATAS COMPASS TERHADAP NIAT MEMBELI

**Gading Indrayana**

**19019070**

Program Studi Sarjana Sekolah Bisnis dan Manajemen

Institut Teknologi Bandung

2022

Supervisor: Nurrani Kusumawati, M.S.M

## **ABSTRAKSI**

Maraknya merek sepatu di Indonesia menunjukkan industri yang berkembang. Hal ini telah meningkatkan persaingan bisnis yang membutuhkan inovasi dan strategi baru. Merek sepatu sering merilis sepatu dengan kuantitas terbatas, atau sepatu edisi terbatas (LES) sebagai strategi pemasaran karena menciptakan kekurangan penawaran dan permintaan, yang membuat konsumen dua kali lebih mungkin untuk membeli produk. OLE merupakan sepatu limited edition yang dirilis satu kali, dan RLE merupakan sepatu limited edition yang dirilis beberapa kali, namun rilisnya disesuaikan dengan keinginan konsumen dan modernisasi produksi. Karena metode ini meningkatkan keinginan konsumen untuk membeli, Compass, merek sepatu Indonesia, menggunakannya untuk mendongkrak penjualan dan minat konsumen, dan berhasil. Efek negatifnya antara lain konsumen kecewa dan marah karena tidak bisa membeli produknya. Maka penelitian ini bertujuan untuk menganalisis bagaimana sepatu edisi terbatas Compass mempengaruhi niat beli pelanggan dengan mengidentifikasi faktor nilai keuntungan dan kepercayaan merek. PLS-SEM digunakan untuk menganalisis hubungan antar variabel dalam survei online terhadap 205 pembeli atau pemilik sepatu Compass edisi terbatas di Jawa berusia 18 hingga 40 tahun. Hasil penelitian menunjukkan bahwa di OLE, penerapan edisi terbatas mempengaruhi keinginan pelanggan untuk membeli sepatu Compass. Produk sepatu edisi terbatas Compass. Nilai emosional, sosial, dan ekonomi mempengaruhi kepercayaan merek secara positif. Nilai emosional dan ekonomi berpengaruh positif terhadap niat beli konsumen, tetapi nilai sosial tidak. Nilai RLE emosional, sosial, dan ekonomi meningkatkan kepercayaan merek dan niat membeli konsumen. Hasil penelitian menunjukkan bahwa untuk sepatu OLE dan RLE, Compass harus mempertahankan karakter uniknya di setiap koleksi, meningkatkan kolaborasi, memberikan informasi lebih detail tentang sepatu edisi terbatas, dan membatasi jumlah pembelian oleh pembeli yang sama. Ini membantu konsumen OLE dan RLE merasakan nilai sepatu yang mereka beli, meningkatkan niat beli mereka. Dengan dilakukannya penelitian ini, diharapkan para pelaku usaha dan pemasar dapat lebih memahami bagaimana perusahaan dapat meningkatkan minat beli dengan merilis sepatu edisi terbatas untuk OLE dan RLE.

**Kata Kunci:** *Karakteristik Sepatu Edisi Terbatas, Nilai yang Dirasakan, Kepercayaan Merek, Keinginan Membeli.*

*This page is intentionally left blank*

**APPROVAL PAGE**

**IDENTIFYING THE INFLUENCES OF COMPASS LIMITED EDITION  
SERIES CHARACTERISTICS TOWARDS PURCHASE INTENTION**

**By**  
**Gading Indrayana**  
**ID No: 19019070**

**A Final Project in Partial Fulfillment  
of the Requirement for the Degree of Bachelor of Management  
Undergraduate Program of Management Study  
School of Business and Management  
Institut Teknologi Bandung  
July 2022**

**Approved By**



---

**Nurrani Kusumawati, M.S.M**

*This page is intentionally left blank*

## FOREWORD

- **I want to thank Allah SWT**, for giving me the opportunity to be able to go through every experience and lesson in life up to this point.
- **My family**, dek nia, mba ika, as well as my mother and father who have provided support in various forms for all of my journey in pursuing education at the Bandung Institute of Technology.
- **My supervisor Kak Rani**, I am very grateful because she has helped me a lot in providing assistance and support for all the confusion and problems that I faced when I was about to finish this final project. May you always be healthy and get blessings and fortune at all times.
- **My friends in Bandung**, my loyal friends KOSong uteke jogetin club (axel, bpa, akif) Odang La Familia (all the 37 members), DG “INTEL” Familia (meng, matt, ilak, riska), Hegar Asih Oye2 Club (anwar, nopal, hilal, fhyto). I am very lucky to have you guys, thank you for your support, thank you for always being in my life. And I will always remember the help and the life stories we have gone through together.
- **My friends in Surabaya**, my shaman Ade Mirzakez and life consultant Fariz Raffandi, and the “Garasi familia robusta” gang (armadiaz, viano, bagas, widi, biyan, rama, wildan, etc.) as well as my little partner kalibrasi.printing (beryl and okik). All of them have accompany and help me in every phase of joy and sorrow. But still, don't forget for my high school comrades “anti-saintek familia bin hokyah” (farizraffandi, jianayn, bagasrais) they should remember to come at my graduation, if not I hope bad things accompany them.
- **And lastly**, I would like to thank myself, for having struggled enough to not pay UKT again. Next I hope to be able return all the UKT money (180 million) that my parents have invested, as quickly as possible. And hopefully SBM-ITB could be a vehicle for me to have the best career and become rich as soon as possible.

*This page is intentionally left blank*

## LIST OF CONTENT

ABSTRACT.....	iii
ABSTRAKSI .....	v
APPROVAL PAGE.....	vii
FOREWORD .....	ix
LIST OF CONTENT .....	xi
LIST OF FIGURES .....	xv
LIST OF TABLES.....	xvii
CHAPTER I.....	1
1.1.    Research Background .....	1
1.2.    Problem Statement .....	7
1.3.    Research Question .....	9
1.4.    Research Objective .....	9
1.5.    Scope and Limitations .....	10
1.6.    Writing Structure .....	10
CHAPTER II.....	12
2.1.    Scarcity Marketing.....	12
2.2.    Limited Edition .....	13
2.3.    The Characteristics of The Limited-Edition Shoes (LES).....	13
2.4.    Perceived Value .....	14
2.5.    Purchase Intention.....	15
2.6.    Brand Trust .....	15
2.7.    Previous Study .....	16
2.8.    Hypothesis Development.....	20
2.8.1. Characteristics of Limited-Edition Shoes (LES) and Perceived Value .....	20
2.8.2. Brand Trust toward Purchase Intention .....	27
2.9.    Conceptual Framework.....	27
CHAPTER III .....	30
3.1    Research Design .....	30

3.1.1.	Problem Identification.....	30
3.1.2.	Literature Review .....	31
3.1.3.	Research Methodology .....	31
3.1.4.	Data Collection Survey Using Online Questionnaire .....	31
3.1.5.	Data Analysis Using PLS SEM.....	31
3.1.6.	Homogeinity Test.....	31
3.1.7.	Comparative Analysis .....	31
3.1.7.1	ANOVA Analysis .....	31
3.1.7.2	Mann Whitey Analysis.....	31
3.1.8.	Discussion of Analysis Result.....	33
3.1.9.	Conclusion and Recommendation.....	33
3.2	Research Approach .....	33
3.2.1.	Quantitative Approach .....	34
3.3	Data Collection.....	34
3.3.1.	Population and Sample.....	34
3.3.2.	Sampling Technique.....	35
3.3.3.	Data Collection Procedure .....	36
3.3.4.	Questionnaire Design .....	36
3.4	Data Analysis .....	46
3.4.1.	Smart PLS .....	46
3.4.2.	Reliability Test .....	46
3.4.3.	Validity Test.....	47
3.4.4.	Collinearity Test.....	48
3.4.5.	Coefficient of Determination (R <sup>2</sup> ) and Stone-Geisser Test (Q <sup>2</sup> ) .....	48
3.4.6.	F Square Test.....	48
3.4.7.	Mediation Result .....	48
3.4.8.	Homogeinity Test.....	48
3.4.9.	Comparative Analysis .....	48
CHAPTER IV	.....	51
4.1.	Quantitative Analysis .....	51
4.1.1.	Respondent Demographic Profile from Quantitative Method .....	51
4.1.2.	Respondent Behavioral Profile from Quantitative Method.....	53

4.1.2.	Descriptive Analysis .....	59
4.1.3.	Partial Least Square – Structural Equation Model (PLS-SEM) Result .....	63
4.1.4.	Comparative Analysis .....	104
4.1.5.	Discussion .....	106
CHAPTER V .....		128
5.1.	Conclusion .....	128
5.2.	Recommendation .....	129
5.2.1.	The Used of OLE and RLE for Compass .....	129
5.2.2.	Evaluation for Compass for their Limited-Edition Shoes .....	129
5.3.	Future Research .....	131
5.4.	Research Implications .....	131
5.4.1.	Theoretical Implication .....	131
5.4.2.	Practical Implication .....	131
REFERENCES .....		133
APPENDIX.....		139
Appendix A.....		141
Questionnaire Form .....		142

*This page is intentionally left blank*

## LIST OF FIGURES

Figure 1.1 GDP of Indonesian Economic of Creative 2010-2020.....	1
Figure 1.2 The Revenue forecast of the footwear market in Indonesia from 2017 – 2025 in million U.S. Dollars .....	3
Figure 1.3 Compass product information.....	3
Figure 1. 4 The Comment Section of Compass Enthusiast and Potential buyer While the First Day of Released of Compass x Bryant In Instagram.....	8
Figure 2.1 Conceptual Framework.....	27
Figure 3.1 Research Design Flowchart .....	30
Figure 3.2 Sample size used in Marketing Research Studies (source: Malhotra, 2006)...	34
Figure 4.1 Age.....	51
Figure 4.2 Domicile .....	52
Figure 4.3 Monthly Fashion Expenses.....	53
Figure 4.4 Do you know about Local Shoe Brand Named Compas .....	54
Figure 4.5 Do you already follow Compass Instagram?.....	54
Figure 4.6 Have you ever bought or want to buy the Limited-Edition Shoes of Compass? .....	55
Figure 4.7 When was the Last Time you bought Compass Shoes? .....	55
Figure 4.8 How Many Compass Shoes you Already Have?.....	56
Figure 4.9 Which pair of Compass Shoes do you already bought? .....	57
Figure 4.10 Where did you buy the compass shoes? .....	57
Figure 4.11 What attracted you to the Compass Product? .....	58
Figure 4.12 PLS pada OLE .....	63
Figure 4.13 PLS pada RLE .....	64
Figure 4.14 Structural Path Significance of RLE.....	75

*This page is intentionally left blank*

## LIST OF TABLES

Table 1.1 The Expenses Allocation of Indonesian people 2013-2017.....	2
Table 1.2 Compass product information.....	5
Table 2.1 Characteristic of Limited Edition Shoes and Purchase Intention Matrix.....	16
Table 2.2 Perceived Value and Brand Trust Matrix.....	17
Table 2.3 Perceived Value and Purchase Intention Matrix.....	19
Table 2.4 Brand Trust and Purchase Intention Matrix.....	19
Table 4.1 Descriptive Analysis.....	62
Table 4.2 Indicator Reliabilty Result of OLE and RLE.....	64
Table 4.3 <i>Cross Loadings</i> on OLE.....	66
Table 4.4 <i>Cross Loadings</i> on RLE.....	68
Table 4.5 Composite Reliability dan Cronbach Alpha.....	70
Table 4.6 AVE Value.....	71
Table 4.7 Discriminant Validity Test of OLE.....	72
Table 4.8 Discriminant Validity Test of RLE.....	72
Table 4.9 VIF Analysis Result of OLE.....	73
Table 4.10 VIF Analysis Result of RLE.....	73
Table 4.11.....	75
Table 4.12 Goodness of Fit Result.....	77
Table 4.13 Hypothesis Result.....	78
Table 4.14 F-Square Effect Size of OLE.....	85
Table 4.15 F-Square Effect Size of RLE.....	86
Table 4.16 Emotional Value As a Mediating Variable Toward.....	87
Characteristic of Limited-Edition Shoes to Purchase Intention.....	87
Table 4.17 <i>Social Value As a Mediating Variable Toward Characteristic of Limited-Edition Shoes to Purchase Intention</i> .....	88
Table 4.18 Economical Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase Intention.....	88
Table 4.19 Emotional Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust.....	89
Table 4.20 Emotional Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust.....	90

Table 4.21 Emotional Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust.....	90
Table 4.22 Social Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust.....	91
Table 4.23 Social Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust .....	92
Table 4.24 Social Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust .....	92
Table 4.25 Economical Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust.....	93
Table 4.26 Economical Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust.....	93
Table 4.27 Economical Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust.....	94
Table 4.28 Brand Trust As a Mediating Variable Toward Perceived Value to Purchase Intention.....	94
Table 4.29 Brand Trust As a Mediating Variable Toward Perceived Value to Purchase Intention.....	95
Table 4.30 Brand Trust As a Mediating Variable Toward Perceived Value to Purchase Intention.....	95
Table 4.31 Emotional Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase Intention .....	96
Table 4.32 Emotional Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase Intention .....	97
Table 4.33 Emotional Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase Intention .....	97
Table 4.34 Social Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase Intention.....	98
Table 4.35 Social Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase Intention.....	98
Table 4.36 Economical Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase Intention .....	99
Table 4.37 Economical Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase Intention .....	100

Table 4.38 Emotional Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust .....	100
Table 4.39 Social Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust .....	101
Table 4.40 Economical Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust .....	102
Table 4.41 Brand Trust As a Mediating Variable Toward Perceived Value to Purchase Intention .....	102
Table 4.42 Brand Trust As a Mediating Variable Toward Perceived Value to Purchase Intention .....	103
Table 4.43 Brand Trust As a Mediating Variable Toward Perceived Value to Purchase Intention .....	103
Table 4.44 Normality Test .....	104
Table 4.45 Mann-Whitney Analysis .....	105



# CHAPTER I

## INTRODUCTION

### 1.1. Research Background

Economy Creative is an industry that focuses on the creation and exploitation of intellectual property works (Simatupang, 2008). In other words, in the process of producing products, the Creative Economy prioritizes creativity, knowledge, and ideas that a person has (Sari et al., 2020).

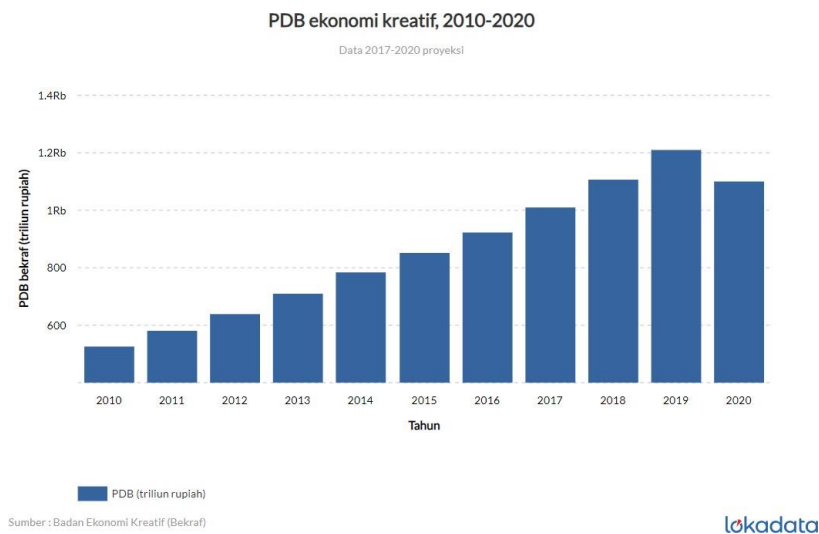


Figure 1.1 GDP of Indonesian Economic of Creative 2010-2020.

(Source: Lokadata, 2010)

The Figure 1.1 shows the contribution of Creative Economy to Gross Domestic Product (GDP) which has increased by an average of 100 trillion rupiah per year, means that the Creative Economy is considered as potentially to be able to continue to grow in contributing to the economy in Indonesia. The creative economy itself has several sub-sectors and one of them is the fashion sub-sector, which is the second largest contribution to the GDP of the Creative Economy.

Group of Goods	Years			
	2018	2019	2020	2021
Housing & Household Facilities	27,2	27,24	26,8	28,25
Goods & Services	13,73	13,55	13,67	13,48
<b>Clothing &amp; Footwear</b>	<b>2,86</b>	<b>2,39</b>	<b>2,9</b>	<b>3</b>
Long-Lasting Goods	5,18	5,14	5,03	4,59
Tax & Insurance	3,02	3,2	3,58	4,29
Party & Ceremonial Needs	2,03	1,98	1,98	1,19

Table 1.1 The Expenses Allocation of Indonesian people 2013-2017.

(Source : BPS, 2021)

Sourced from the Badan Pusat Statistik (BPS) Table 1.1, Expenditure on the purchase of fashion equipment, such as clothing and footwear has increased every year. Knowing that footwear is one of the highest products purchased by the Indonesian market consumer, it is not surprising that the Indonesian people see a footwear industry as one of the opportunity, that results in the increasing number of footwear industries in Indonesia, in Indonesia there are 18,607 footwear business units, which include 18,090 small-scale business units, then 441 medium-scale business units, and 155 large-scale business units (Kemenperin: *Indonesia Produsen Alas Kaki Terbesar Keempat Di Dunia*, n.d.)

According to Figure 1.3, the footwear sector in Indonesia experiences a strong market reaction and consistent performance year after year. According to Cassidy et al. (2018), Since 2016 the local sneaker shoe business has grown, with new companies debuting, and this may result in the increased participation of local (Indonesian) brand shoes in exhibitions and shoe markets, such as Jakarta Sneaker Society (JSS) that demonstrates the growing enthusiasm for local (Indonesian) brand shoes (Kompas, 2020).

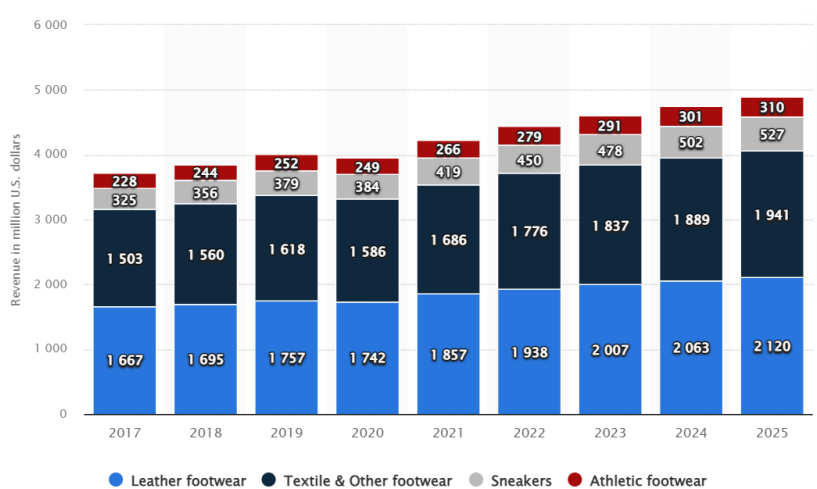


Figure 1. 2 The Revenue forecast of the footwear market in Indonesia from 2017 – 2025 in million U.S. Dollars

(Source : BPS, 2017)

One of the footwear brand originating from Indonesia is Compass, Compass is a brand of volcanic shoes, established in the early 1998's. Compass founded by PT. Kompas Mas on Bandung, West Java (*Sepatu Compass – Bangsa Buatan Indonesia*, 2021). For several decades since 1998 Compass have experienced a slump due to lack of innovation and business development, until 2016 Aji Handoko as Creative Director of Compass did a re-build on Compass, since then their shoe product sales and enthusiasm have increased dramatically every year previously, Compass sold a variety of shoes via an event bazaar and their official distributor. They also do online sales through Tokopedia's e-commerce platform.

Compass classifies its product into two categories: general release and limited release. A general release is a shoe that is widely produced. According to Cassidy et al. (2018), a release type of this is very frequently used by various brands and company. Compass that are classified as general release are the classic collections, namely Gazelle and Retrogade, which are sold in available stocks every day. Whereas for the limited release, Compass releases its shoes in a small quantity and released them with an exclusively limited-edition marketing message, as well as implemented a collaborative marketing strategy with some of external partner such as Clothing Brand, KOL, Musician, and many more. According to the sources cited in Figure 1.3, each of the two shoes launched was limited to not more than 500 units. Their sales strategy was identified as a LES (limited edition shoes) practice.



Figure 1.3 Compass product information

( Source : Compass Instagram's )

LES is a technique for creating scarcity by restricting the amount of things available to create exclusivity for consumer (Brown 2001). According to Chae et al. (2020), LES are categorised into two type, first which is One-Time Limited Editions (OLE) and second is Repeated Limited Editions (RLE). OLE is a shoe which released only once, while on the other side, RLE refers to a shoe that re-release the same model with a modern interpretation of the shoe's colour, materials, and technology.

Actually, the scheme of implementing the 2 different type in Limited Edition Shoes has been carried out by many big brands abroad, as an example, there was an OLE type of shoe collection by Nike, named Air Humara, a collaboration of shoes between Nike and Supreme, was released only once in March 2015 and was limited only to 1,000 pairs and was sold o. While Nike also produced the RLE type of shoe collection which is Jordan 3 Black Cement six times since 1998, but with a slight of changes adapted to the development of market trends and the technology of production. The implementation of scarcity marketing also has a positive influence on various brands globally, such as the limited edition Supreme x Nike Air Max 96 which was sold under one minute with a quantity of not more than 2,000 pairs of shoes, then the watchmaker, Patek Philippe with their most iconic watch Nautilus:5711, they sell their products in limited quantities to create a shortage of demand, and this has succeeded in making every customer who is on the waiting list have to be patient for 2 to 3 years to successfully buy the product.

Referring to what has been implemented by several shoe brands abroad, of course, a method like this is considered by Compass to be one of the interesting to be applied in releasing its Limited-Edition Shoes. So at this point it is not surprising that the Compass Shoes also utilizes these two types of LES in their collection, which are OLE and RLE.

<b>Released Date</b>	<b>OLE</b>	<b>Number of Shoes Released</b>	<b>Released Date</b>	<b>RLE</b>	<b>Number of Shoes Released</b>
8/16/2019	Indonesia Bersatu	148	2/4/2019	Compass Bravo 01	180
8/23/2019	Elders Company	200	6/16/2019	Compass Bravo 02	-

12/10/2019	Pot Meets Pop	420	8/22/2019	Fxxking Rabbit 01	1000
12/14/2019	Old Blue Co Darahku Biru	300	4/1/2020	R&D 01	-
8/8/2020	The Genjots	1000	4/21/2020	Xpressi 01	-
4/29/2021	BBQ Mountain	1250	10/8/2020	Xpressi 02	-
8/17/2021	Jason Ranti	-	11/28/2020	Fxxking Rabbit 02	1500
11/30/2021	UNKL 347	800	4/4/2021	R&D 01 : Reissue	100
12/1/2021	Nyi Roro	250			
12/29/2021	Tame Impala	-			
1/31/2022	Tiger Camo	350			
3/5/2022	Brebes Gazelle	-			
4/11/2022	Paracenamoy	420			
4/15/2022	KPR Tour	-			
	<b>14</b>	<b>5138</b>		<b>8</b> <b>(4 same collection)</b>	<b>2780</b>

Table 1.2 Compass product information

(Source : Compass Instagram's )

According to The Table 1.2 is data that specifically states the two types collection of Compass Limited Edition Shoes, there are 14 shoes collection classified as OLE and 8 shoes collection classified as RLE. As can be seen from the Table 1.2, OLE collection of Compass shoes was released once and never been released again, while Compass RLE Shoes which for the example is Research & Destroy was released twice: first in March 2020 under the title of Research & Destroy, and then released it again in March 2021 under the title *Research & Destroy: Reissue*. In their second release, they made significant improvements and enhancements compared to the first Research & Destroy (Compass® Di Instagram “••• Compass Research & Destroy : Proto 1 Reissue. Rilis Pada 09 Oktober 2020, Pukul 10:00 WIB Di Aplikasi Tokopedia. Spesifikasi: •...,” n.d.).

Due to its limited quantity, Compass sells their LES (OLE and RLE) way more expensive compared to non-limited product, thus make people value a Compass product's more (Lynn, 1992). Compass shoes are not distinctive for this reason alone; Compass products,

particularly the LES collection, have distinctive qualities that are regarded as the intrinsic meaning of shoes, including a means of revealing the pursuit of beauty, the manifestation of identity, and the object of collection; consequently, shoes are a means of self-disclosure and a product that reveals self-expression (Kim & Rando, 2016). According to Snyder & Fromkin (2018) customers desire to express their individuality or identify differently from others by possessing something unique that others do not.

As a result, they acquire things that are appropriate for them in order to enhance their personal image and achieve a greater purchasing target (Ericksen & Sirgy, 1992). People do not buy compass shoes only for their uniqueness and as a form of self expression, but others also use it in order to profit from them through reselling it in the market at a higher price (Chae et al., 2020a). According to Kompas.com, Compass shoe collection, created in collaboration with the Kelompok Penerbang Roket (KPR), was successfully resold at a price of 3 million rupiah, despite the listed price was 600 thousand rupiah, reflecting a profit of up to 500 percent for the reseller (*Edan, Sepatu Compass x KPR Dijual (Lagi) Hingga Rp 3 Juta Sepasang Halaman All - Kompas.Com, n.d.*).

Eventually the implementation of limited edition shoes (LES) on Compass was to increase consumer purchasing interest (Lynn, 1992), and it is one of the things that motivates Indonesians to purchase and collect their goods, one of the peaks of enthusiasm levels of Compass buyers could be shown according to Kompas.com, where hundreds of people lined up and filled the front page of West Mall Grand Indonesia, Central Jakarta, to buy one of the compass shoe collections that collaborated with Darahku Biru, many of prospective buyers were willing to wait and stay the night to get the collection. According to an interview from Kompas.com with one of the queues and also a Compass enthusiasts, Fitri, she revealed that she had failed to get the collection on the day before, and in order not to repeat the same incident, she decided to stay and wait the night before the release of the Compass shoes, she did this because the number of shoes sold was limited to only 240 pieces (*Antrean Sepatu Compass untuk Darahku Biru Penuhi Grand Indonesia, no date*).

Purchase intention is the likelihood of a customer making a purchase as a metric indication of the consumer's willingness to make a purchase (Assael, 1974). Understanding customer behavior in regards to purchase intent is extremely beneficial for

firms such as Compass; hence, an effective and engaging marketing plan will be necessary (Marketing, 2014). Scarcity marketing, which Compass has likely employed, is a tactic that marketers may use to increase customer interest in purchasing (Lynn, 1992). According to Kelman (1953), people who were aware of a product's scarcity were twice as likely to purchase it as those who were not. According to Tian et al. (2001), people's feels the satisfaction by having a high-quantity items that can help them stand out from the crowd; hence, scarcity has a direct influence on enhancing customer purchase intention.

While the implementation of LES in Compass is intended to improve customer purchasing intentions, there is rising opposition to the increased dissemination of specific limited edition shoes (LES). According to Friestad and Wright (1994), consumers may obtain a greater understanding of persuasion as a result of repeated marketing communications, developing suspicions and generating unfavorable judgments of marketers' messaging. Additionally, if buyers are regularly exposed to the scarcity message, they develop a negative perception of the seller's motives, feel the marketing is a sales gimmick, or believe the product is not rare and limited, lose their brand trust, while brand trust itself increases the likelihood of consumers to choose their products, which also contributes to the increase in purchase intention (Chae et al., 2020). Therefore, this research will examine the relationship between the implementation of two different types of Compass limited edition shoes (LES) toward their consumer purchase intention

## **1.2. Problem Statement**

Scarcity is frequently used as a result of poor forecasting and production planning, or the occurrence of supply bottlenecks, but in the Compass cases, scarcity occurs as a result of the intentional use of Compass to implement a limited edition product. When Compass released their limited edition Shoes (LES), consumer interest in purchasing their product grew rapidly, in case the product was desirable and attainable (Lynn, 1992).

This positive attitude toward the consumer is due to the fact that rare products provide the client a sense of exclusivity (Groth & McDaniel, 1993), and the perception of scarcity may be a contributing factor when a product is harder to obtain (Friestad & Wright, 1994). According to Brehm (1981), people respond by placing a larger psychological value on perceived scarce product, leading to behaviour such as a sense of haste to obtain these

products in order to reclaim previously lost freedom. While LES is being released to enhance customer perceived value and lead consumers into a higher purchase intention, there is growing opposition to the expansion of specific LES releases. According to Friestad & Wright (1994), consumers may obtain a greater understanding of persuasion as a result of repeated marketing communications, generating mistrust and negative judgments of marketers' messaging.



Figure 1. 4 The Comment Section of Compass Enthusiast and Potential buyer While the First Day of Released of Compass x Bryant In Instagram  
( Source : Compass Instagram's )

According to Figure 1.4 the implementation of the limited edition shoes (LES) on Compass has the ability to generate sadness and has a negative impact on consumers' emotional perceived value who are unable to acquire their preferred goods. This has been proven, according to the release of "Compass x Bryant" collection which only made for 100 pairs, sold out in 90 minutes in February 2019 at Jakarta Sneaker Day, makes many people experience difficulty to be able to buy and own Compass Shoes and not a few prospective and enthusiastic customers of Compass Shoes expressed their disappointment by commenting in the Compass Instagram Comments section (Fenomena Resale Sepatu Compass: Harga Mahal Sneaker Lokal | Kumparan.Com, 2019.).

Thus, while it is known that the implementation of Limited-Edition Shoes has a significant factor in influencing prospective customers to make a purchase, it is also a source of concern, as the customer perception of the product varies depending on how the

limited edition shoes' factors are configured. According to Figure 1.4 it demonstrates how the LES's implementation has a negative effect on the emotional perceived value of the product by the customer, furthermore if LES is released frequently, it is predicted to have a detrimental influence on both the introduced product and the brand. However, if it is only released once, there may be a significant gap between the number of products and market demand, leaving some prospective Compass customers disappointed and grieving (Martin-Ortega et al., 2011). So at this point, the implementation of limited-edition shoes (LES) has the potential to create a back effect on their trust in the Compass brand itself.

According to Chae et al. (2020), LES is therefore classified into the once and repetition categories. OLE (One-time Limited Edition) is shoes that produced once. On the other side, RLE (Repeated Limited Edition) is a shoe that re-releases the same design of a successful shoe model but interprets it in a current perspective, and according to the research conducted by Chae et al. (2020), Moderating effects of OLE and RLE were found in the path from investment to emotional, social values, also brand trust when it linked to purchase intention. Therefore, we analyse and investigate the features of Compass LES in depth, and the link between each variable based of the two forms of Compass LES, OLE and RLE.

### **1.3. Research Question**

1. How is the structural relationships between product characteristics, perceived value, brand trust, and purchase intention according to OLE and RLE type of Limited Edition Shoes (LES)?
2. From two differences type of LES, which are OLE and RLE types of Compass Limited Edition Shoes (LES) which one has more effect on customer purchase intention?

### **1.4. Research Objective**

1. To examine is the structural relationships between product characteristics, perceived value, brand trust, and purchase intention according to OLE and RLE type of Limited-Edition Shoes (LES).
2. To examine which one, from OLE and RLE types of Compass Limited-Edition Shoes (LES) has more effect on customer purchase intention.

## **1.5. Scope and Limitations**

This study surveyed buyers of Compass and sneakers enthusiasts in Indonesia. Collectively, the researcher believes that customers of compass shoes and sneakers fans are the greatest candidates for the study, since they may supply valuable experience-based statements. As a result, we examine the effect of LES product characteristics on each aspect by classifying LES products as 'OLE' or 'RLE'. This study analyses the features of LES, establishes the relationship between perceived value, brand trust, and buy intention by LES type, and makes future marketing recommendations for Compass.

## **1.6. Writing Structure**

This study's writing format included the following:

### **Chapter 1: Introduction**

This chapter describes the background research, problem statement, research questions, research objectives, scope and limitations, and writing structure.

### **Chapter 2: Review of the Literature**

This chapter explains the theoretical framework utilized to support this research, as well as the concept underlying this research, utilizing theories from academic sources (books, journals, and online sources) and a synopsis of prior research.

### **Chapter 3: Research Procedures**

This chapter discusses the methodology employed in this study. Describe the researcher's technique, including methodologies, procedures, variables, and analyzed data.

### **Chapter 4: Data Analysis**

This chapter describes the research's data collecting and analysis.

### **Chapter 5: Conclusion and Recommendation**

This chapter describes the answers to the research questions, the researcher's findings, and the study's recommendations..

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1. Scarcity Marketing**

Marketers have always been fascinated by the power of scarcity. Scarcity might influence a consumer's selection from a certain collection (John et al., 2018). Effective scarcity management may provide a competitive edge (Gierl et al., 2008). Scarcity marketing according to Aggarwal et al. (2013) is divided into two types, which are Limited-Time Scarcity and Limited-Quantity Scarcity.

According to the Compass cases, because their product line is entirely dedicated to footwear, the use of LQS on Compass products is seen as a sort of Limited-Edition Shoes (LES) (Balachander & Stock, 2009). Limited edition shoes as a Limited quantity scarcity (LQS) can be one of the marketing strategies that marketers can use to increase consumer buying interest by making the products sold look limited (John et al., 2018). scarcity is an urgent message that is used to heighten the consumer's desire to acquire the product (Lynn, 1992).

Additionally, restricted buying chances exert psychological pressure on consumers and boost their purchase intention. (Bozzolo & Brock, 1992). Increase customer interest for items through increasing the perceived value of products (Bozzolo & Brock, 1992). Among them, when a scarcity message is applied to a high-use consumer product or a public place, the consumer's purchase intention is increased, and when a time-limited message is applied to a product for the purpose of reminding a one-time purchase, the consumer's purchase intention is increased (Eom et al., 2012).

In addition to the positive influence that scarcity marketing may have, as demonstrated in several articles, there is a disadvantage to scarcity: items become scarce and more hard to buy (King et al., 2009). According to Jachimowicz et al. (2017), greater and more acute degrees of anguish come from financial scarcity. Thus, when buyers are confronted with scarcity, it is likely that their emotional intensity would increase. Due to this elevated emotional state, buyers may respond badly when they are unable to obtain Limited-Edition Shoes. Literature pertaining to stockouts implies that such an occurrence may interfere with a person's pursuit of a goal, resulting in stress that could

trigger a negative response (Fitzsimons, 2000). Additionally, it may be regarded as a constraint on one's independence, which may result in negative feelings towards the target brand.

## **2.2. Limited Edition**

Consumers want goods and brands to exhibit a feeling of uniqueness that extends beyond the product's function (Eom et al., 2012). Limited edition shoes (LES) is a product for which the marketer purposefully modifies the product's scarcity to satisfy this need (Balachander & Stock, 2009). Amaldoss & Jain (2005) assert that customers want to differentiate their personality or identify from others by possessing something unique that others do not, if a product that a person often uses becomes popular and is used by a large number of people, the individual wants to consume another product instead. This consumer psychology is referred to as the snob effect and it is one of the reasons why many businesses use limited edition marketing (Chae et al., 2020a). For instance, there is a circumstance in which LES is issued as a prototype before to the main product's creation. Burberry, a premium brand, launched a limited-edition keychain for one day and then re-released it as identical items upon confirmation of the market response. Additionally, a very tiny quantity is given to the market, increasing the price through the 'resell' market and strengthening the brand's worth.

## **2.3. The Characteristics of The Limited-Edition Shoes (LES)**

Scarcity implies that the product's value is inversely proportional to demand and positively proportional to supply (Lynn, 1992). Kelman (1953) demonstrated that customers who heard about product scarcity were twice as likely to purchase the product as those who did not. That is why scarcity has an influence on consumer purchase intention directly. Dodds & Monroe (1985) claim that scarcity of commodities motivates consumers and impairs their capacity to assimilate information. Scarce products, on the other hand, stimulate impulsive behavior through activating consumer psychology. When specific features of an item are compared to those of another object, uniqueness is the single distinguishing quality, and it also refers to a non-standardized quality. By obtaining the merchandise, the buyer satisfies an innate urge to show his or her personality and distinctiveness from others. Consumers' demand for individuality extends to all aspects of their lives in which they might feel distinct from others. According to Wu & Lee (2016), shoes serve as a

conduit for human identity, desire, and self-expression. By acquiring and using certain items, consumers improve their social or inner selves. Consumers develop a stronger bond with things that reflect their self-image. Consumers aspire to convey their preferred identity via the products they purchase and consume. As a result, people consume things that are a reflection of themselves in order to preserve their self-image and have a greater buy intention when the product exhibits a high degree of self-expression (Ericksen & Sirgy, 1992). According to Ramesh (2019), the inherent significance of shoes involves revealing the search of beauty, the display of individuality, and the object of collecting. That is why shoes are a vehicle for self-expression and a product that displays it. Individuals that are conspicuous are pleased to be noticed and exhibit something bigger than life. As consumption habits evolve in society, the primary reason for conspicuous spending is that to fulfill the need to differentiate oneself from others via the purchase of enormous things (Chae et al., 2020a).

As the shoe industry expands in size, it is often the case that shoes are purchased for resale rather than for the goal of wearing LES. As a result, this is the LES's investment instrument. Investment spending entails consuming LES in order to increase the price range available for resale over the list price. When objects acquire an exchange value rather than a use value, they acquire a symbolic value in addition to their true worth. The longer the original shoe model, the more costly it is and the more likely it will be classified as a luxury product. Additionally, since aficionados acquire shoes for the goal of collecting rather than wearing them, everything from the tag to the condition of preservation of the original shoebox is utilized to determine the price (Chae et al., 2020a). Additionally, the Sneakerhead industry is worth over \$12 billion, and as the resale value of LES continues to rise, an increasing number of customers are seeing the LES as a kind of investment.

#### **2.4. Perceived Value**

A product's perceived value is the consumer's perception of its value (Zeithaml, 2018). Depending on their circumstances, consumers view the same product's value differently (Cooper & Jackson, 1988). Emotional value is the value that customers perceive in connection to their overall evaluation and assessment of a product or service (Park, 2014). Consumers can strengthen their social self-concept through the purchase or usage of

goods, and these enhanced social values can elevate their standing in the eyes of others. (Hur & Ahn, 2009). If a consumer fails to purchase a limited-quantity, scarce (LQS) goods for their personal use, they can still achieve their intended purpose by substituting with another product (Seo, 2017). However, consumers who are collecting or reselling the product are unable to substitute with another product. Therefore, purchase intent based on the perceived value of the reseller and collector will exceed consumer intent.

Eventually, the perceived value of a product has a substantial impact on the purchasing process (Sheth et al., 1991). According to the topic of limited-edition shoes (LES), this study defines perceived value as emotional, social, and economical value.

## **2.5. Purchase Intention**

According to Kotler (1972), consumer behavior that arises due to external stimuli so that there is a desire to buy based on personal character and the decision-making process is referred to as purchase intention. Purchase intention or what can be called purchase intention is the consumer's intention or desire to take any action to buy with a probability level of purchase as a measure (Assael, 1974). Knowing consumer behavior related to purchase intention is very beneficial for business people to study and anticipate future events. Therefore, various brands or businesses in increasing consumer purchase intention, various preparations of marketing strategies are carried out to find the right and interesting one (Marketing, 2014).

## **2.6. Brand Trust**

Trust may be described as the desire to trust in an exchange partner who is deserving of belief (Darsono et al., 2015). Alternatively, trust might be described as the sole definite factor in an unpredictable world (Darsono et al., 2015). In general, trust alleviates ambiguity in a situation when customers are unsure what to believe in. Trust is developed as a result of the consumer's anticipation that the firm would operate in accordance with their requirements and desires. When a consumer has faith in a business, they feel their expectations will be met and they will not be disappointed. On the other side, brand trust may be described as a consumer's propensity to believe in a brand when confronted with a risk and the anticipation of a favorable outcome (Lau & Lee, 1999). The company's success is contingent upon consumer trust. Additionally, trust has been found to have a

favorable and significant effect on customer buying decisions (Suhaily & Darmoyo, 2017).

## 2.7. Previous Study

According to the author's research, limited edition shoes and purchase intention have not been the subject of much study, particularly in the Indonesian context. This research is based on multiple previous studies that might serve as a theoretical foundation for thought. Below is a journal matrix of some prior studies that are relevant to this topic.

Table 2.1 Characteristic of Limited Edition Shoes and Purchase Intention Matrix

<i>Authors/ Title</i>	<i>Objective</i>	<i>Measure</i>	<i>Findings</i>
(Chae et al., 2020a), Impact of product characteristics of limited-edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency.	To identify the relationship of the characteristic Limited quantity to the dependent variables	- Limited Edition Shoes - Perceived Value - Brand Trust Purchase Intention	As a result of the study, the features of scarce products were recognized and categorized into two categories: OLE, with a very restricted number of items, and RLE, where the same type of product was continually issued with varying material.
(Heriyanto et al., 2021), The role of scarcity marketing and perceived value on purchase intention on travelling users.	This study examined the relationships between the role of scarcity marketing on purchase intention with perceived value	Scarcity marketing Perceived Value Purchase Intention	Limited-quantity scarcity has a significant positive effect on perceived value. So that Traveloka promos using limited-quantity scarcity can affect the perceived value of Traveloka users' consumers. The perceived value variable itself has no significant effect on purchase intention. It is stated that the

	as mediating variable.		perceived value of Traveloka users' consumers towards Traveloka promos cannot influence the purchase intention of Traveloka users' consumers. Limited time scarcity also has a significant positive effect.
--	------------------------	--	---

Based on Journal Matrix on Table 2.1, With this, the indicators used in this research to measure the latent variables of the characteristic of limited-edition shoes are scarcity, uniqueness, self-expression and investment. And also using the perceived value and brand trust as a mediating variable towards purchase intention. This variable is taken from research that has been done by Chae et al. (2020a) and Ha (2021a).

Table 2.2 Perceived Value and Brand Trust Matrix

<i>Authors/ Title</i>	<i>Objective</i>	<i>Measure</i>	<i>Findings</i>
(Ha,2021a), Impact of Brand Trust and Perceived Value on Brand Preference and Intention to Buy.	To empirically investigate the impact of brand trust, perceived value, and purchase intention on purchase intent	Brand Trust Perceived Value Brand Preference Purchase Intention	brand trust considerably influenced brand preference positively. Similarly, the outcomes of the study indicated that brand trust positively affected purchase intent. The findings indicated that perceived value positively affected brand preference. In addition, the results indicate that perceived value had a beneficial effect on purchase intent. In

			addition, the research revealed that brand preference had a beneficial influence on purchase intention.
(Reast,2005). Brand trust and brand extension acceptance.	Keller and Aaker found a significant relationship between "company credibility" (measured by a brand's "expertise" and "trustworthiness") and brand extension acceptance, supporting the hypothesis that brand trust, as measured by two correlate dimensions, is significantly associated with brand extension acceptance.	Brand Trust  Brand Extension	To discover evidence of a strong relationship between the variables, comparable to that between media weight and brand share and stronger than that supplied by the perceived quality level of the parent brand.

Based on Journal Matrix on Table 2.2, With this, the indicators used in this research to measure the latent variables of the perceived value are emotional, social, and economical value. Since according to the journal matrix of Table 1.2, it shows that emotional, social, and economical value has significant influences on brand trust. This variable is taken from research that has been done by Reast (2005) and Ha (2021a).

Table 2.3 Perceived Value and Purchase Intention Matrix

<i>Authors/ Title</i>	<i>Objective</i>	<i>Measure</i>	<i>Findings</i>
(Sweeney & Soutar, 2001), Consumer perceived value: The development of a multiple item scale.	Describes the development of PERVAL, a 19-item measure that may be used to assess brand-level customer perceptions of the value of a durable consumer commodity.	Perceived Value  Purchase attitude  Emotional Value	Demonstrate the impact of emotional value on consumers' propensity to purchase durable products that are typically viewed as primarily functional.

Based on Journal Matrix on Table 2.3, With this, the indicators used in this research to measure the latent variables of the perceived value are emotional, social, and economical value. Since according to the journal matrix in the Table 1.4, it shows that emotional, social, and economical value has significant influences on purchase intention. This variable is taken from research that has been done by Sweeney & Soutar (2001).

Table 2.4 Brand Trust and Purchase Intention Matrix

<i>Authors/ Title</i>	<i>Objective</i>	<i>Measure</i>	<i>Findings</i>
(Gierl et al., 2008), Brand Trust, Perceived Value, and Intention to Purchase Regarding Global Luxury Brands.	To investigate how brand attitude and perceived value influence the purchase intent of international luxury companies.	Perceived Value  Brand Trust  Purchase Intention	Brand attitude influences perceived value and its three aspects favorably (social value, personal value, and

			functional value).
--	--	--	--------------------

Based on Journal Matrix on Table 2.4, With this, Brand trust is positively significant influences on purchase intention. Since according to the journal matrix, it shows that emotional, social, and economical value has significant influences on purchase intention. This variable is taken from research that has been done by Salehzadeh & Pool (2017).

**2.8. Hypothesis Development**

**2.8.1. Characteristics of Limited-Edition Shoes (LES) and Perceived Value**

According to research by Hwang & Koh (2016), restricted product buyers are more impacted by emotional and social factors. According to research by Hee (2011), the characteristics of LES make consumers feel more worthy of LPS items, hence enhancing their psychological desire to own them. Moreover, LES is a highly interesting product that necessitates a lengthy buying decision and a complex assessment method, and buyers tend to perceive greater value when purchasing such things (Yang, Xiao-Peng & 박찬욱, 2017)

**2.8.1.1. Scarcity**

According to Jang et al. (2015) shortages result in an increase in the cost of a product due to its restricted supply. Numerous experts argue that uncommon commodities are more expensive, as scarcity might operate as a heuristic cue (Koford & Tschoegl, 1998). Scarcity simply serves to increase demand for art printing, as respondents have recently been confronted with the high cost of art printing in general (Lynn, 1992). In other words, the relationship between the scarcity and the high cost has an effect on the product's appeal.

**H1A.** Scarcity of OLE type on LES significantly associated to emotional value.

**H1B.** Scarcity of RLE type on LES significantly associated to emotional value.

**H2A.** Scarcity of OLE type on LES significantly associated to social value.

**H2B.** Scarcity of RLE type on LES significantly associated to social value.

**H3A.** Scarcity of OLE type on LES significantly associated to economical value.

**H3B.** Scarcity of RLE type on LES significantly associated to economical value

### 2.8.1.2. Uniqueness

Product scarcity serves this demand by allowing consumers to own products that no one else does; as a result, those with a strong desire for uniqueness exhibit a greater propensity for scarce items (Lynn, 1992). Because the heuristic of scarcity is so powerful and is utilized to define one's uniqueness in accordance with the demand for uniqueness principle (Snyder & Fromkin, 2018). Lynn (1992) argues for this impact, which advertisers use to create promotional campaigns that capitalize on customers' inherent capacity to be unique.

According to Amaldoss & Jain (2005), whereas the customer desire for uniqueness results in higher product pricing and hence higher profits, the consumer desire for uniformity results in lower product prices and profits. While consumers who value originality more than conformity are more inclined to acquire radical new items, scarcity can have the reverse impact, boosting their willingness to adopt incrementally new products.

When customers acquire an item to satisfy their desire for uniqueness, the object's value increases proportionately as the predicted uniqueness improves. That is, customers will value a commodity less when there are more of them. Snyder & Fromkin (2018) extend the definition of motivation by positing that individuals have a social preference for maintaining a sense of uniqueness. Such an impulse is the source of consumption's strength (Tian et al., 2001). Groth & McDaniel (1993) assert that the price of a product influences its specific and unique perception. They imply that a commodity's uniqueness enables it to command a relatively higher price than the majority of comparable commodities.

**H4A.** Uniqueness of OLE type on LES significantly associated to emotional value.

**H4B.** Uniqueness of RLE type on LES significantly associated to emotional value.

**H5A.** Uniqueness of OLE type on LES significantly associated to social value.

**H5B.** Uniqueness of RLE type on LES significantly associated to social value.

**H6A.** Uniqueness of OLE type on LES significantly associated to economical value.

**H6B.** Uniqueness of RLE type on LES significantly associated to economical value.

### **2.8.1.3. Self-Expression**

Previously, LES were limited to special product, such as luxury brand and automobiles. However, as the need for consumers' self-expression grows, LES are being expanded to encompass ordinary everyday things, such as LES (Chae et al., 2020a). When purchasing and utilizing one-of-a-kind items, consumers strengthen their social or inner self. Customers recognize self-expression in this circumstance. Customers are more drawn to products that reflect their individuality. According to Chae et al. (2020c) LES can exhibit more self-efficacy and emotion than generic shoes by revealing more about themselves. Moreover, by expressing themselves through the wearing of limited-edition shoes, consumers indicate their position and standing in society (Kim & Rando, 2010). According to Kim & Sherman (2007), as a fundamental social behavior, self-expression can influence and alter the internal psychological mechanisms. Self-expression has an effect on economic values.

Customers' intent to purchase is influenced by their perception of value (Song et al., 2017). The choices and evaluations of customers determine the perceived value. Customers have expectations when they acquire and utilize products; the more those expectations are realized, the more they value the products (Bao et al., 2011). If consumers have a positive and desirable

perceived value and buy intention, it is possible to forecast with confidence that they will purchase a certain brand based on the correlation between these two characteristics (Chae et al., 2020a).

**H7A.** Self-expression of OLE type on LES significantly associated to emotional value.

**H7B.** Self-expression of RLE type on LES significantly associated to emotional value.

**H8A.** Self-expression of OLE type on LES significantly associated to social value.

**H8B.** Self-expression of RLE type on LES significantly associated to social value.

**H9A.** Self-expression of OLE type on LES significantly associated to economical value.

**H9B.** Self-expression of RLE type on LES significantly associated to economical value.

#### **2.8.1.4. Investment**

When items acquire an exchange value as opposed to a use value, they also acquire a symbolic worth in addition to their actual value. The longer the original shoe model, the greater its cost and likelihood of being classed as a luxury item. Additionally, because aficionados acquire shoes not to wear but to collect, everything from the tag to the condition of preservation on the original shoebox is utilized to determine the price (Suyuan et al., 2015). Also, enthusiasts who purchase shoes not for the purpose of wearing them but for invest them, so everything such as the tag and state of preservation shoebox is used as a measure of the price (Song et al., 2017).

**H10A.** Investment of OLE type on LES significantly associated to emotional value.

**H10B.** Investment of RLE type on LES significantly associated to emotional value.

**H11A.** Investment of OLE type on LES significantly associated to social value.

**H11B.** Investment of RLE type on LES significantly associated to social value.

**H12A.** Investment of OLE type on LES significantly associated to economical value.

**H12B.** Investment of RLE type on LES significantly associated to economical value.

#### **2.8.1.5. Perceived Value, Brand Trust, and Purchase Intention**

A product's strong perceived value influences consumers' brand loyalty (Kim & Sherman, 2007). This study aims to examine the relationship between consumer perceptions of value and brand trust. Scarcity implies that the value of products is positively correlated with demand and negatively correlated with supply (Chae et al., 2020a). Scarcity creates an immediate purchasing urgency, resulting in fewer scans, shorter purchase intervals, and larger purchase quantities (Aggarwal et al., 2013). Product scarcity can be classified into two types (Roy & Sharma, 2015), demand-induced scarcity and supply-induced shortage. Increased customer demand results in a product supply exceeding the available inventory, whilst decreased inventory results in consumer demand falling short of the available inventory.

When demand exceeds supply-induced scarcity, perceived product value increases (Worchel et al., 1975). The scarcity of a product increases the psychological importance given to it by buyers and influences their purchasing motivations. Kelman (1953) estimated that clients who were aware of the item's scarcity were twice as likely to purchase it as those who were unaware.

Any item labeled as exposed goods is defined by its capacity to adhere to the social standards of its purchasers (Gierl et al., 2008). One of those social inclinations is the need for a distinctive existence, and possessing unique objects is one method to set oneself apart from others (*Snyder & Fromkin, 2018*). Snyder & Fromkin (2018) suggests that the primary engine behind unique social status sentiments is conveyed through the possession of

limited-edition commodities. In order to satisfy the consumer's need for a distinctive trait, scarce items become desirable alternatives to having the exclusive characteristics (Amaldoss & Jain, 2005).

#### **2.8.1.6. Emotional Value**

Consumers have emotional feelings about the overall evaluation and judgment of a product or service, and the value that consumers feel at this time is called emotional value (Park, 2014). Emotional value is the utility of a particular emotional state to the product and can change depending on the consumer's experience and subjectivity. LEP buyers have shown an attachment to a LEP or continued use of a LEP brand, and have enjoyed the purchase process (Hwang & Koh, 2016). What precedes suggests that consumers may derive more enjoyment and positive feelings from the limited-edition shoes (LES) than the regular shoes. According to Chae et al. (2020a) Emotional value has extensively been shown to be a driver of purchase intentions and the trust of consumer towards the brand.

**H13A.** Emotional Value of OLE type on LES significantly associated to brand trust.

**H13B.** Emotional Value of RLE type on LES significantly associated to brand trust.

**H14A.** Emotional Value of OLE type on LES significantly associated to purchase intention.

**H14B.** Emotional Value of RLE type on LES significantly associated to purchase intention.

#### **2.8.1.7. Social Value**

By purchasing or utilizing these objects, individuals can enhance their social consciousness, which in turn improves their status in the eyes of others (Hur & Ahn, 2009). Wu & Lee (2016) found that customers' purchasing intentions increased as their judgments of positive social value increased and decreased as their perceptions of social values decreased. Thus, the social value must also be carefully studied in order to comprehend the purchasing decisions of consumers (Choi & Kim, 2013). According to Aaker (1997), social value positively influences brand equity, particularly brand trust. According to his

research, the social value of a product adds value to the brand equity by improving consumer confidence in the brand.

**H15A.** Social Value of OLE type on LES significantly associated to brand trust.

**H15B.** Social Value of RLE type on LES significantly associated to brand trust.

**H16A.** Social Value of OLE type on LES significantly associated to purchase intention.

**H16B.** Social Value of RLE type on LES significantly associated to purchase intention.

#### **2.8.1.8. Economical Value**

When acquiring goods, economic value is influenced by factors such as cost, time, commitment, and the consumer's internal and external traits (Zeithaml, 2018). The ratio between a product's payment cost and its actual cost is its economic value (Sweeney & Soutar, 2001).

Due of their scarcity, the economic value of LES exceeds their actual worth (Hee & Koo, 2014). It was thought that economic value would decide customer preference (Sheth et al., 1991). Sweeney and Soutar (2001) claimed that economic product value should be considered as a component of economic quality value and as a component of an iterative effort to develop and maintain a relationship between brands and their customers by fostering brand trust. These theories are so presented:

**H17A.** Economical Value of OLE type on LES significantly associated to brand trust.

**H17B.** Economical Value of RLE type on LES significantly associated to brand trust.

**H18A.** Economical Value of OLE type on LES significantly associated to purchase intention.

**H18B.** Economical Value of RLE type on LES significantly associated to purchase intention

### 2.8.2. Brand Trust toward Purchase Intention

In addition to merchandise, brands should consider the variables that affect brand trust (Chae et al., 2020a). When brand trust is associated with purchase intent, RLE has a greater impact than OLE. RLE shoes have been released because the existing LES have received positive response on a consistent basis. Therefore, it is anticipated that RLE would not result in inferior purchases, such as the purchase of low-quality shoes or those with a poor response, so there is a decreased weight of risk, and this can be correlated with buy intention.

**H19A.** Brand trust of OLE type on LES significantly associated to economical value.

**H19B.** Brand trust of RLE type on LES significantly associated to economical value.

## 2.9. Conceptual Framework

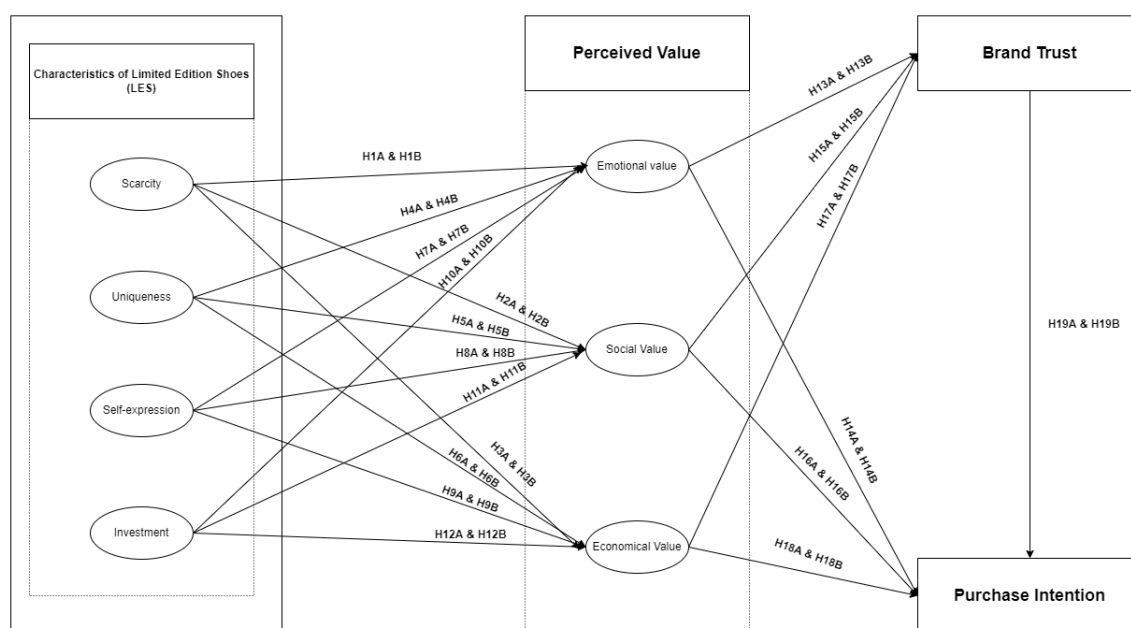


Figure 2.1 Conceptual Framework

According to Chae et al. (2020a) identified that investment, uniqueness and self-expression as product characteristics of Limited-Edition Shoes (LES), and also using brand trust and perceived value as mediating variables towards the dependent variable which is Purchase Intention. According to Chae et al. (2020a), this research structural relationship of variable will be affected depending on the type of Compass limited edition

shoes, so One-Time Limited Edition (OLE) and Repeated Released Limited Edition (RLE) as types of Compass limited edition shoes are used to determine the differences structural relationship between each variable used on this research.

*This page is intentionally left blank*

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 Research Design

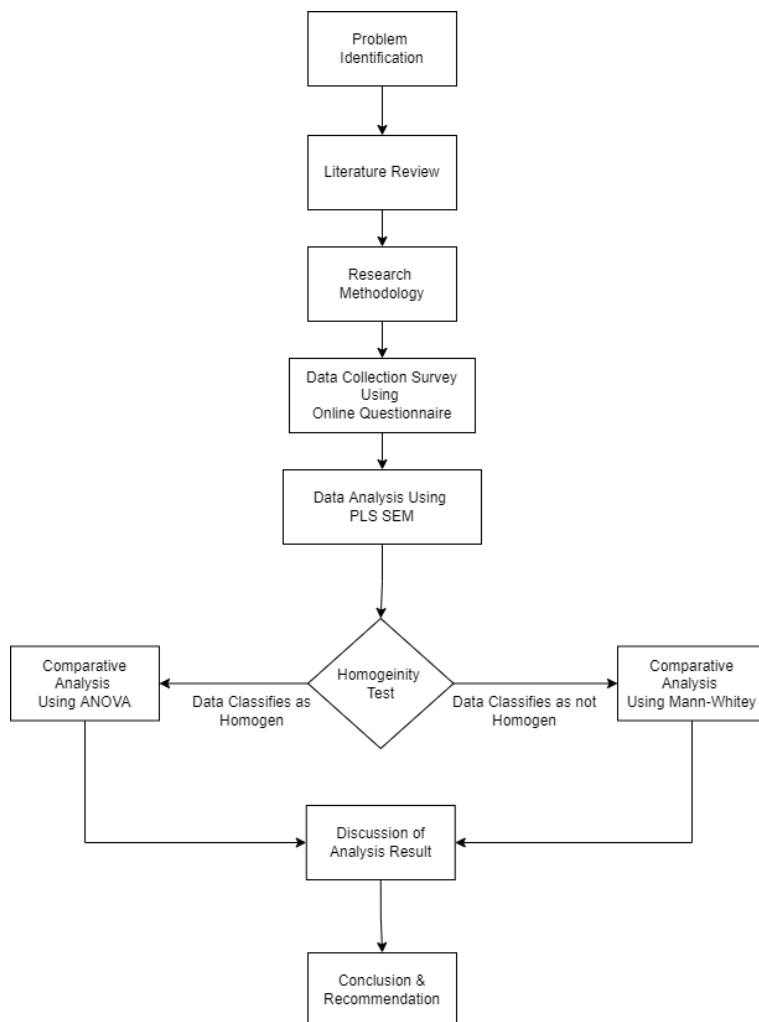


Figure 3.1 Research Design Flowchart

##### 3.1.1. Problem Identification

The purpose of identifying this research is to establish the research questions that have to be answered and the aims of this research is to define the relation of Compass's LES purchase intention. This study's objectives are to investigate the elements that influence customer intent to acquire Compass, with a focus on the company's marketing communication approach.

### **3.1.2. Literature Review**

The research was based on a review of the literature. Conducting theoretical foundation research entails finding secondary sources. Additionally, the theoretical foundation reinforces the theoretical background of this work. The theoretical foundation establishes the intellectual context for the study objectives. The conceptual framework's purpose is to evaluate the variables that will be employed in this study. As a result, numerous hypotheses are developed in order to address the study topic.

### **3.1.3. Research Methodology**

A research methodology is a systematic approach to issue resolution. Analyse, characterize, explain, and predict the research problem using the research process. The author employs a quantitative research methodology in this study, disseminating questionnaires to respondents that match the criteria.

### **3.1.4. Data Collection Using Online Questionnaire**

The author collects data after establishing the problem-related hypotheses of the research in greater depth. Utilizing Google Form as a platform for online surveys, this study applies a quantitative approach to data analysis. As stated in Bhat (2017), Quantitative techniques evaluate hypotheses by collecting numerical data and then applying a mathematical model and statistical methodology to the data (Quantitative Research: Definition, Methods, Types, and Examples - Google Search, n.d.). The quantitative technique is implemented by mailing standard questionnaires to a random sample of the research's population to collect data on the topic of the study. Utilizing Product Scarcity for Marketing Purposes During the discussion and analysis phase, this data will be studied further in the hopes that it may be used to generate suggestions for Compass regarding their usage of Limited Edition Shoes (LES) as a marketing strategy.

### **3.1.5. Data Analysis Using PLS SEM**

Data analysis is a process for systematically articulating and defining data, as well as organizing and evaluating it in a precise and legal manner. Numerous scholars have introduced various forms of data generosity. The findings of the questionnaire that are being sended to the relevant respondents are analyzed using the Partial Least

Square (PLS) technique using SMARTPLS 3.0 software. PLS is a structural equation modelling variant model (SEM). SEM is a mixture of statistical approaches that permits the simultaneous investigation of a somewhat complex collection of relationships. The analysis of the PLS SEM includes reliability test, validity test, collinearity test, R2 and Q2 Test, F Square Test, and Mediating Test.

### **3.1.6. Homogeneity Test**

A test of homogeneity compares the proportions of responses from two or more populations with regards to a dichotomous variable (Hulland et al., 2010). The homogeneity test is conducted by using the Kolmogorov-SmirnovZ model with significant conditions  $> \alpha = 0.05$ .

### **3.1.7. Comparative Analysis**

To determine the difference in the mean of each research variable on OLE and RLE, before conducting the comparative analysis, it is need to do a normality test, normality test is intended to test whether the residual value that has been standardized in the regression model is normally distributed, if the data is classified as normally distributed so it is needed to use ANOVA as a comparative analysis, but if the data is not normally distributed so Mann-Whitey analysis going to be used as comparative analysis.

#### **3.1.7.1. ANOVA Analysis**

If the variance between groups has been assumed to be homogeneous, then a One-way ANOVA analysis can be applied. According to (Heiberger & Neuwirth, 2009) One-Way ANOVA. One-way ANOVA compares the group means for the two independent variables. In this paper authors used one-way analysis of variance to find association between two differences group of respondents which is buyer or owner of Compass One Time Released limited edition type and also buyer or owner of Compass Repeated Release type of limited edition on each structural relationship of variable, which are the characteristics of Limited-Edition Shoes, perceived value, brand trust, and purchase intention.

### **3.1.7.2. Mann Whitey Analysis**

Mann-Whitey analysis is a non-parametric test. The Mann-Whitney or Wilcoxon-Mann-Whitney test is sometimes used for comparing the efficacy of two treatments in clinical trials. It is often presented as an alternative to a  $t$  test when the data are not normally distributed. Whereas a  $t$  test is a test of population means, the Mann-Whitney test is commonly regarded as a test of population medians.

### **3.1.8. Discussion of Analysis Result**

Data analysis is the examination, cleansing, transformation, and modelling of data in order to extract useful information, draw conclusions, and assist in decision-making (Xia & Gong, 2014). The author's data will be analyzed using the SmartPLS application and ANOVA or Mann-Whitey analysis to determine the different influence of scarcity messages on each kind. Additionally, the author will evaluate and convert the data processing results into a complete analysis then evaluate and modify the data to create a complete report that will be beneficial to all parties involved.

### **3.1.9. Conclusion and Recommendation**

The final part of the investigation is the conclusion and suggestions section, which seeks to synthesize and conclude the findings. This section will incorporate all of the research questions and objective responses presented in the first chapter. Additionally, this study will include recommendations, consequences, and proposals for future research on the topic.

## **3.2 Research Approach**

A research method includes everything from broad theories to the collection, analysis, and interpretation of specific data (Dewi et al., 2019). Chuang et al. (2018) described quantitative approach as a social problem inquiry in which numerical data is gathered and analyzed utilizing mathematically-based approaches to comprehend phenomena. This study investigated the effects of LES characteristics on perceived value, brand trust, and intention to purchase, according to Chae et al. (2020a) and Ha (2021), It is stated that scarcity, uniqueness, investment, and self-expression are features of the LES, while emotional, social, and economic value are offered as perceptions of value.

### 3.2.1. Quantitative Approach

Prior factors and hypotheses are validated using a quantitative approach in this study. This research methodology is essential for answering the questions. In addition, it is utilized to generate accurate measurements and numerical data gathered by the survey method, which are subsequently processed to provide statistical data and solve problems. Quantitative data applies mathematics or science to answer issues. Quantitative research involves the collection and generalization of numerical data to interpret a phenomenon (USC Libraries, 2019).

## 3.3 Data Collection

### 3.3.1. Population and Sample

The demographic for this study consists of individuals who resided in Indonesia and followed Compass on Instagram; there are now 987K Compass followers. The population is defined by restricting respondents to those aged 18 to 40 (• Instagram: Age Distribution of Global Audiences 2022 | Statista, n.d.). Gen Z and Millenials comprise the majority of Instagram users in Indonesia (• Instagram: Age Distribution of Global Audiences 2022 | Statista, n.d.).

Sample Sizes in Marketing Research	
Type of Study	Minimum Size
Market Potential Research ( Problem Identification )	500
Pricing ( Problem-Solving )	200
Product Test	200
Marketing Studies	200
Advertising Test	150

Figure 3.2 Sample size used in Marketing Research Studies (source: Malhotra, 2006)

The Figure 3.2 shows the background of the sample size of this research using the Malhotra rules for the marketing studies with the target of minimum 200 respondents. According to the previous study, (Chae et al., 2020a) conduct the research by dividing the total number of participants by at least 50% of the total

number of participants who are repeated and one time released. This study will involve a total of minimum 200 people with 100 Repeated-Type Released (RLE) and 100 One-Time Released type (OLE) participated in the survey. The data collection period was from March 10, 2022, to May 2, 2022.

### **3.3.2. Sampling Technique**

First, this research will be conducted utilizing the Judgemental Sampling, with certain standards to be met. Therefore, the author conducts research with respondents who met with the predetermined criteria. The criteria of unit analysis identifies the study respondent; consequently, the unit of analysis must possess the following characteristics:

#### **Indonesian people.**

Since this study focused on Indonesian brands, the respondents will be confined to the Indonesian language, and they will need to be familiar with Compass for the greatest comprehension and most accurate results.

#### **Reside in Indonesia, particularly on the island of Java.**

According to Badan Pusat Statistik (2020), Java Island is the most densely populated in terms of population, which would aid in locating the appropriate response.

#### **Aged between 17 until 40 years old.**

In Indonesia, sneakers are segmented between older members of generation Z and millennials, as Statista (2019) demonstrates that footwear users in Indonesia are divided into two age groups: 18 to 24 years of age and 25 to 44 years of age. 25-34-year-olds account for 68.3 percent of the total percentage of footwear consumers, followed by 18-24-year-olds at 31.8 percent. Therefore, this study was limited to participants aged 18 to 40.

#### **Instagram active users and follow Compass Instagram account**

Due to the fact that the only method for releasing compass information is through the Instagram social media platform, Instagram users are a relevant sample for this research.

### **Have already bought or own Compass limited edition shoes.**

Which specifically divided by the buyer of one time released edition (OLE) of Compass shoes which classified for them who already have or bought Indonesia Bersatu, Elders Company, Pot Meets Pop, Old Blue Co & Darahku Biru, BBQ Mountain Boys, Jason Ranti, UNKL 347, Nyi Roro Kidul, Tame Impala, Tiger Camo, Brebes Gazelle, Paracenamoy, Kelompok Penerbang Roket shoe collections. and Repeated-Release edition of Compass shoes which also classified for them who already have or bought Xpresi Periode 1, Xpresi Periode 2, Fxxking Rabbit, R&D Proto, R&D Proto Reissue, Bravo001, Bravo 002.

### **3.3.3. Data Collection Procedure**

In the process of data collection, the author implements numerous processes. Utilizing an online questionnaire as the data collection method for this investigation Questionnaires consist of a number of questions that respondents are asked to answer in order to collect field/empirical data to solve research problems and test hypotheses (Roopa & Rani, 2012). The gathering of data will occur as follows:

1. Respondents were questionnaire online, using Google Forms
2. Gathered from Instagram direct messages and Facebook forums.
3. Provide a brief and succinct summary of the questionnaire.
4. The data will be evaluated, analyzed, and completed following the response.

### **3.3.4. Questionnaire Design**

The prior study applied a seven-point Likert scale to test the reliability scale. The LES product characteristic, perceived value, brand trust and purchase intention parameters were utilized to the questionnaire of the linked prior studies, from Wu & Lee (2016), Ha (2021), and Chae et al. (2020a).

The table below shows the questionnaire operational variables used in the study

No	Variable	Label	Indicator	Source	Scales/Measurement
		SC1-A	One-time released (OLE) shoes are in small quantity.	(Ha, 2021)	Five-point Likertscale (1 = Strongly Disagree

1	Scarcity	SC1-B	Compass repeated released (RLE) limited edition shoes (LES) are in small quantity.		and 7 = Strongly Agree)
		SC2-A	One-time released (OLE) shoes make people desire them.		
		SC2-B	Compass repeated released (RLE) shoes make people desire them.		
		SC3-A	One-time released (OLE) shoes are sold quickly.		
		SC3-B	Compass repeated released (RLE) shoes are sold quickly.		
2	Uniqueness	UN1-A	One-time released (OLE) shoes are unique.	(Chae et al., 2020)	Five-point Likertscale (1 = Strongly Disagree and 7 = Strongly Agree)
		UN1-B	Compass repeated released (RLE) shoes are unique.		
		UN2-A	One-time released (OLE) shoes) distinct from other shoes.		
		UN2-B	Compass repeated released (RLE) shoes distinct from other shoes.		
		UN3-A	One-time released (OLE) shoes are different.		

		UN3-B	Compass repeated released (RLE) shoes are different.		
		UN4-A	One-time released (OLE) shoes are featured.		
		UN-B	Compass repeated released (RLE) shoes are featured.		
3	Self-Expression	SE1-A	One-time released (OLE) shoes) express me	(Ha, 2021)	Five-point Likertscale (1 = Strongly Disagree and 7 = Strongly Agree)
		SE1-B	Compass repeated released (RLE) shoes express me		
		SE2-A	One-time released (OLE) shoes express my ego		
		SE1-B	Compass repeated released (RLE) shoes express my ego		
		SE3-A	Compass One-time released (OLE) shoes shoes reflect individuality		
		SE3-B	Compass repeated released (RLE) shoes reflect individuality		
		SE4-A	Compass One-time released (OLE) shoes improve self image.		

		SE4-B	Compass repeated released (RLE) shoes improve self image.		
4	Investment	IN1-A	Do you buy Compass One-time released (OLE) shoes before others.	(Chae et al., 2020)	Five-point Likertscale (1 = Strongly Disagree and 7 = Strongly Agree)
		IN1-B	Do you buy Compass repeated released (RLE) shoes before others.		
		IN2-A	Do you use Compass One-time released (OLE) shoes as a meaning to investment.		
		IN2-B	Do you use Compass repeated released (RLE) shoes as a meaning to investment.		
		IN3-A	Do you consider Compass One-time released (OLE) shoes as future asset values.		
		IN3-B	Do you consider Compass Compass repeated released (RLE) shoes shoes as future asset values.		
		IN4-A	Do your purposes to buy Compass One-time released (OLE) shoes for economic benefit.		
		IN4-B	Do your purposes to buy Compass repeated		

			released (RLE) shoes for economic benefit		
5	Emotional Value	EV1-A	Compass One-time released (OLE) shoes differentiate me from others	(Chae et al., 2020; Sweeney & Soutar, 2001)	Five-point Likertscale (1 = Strongly Disagree and 7 = Strongly Agree)
		EV1-B	Compass repeated released (RLE) shoes differentiate me from others		
		EV2-A	Compass One-time released (OLE) shoes is my favourite stuff		
		EV2-B	Compass repeated released (RLE) shoes is my favourite stuff		
		EV3-A	It is a pleasure to possess a Compass One-time released (OLE) shoes		
		EV3-B	It is a pleasure to possess a Compass repeated released (RLE) shoes		
		EV4-A	I want to own Compass One-time released (OLE) shoes		
		EV4-B	I want to own Compass repeated released (RLE) shoes		
		SV1-A	Owning Compass One-time released (OLE) shoes make me look different.	(Chae et al., 2020; Sweeney & Soutar, 2001)	Five-point Likertscale (1 = Strongly Disagree and 7 = Strongly Agree)

6	Social Value	SV1-B	Owning Compass repeated released (RLE) shoes make me look different.		
		SV2-A	Owning Compass One-time released (OLE) shoes got me a social recognition		
		SV2-B	Owning Compass repeated released (RLE) shoes got me a social recognition		
		SV3-A	Owning Compass One-time released (OLE) shoes help me get social preference.		
		SV3-B	Owning Compass repeated released (RLE) shoes help me get social preference.		
		SV4-A	Owning Compass One-time released (OLE) shoes bring a good impression to me.		
		SV4-B	Owning Compass repeated released (RLE) shoes bring a good impression to me.		
		EC1-A	Compass One-time released (OLE) shoes have reasonable prices.	(Chae et al., 2020;	Five-point Likertscale (1 = Strongly Disagree and 7 = Strongly Agree)

6	Economical-Value	EC1-B	Compass repeated released (RLE) shoes have reasonable prices.	Sweeney & Soutar, 2001)	
		EC2-A	Compass One-time released (OLE) shoes are an affordable product.		
		EC2-B	Compass repeated released (RLE) shoes are an affordable product.		
		EC3-A	Compass One-time released (OLE) shoes are commensurate with the price.		
		EC3-B	Compass repeated released (RLE) shoes are commensurate with the price.		
7	Brand Trust	BT1-A	Compass One-time released (OLE) shoes show the brand's superior quality.	(Chae et al., 2020; Reast, 2005)	Five-point Likertscale (1 = Strongly Disagree and 7 = Strongly Agree)
		BT1-B	Compass repeated released (RLE) shoes show the brand's superior quality.		
		BT2-A	Compass One-time released (OLE) shoes show the brand's specialised skills and know-how.		

		BT2-B	Compass repeated released (RLE) shoes show the brand's specialised skills and know-how.		
		BT3-A	Compass One-time released (OLE) shoes give experience as a friend to brands.		
		BT3-B	Compass repeated released (RLE) shoes give experience as a friend to brands.		
		BT4-A	If there is a problem with the Compass One-time released (OLE) shoes brand i will not buy it again		
		BT4-B	If there is a problem with the Compass repeated released (RLE) shoes brand i will not buy it again		
8	Purchase Intention	PI1-A	I will buy Compass One-time released (OLE) shoes if they are a required product.	(Engle, 1982; Ha, 2021)	Five-point Likertscale (1 = Strongly Disagree and 7 = Strongly Agree)
		PI1-B	I will buy Compass repeated released (RLE) shoes if they are a required product.		
		PI2-A	I intend to seek information about		

			Compass One-time released (OLE) shoes		
		PI2-B	I intend to seek information about Compass repeated released (RLE) shoes		
		PI3-A	I try to purchase Compass One-time released (OLE) shoes.		
		PI3-B	I try to purchase Compass repeated released (RLE) shoes		
		PI4-A	I give priority to Compass One-time released (OLE) shoes.		
		PI4-B	I give priority to Compass repeated released (RLE) shoes		

No		Indicator	Answer
1	Demographic	Gender	Male
			Female
2		Age	17 – 24
			25 - 40
3		Domicile	Jabodetabek
			Jawa Tengah
			Jawa Barat
			Jawa Timur
			Daerah Istimewah Yogyakarta
4		Spending per Month for fashion expenses	< Rp. 220.000
	Rp. 220.001 - Rp. 330.000		
	Rp. 330.001 - Rp. 450,000		

			> Rp. 450.000
6	Behavioral	Do you know about local shoe brand named Compass	Yes
			No
7		Do you already follow Compass Instagram?	Yes
			No
8		Have you ever bought the Limited Edition Shoes of Compass?	Yes
			No
9		When was the last time you bought compass shoes	2019
			2020
			2021
			2022
10		How many Compass shoes you already bought?	1
			2– 5
	>5		
11	Which pair of Compass shoes do you favor and frequently purchase? *Choose the released type based on the collection you bought	One time released ( Indonesia Bersatu, Elders Company, Pot Meets Pop, Old Blue Co & Darahku Biru, BBQ Mountain Boys, Jason Ranti, UNKL 347, Nyi Roro Kidul, Tame Impala, Tiger Camo, Brebes Gazelle, Paracenamoy, Kelompok Penerbang Rocket )	
		Repeated released ( Bravo 01, Bravo 02, Fxxking Rabbit 01, Fxxking Rabbit 02, R&D 01, R&D 01: Reissue, Xpressi 01, Xpressi 02. )	
12	Which type of limited-edition shoes compass do	One Time Released ( Indonesia Bersatu, Elders Company, Pot Meets Pop, Old Blue Co & Darahku Biru, BBQ Mountain Boys, Jason Ranti, UNKL 347, Nyi	

		you think is the most attractive?	Roro Kidul, Tame Impala, Tiger Camo, Brebes Gazelle, Paracenamoy, Kelompok Penerbang Rocket )
			Repeated Released ( Bravo 01, Bravo 02, Fxxking Rabbit 01, Fxxking Rabbit 02, R&D 01, R&D 01: Reissue, Xpressi 01, Xpressi 02. )
13		W here did you buy Compass product?	E- commerce
			Official bazaar event
			Compass official distributor
			Reseller
14		What attracted you to the Compass product?	Open Question

### 3.4 Data Analysis

#### 3.4.1. Smart PLS

Data analysis is a process for systematically articulating and defining data, as well as organizing and evaluating it in a precise and legal manner. Numerous scholars have introduced various forms of data generosity. The findings of the questionnaire emailed to the relevant respondents are analyzed using the Partial Least Square (PLS) technique using SMARTPLS 3.0 software. PLS is a structural equation modeling variant model (SEM). SEM is a mixture of statistical approaches that permits the simultaneous investigation of a somewhat complex collection of relationships. This complex connection may be seen as a series of relationships between one or more dependent variables (endogenous) and one or more independent variables (exogenous), formed as components or constructs from a large number of explicitly observable or calculated indicators.

#### 3.4.2. Reliability Test

Reliability testing evaluates a measurement equipment's internal consistency. Reliability means indicator measures are accurate, reliable, and consistent (Jogiyanto & Willy, 2013). PLS dependability may be evaluated using outer loading

reliability, Alpha cronbach's coefficient, and composite reliability. Cronbach's alpha evaluates a structure's basic dependability; its composites indicate its true dependability (Tavakol & Dennick, 2011).

### **3.4.3. Validity Test**

Using Part Least Square, the purpose of the validity test is to determine the number of steps to be taken by the variables currently in use (PLS). PLS is advantageous because it takes into account measurement errors for variables that cannot be directly estimated (Jogiyanto & Willy, 2013). For the evidence included in this study, both convergent and discriminant validity must be examined (Hair et al., 2012).

#### **3.4.2.1. Convergent Validity**

In PLS with formative indicators, convergent validity tests are based on loading indicators (correlation between item scores or component scores and construct scores). The convergence validity of the measuring model with reflexive indicators is calculated using PLS. Hair et al. (2012) propose that the larger the loading factor, the more relevant it is when evaluating the factor matrix. When the individual reflective measure and measured idea correlate above 0.70, it's high. According to (Chin, 1998), loading values between 0.5 and 0.6 are suitable for early research 49 on scale development.

#### **3.4.2.2. Discriminant Validity**

The discriminant validity test is evaluated using cross-loading measures. If each variable's cross loading is over 0.70, the data is accepted. Comparing AVE roots for each concept with construct and latent variable correlations in the model is another technique to determine discriminant validity. The model has discriminant validity if the AVE root for each idea is larger than the latent variable correlation. This test evaluates the dependability of component scores for latent variables. Its conclusions are more conservative than composite reliability. AVEs above 0.50 are preferred (Chin, 1998).

#### **3.4.4. Collinearity Test**

Collinearity is the non-independence of predictor variables, typically in a regression-type analysis (Dormann et al., 2013). Collinearity may be determined by calculating the Variance Inflation Factor (VIF). Avoiding the collinearity issue requires a score of 5 or below (Wong, 2013).

#### **3.4.5. Coefficient of Determination (R<sup>2</sup>) and Stone-Geisser Test (Q<sup>2</sup>)**

Using the significance value between 0 and 1, R<sup>2</sup> is a coefficient used to calculate the model's prediction precision or determination (Fadhillah, 2020). In actuality, a conventional marketing research study will have an R<sup>2</sup> score of at least 0.25 (Wong, 2013). In the meantime, the Q<sup>2</sup> or Stone-Geisser Test is utilized to evaluate the accuracy of success predictions.

#### **3.4.6. F Square Test**

The F Square Effect Size is a measure used to determine the significance of latent variables. This score permits the evaluation of the significance of the whole study result (Fadhillah, 2020).

#### **3.4.7. Mediation Result**

In this study, the structured framework demonstrates that mediating variables exist. A mediating variable is used to explain the form and effects of the relationship between independent and dependent variables, and it induces mediation in the relationship between the dependent variable and the independent variable in order to evaluate the essence of the analysis more reliably and practically (Namazi & Namazi, 2015).

#### **3.4.8. Homogeneity Test**

The data were tested for homogeneity to determine whether the variance of the data population being tested was the same (homogeneous) or not. This homogeneity test uses Mann-Whitney test at a significance level of 5% or  $\alpha = 0.05$ .

#### **3.4.9. Comparative Analysis**

If the variance between groups has been assumed to be homogeneous, then a One-way ANOVA analysis can be applied. According to Heiberger & Neuwirth (2009)

One-Way ANOVA. One-way ANOVA compares the group means for the one independent variables. In this paper authors used one-way analysis of variance (ANOVA) to find association between two differences independent variable which is buyer or owner of Compass one-time released (OLE) type and also buyer or owner of Compass repeated release (RLE) type of limited edition on each structural relationship of variable, which are the characteristics of limited-edition Shoes, perceived value, brand trust, and purchase intention.

However, if data from each group, namely OLE and RLE, produces abnormal data through normality testing using the Kolmogorov-Smirnovz. therefore, the data cannot be analyzed using the One-Way ANOVA method, as the Mann-Whitey method will be applied as a difference test, with a significant level indicator below 5% or 0.05.

## CHAPTER IV DATA ANALYSIS

### 4.1. Quantitative Analysis

After survey the respondents. The author then analyzes the data to answer the research question. Data consist of 205 respondents, their profile according to the answer is presented in the figure below.

#### 4.1.1. Respondent Demographic Profile from Quantitative Method

##### 4.1.1.1. Age

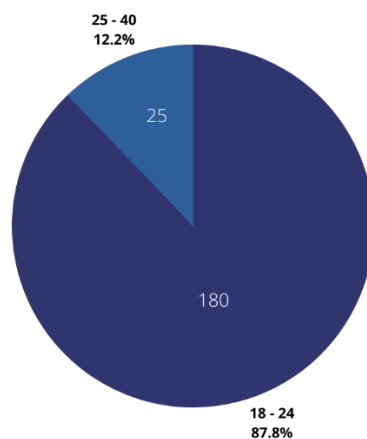


Figure 4.1 Age

Figure 4.1 shows that out of 205 respondents, the majority of 87.8% (180 respondents) are a respondents from Generation Z with the age between 18 until 24. while, there are 12.2% (25 respondents) classified as Millennial generation with the age between 25 until 40, This indicates that the majority of Compass shoe purchasers are millennials between the ages of 18 and 24. This occurs because Compass's primary marketing channel is digital, and Generation Z is Indonesia's most prevalent internet user. Additionally, those between the ages of 18 and 24 are often more fashion- and trend-conscious than millennials.

#### 4.1.1.2. Domicile

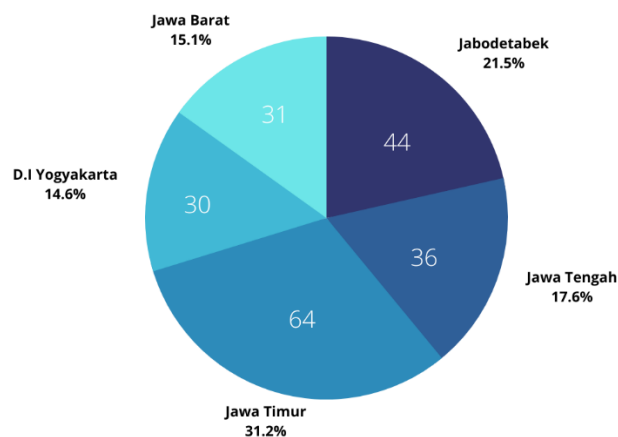


Figure 4.2 Domicile

From Figure 4.2 shows that out of 205 respondents, 31.2% (64 respondents) are domiciled in East Java, 21.5% (44 respondents) are domiciled in Jabodetabek, 15.1% (31 respondents) are domiciled in Central Java, 14.6% (30 respondents) are domiciled in Yogyakarta, and last there were 15.1% (31 respondents) that are domiciled in West Java. According to Instagram, it was determined that the quantity of shoes online selling in each province of Indonesia is same, but Compass sells its shoes offline through events and pop-up stores that are exclusively available in Jabodetabek so there are more quantity, since the biggest allocation of their stock is in Jabodetabek. However, according on this data, it is not a barrier for consumers outside of Jabodetabek to purchase Compass shoes.

## 4.1.2. Respondent Behavioral Profile from Quantitative Method

### 4.1.2.1. Monthly Fashion Expenses

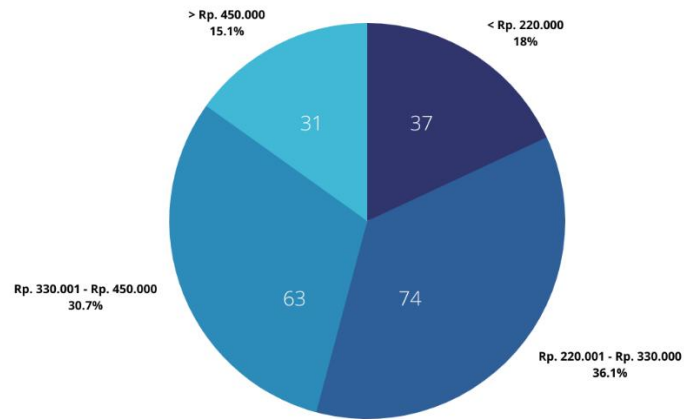


Figure 4.3 Monthly Fashion Expenses

From Figure 4.3, it shows that 36.1% out of 205 respondent spent fashion goods between Rp. 220.001 – Rp. 330.000 monthly, which also considered as middle-low economy class. 30.7% respondent spent between Rp. 330.001 – Rp. 450.000, 18% which are middle-high economy class spend less than Rp. 220.000, and last, 15.1% which are classified as high economy class respondent, spent more than Rp. 450.000. This majority of respondents spending might be caused by the target market o Compass that targeted Generation Z. So, it can be concluded that the majority of respondents are people middle-low economy, since they don't have a stable career.

### 4.1.2.2. Do You Know About Local Shoe Brand Named Compass

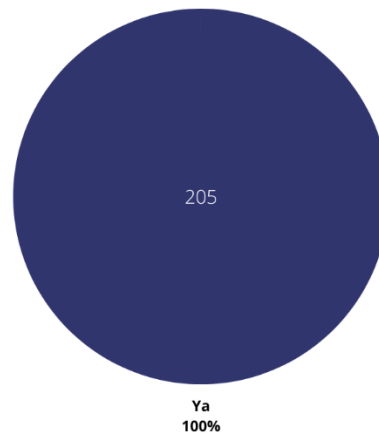


Figure 4.4 Do you know about Local Shoe Brand Named Kompas

According to Figure 4.4, all of the 205 respondents answered Yes, means that all of the respondent knows about Kompas. These results imply that each responder is already familiar with the Kompas brand.

#### 4.1.2.3. Do You Already Follow Kompas Instagram

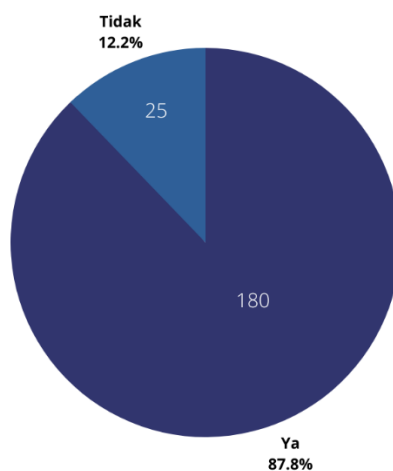


Figure 4.5 Do you already follow Kompas Instagram?

According to the Figure 4.5. 87.8% (180 respondents) from the respondents follow Kompas on Instagram, while the 12.2% (25 respondents) of the total respondents doesn't follow Kompas on Instagram. The results from this respondent profile indicate that 12.2% bought Kompas shoes without following Kompas Instagram, which is the main media for getting the latest information. Those who do not follow may find out information about the release of Kompas shoes by following other channels such as Tokopedia, Bukalapak. But that doesn't mean that not following Instagram from Kompas indicates that they are not up to date with information from Kompas on Instagram.

#### 4.1.2.4. Have You Ever Bought or Want to Buy The Limited-Edition Shoes of Kompas?

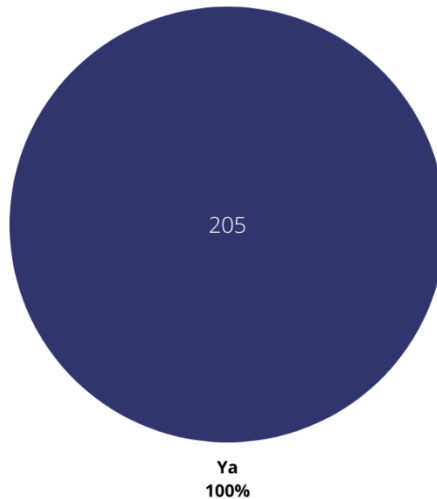


Figure 4.6 Have you ever bought or want to buy the Limited-Edition Shoes of Compass?

Based on the Figure 4.6, all of the 202 respondents answered Yes, means that all of the respondents have purchased or own Compass shoes and meet the main criteria in filling out the questionnaire for this research.

#### 4.1.2.5. When Was The Last Time You Bought Compass Shoes?

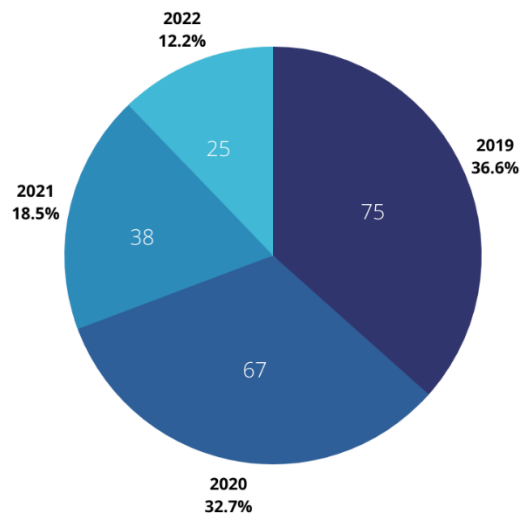


Figure 4.7 When was the Last Time you bought Compass Shoes?

According to the Figure 4.7, majority of the respondents which are 36.6% of total respondents bought Compass shoes product on 2019, while 32.7% bought Compass on 2020, 18.5% bought on 2021, and last 12.2% on 2022. The majority of respondents purchased Compass shoes in 2019, indicating that they had known and purchased the brand for a long time, even since the

first year Compass produced its shoes. Since the majority of respondents have been buyers since 2019, it is evident that the majority of respondents comprehend the annual Compass procedure and trip.

#### 4.1.2.6. How Many Compass Shoes You Already Have?

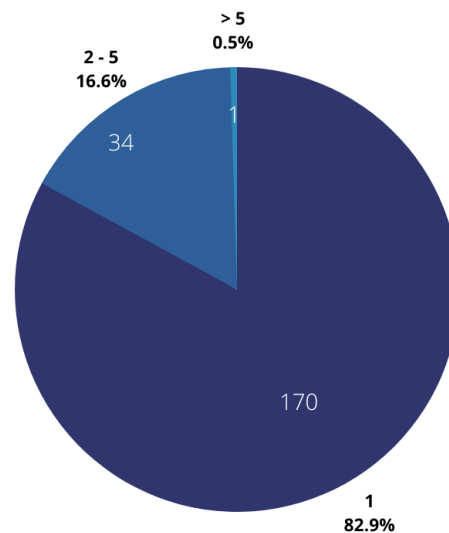


Figure 4.8 How Many Compass Shoes you Already Have?

According to the Figure 4.8, Majority of respondent which are 82.9% of total respondents, only have one shoes of Compass, and also there are 16.6% of respondents that already have between 2 – 5 shoes of Compass, and there are 0.5% (1 respondents) that have more than 5 shoes of Compass. Based on these results, we can infer that limited-edition shoes (LES) from Compass are rated as limited, as the majority of respondents (82.9%) only purchase and possess a single pair. This outcome is further backed by the Compass policy that prohibits its customers from purchasing more than one pair of LES shoes.

#### 4.1.2.7. Which Pair of Compass Shoes do You Already Bought?

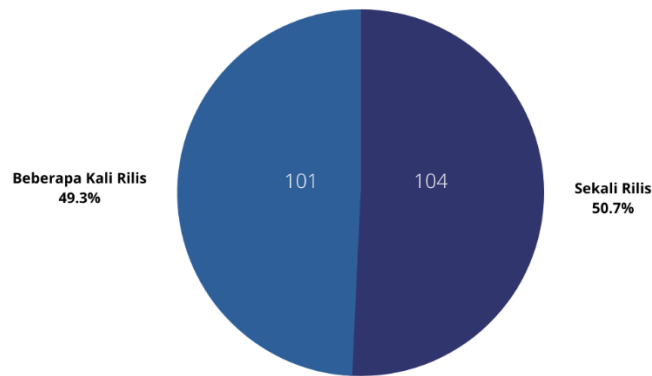


Figure 4.9 Which pair of Compass Shoes do you already bought?

According to the Figure 4.9 there are 2 type of respondents based on the Limited-Edition Shoes type of Compass they already bought. First 50.7% (104 respondents) out of 205 respondents already have or bought One-Time Limited Edition (OLE) type of Compass limited edition shoes, while the 49.3% ( 101 respondents ) are the buyer of Repeated Limited Edition (RLE) Compass shoes.

#### 4.1.2.8. Where Did You Buy The Compass Shoes?

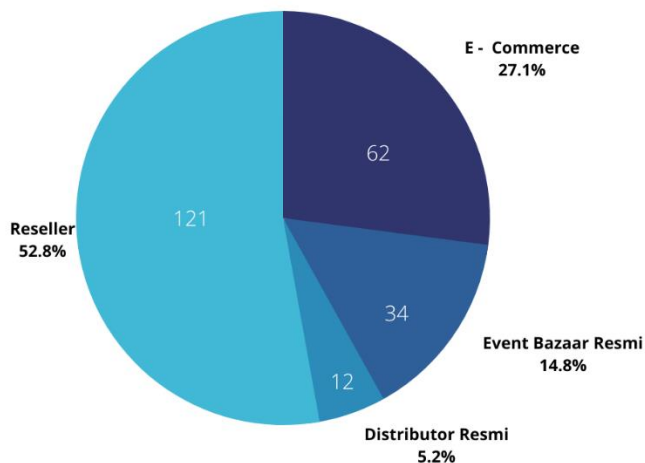


Figure 4.10 Where did you buy the compass shoes?

According to the Figure 4.10, the majority of respondents, which are 52.7% of 205 in total respondents bought Compass shoes from reseller, 27.1% from

Compass official E-Commerce platform, 14.8% from Compass official bazaar event, and 5.2% from Compass official distribution channel. The majority of respondents buy their shoes at resellers, this will certainly affect how respondents in this research perceive the economic value, since the selling prices from resellers are higher than the retail prices (official e-commerce, bazaar events, and official distributors are selling goods at retail price).

#### 4.1.2.9. What Attracted You to The Compass Product?

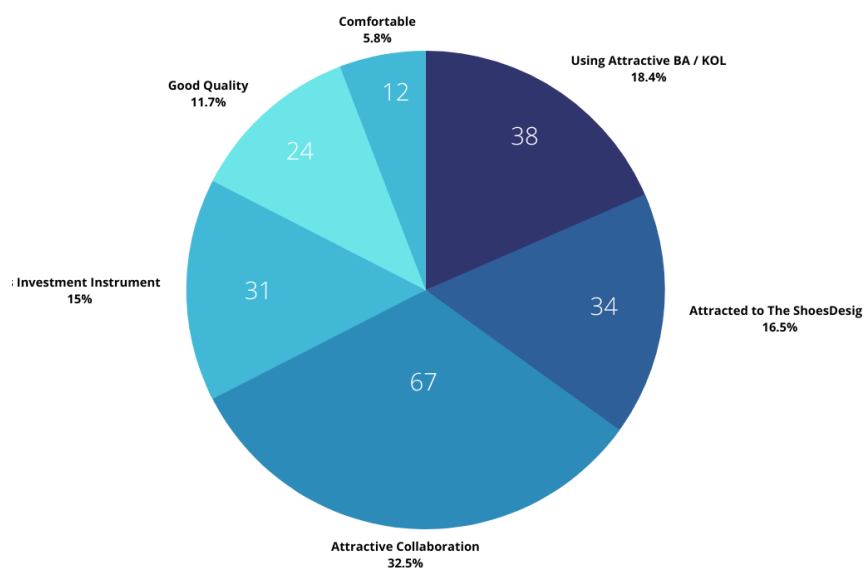


Figure 4.11 What attracted you to the Compass Product?

According to the Figure 4.11, these are the respondents opinions that have been classified into topics and important points about aspect that attracted them in to the Compass product. The first one is attractive collaboration which represented by 32.5% of the total respondents, 18.4% stated using attractive Brand Ambassador / Key Opinion Leader (KOL), 16.5% attracted to the shoes design, 15% stated Compass product as a good investment instrument, 11.7% getting attracted because of the Compass good quality and last which are 5.8% of the total respondents, said that Compass product are comfortable to wear. This is consistent with one of the indications of the features of the LES, namely self-expression, since responders who have an opinion about collaboration may be interested in the collaborator and presume that the party is a partner cooperation as a part of itself. In addition, the second largest

opinion was that Compass used a Brand Ambassador or Key Opinion Leader (KOL). This occurred because Compass utilized KOL fashion and brand experts such as Dr. Tirta, Bryan, Uncle 347, and others as promotional media. Even Compass's creative director is a KOL with diverse professional experiences in key local brands in Indonesia. Respondents who are interested in BA / KOL utilized by Compass have a positive influence on customers' trust in Compass goods and brands.

#### 4.1.2. Descriptive Analysis

In analysing data, the researcher uses a Likert seven-point scale with range 1-7 (1 = strongly disagree and 7 = strongly agree), which means the higher mean values are related with a more positive attitude. The table below are the mean value of each indicator from One-Time Limited Edition (OLE) and Repeated Limited Edition (RLE) :

No	Question	OLE			RLE	
		Indicator	Mean	Grand Mean	Mean	Grand Mean
1	Limited-edition shoes (LES) are in small quantity.	SC1	5.80	<b>5.81</b>	4.91	5.14
2	One-time released (OLE) shoes make people desire them.	SC2	5.76		5.21	
3	Limited-edition shoes (LES) shoes are sold quickly.	SC3	5.86		5.30	
4	Limited-edition shoes (LES) shoes are unique.	UN1	4.79	4.94	5.38	<b>5.40</b>
5	Limited-edition shoes (LES) distinct from other shoes.	UN2	4.91		5.40	
6	Limited-edition shoes (LES) are different.	UN3	5.00		5.59	

No	Question	OLE			RLE	
		Indicator	Mean	Grand Mean	Mean	Grand Mean
7	Limited-edition shoes (LES) are featured.	UN4	5.04		5.24	
8	Limited-edition shoes (LES) express me	SE1	5.95	<b>5.95</b>	3.74	3.99
9	Limited-edition shoes (LES) express my ego	SE2	6.06		3.88	
10	Limited-edition shoes (LES) reflect individuality	SE3	5.91		4.08	
11	Limited-edition shoes (LES) improve self image.	SE4	5.89		4.26	
12	Do you buy Limited-edition shoes (LES) before others.	IN1	3.80	4.08	4.94	<b>5.07</b>
13	Do you use Limited-edition shoes (LES) as a meaning to investment.	IN2	4.10		5.10	
14	Do you consider Limited-edition shoes (LES) as future asset values.	IN3	4.11		4.98	
15	Do your purposes to buy Limited-edition shoes (LES) for economic benefit.	IN4	4.31		5.24	
16	Limited-edition shoes (LES) differentiate me from others	EV1	4.65	<b>4.91</b>	4.35	4.63
17	Limited-edition shoes (LES) is my favourite stuff	EV2	4.94		4.78	
18	It is a pleasure to possess a Limited-edition shoes (LES)	EV3	4.96		4.64	

No	Question	OLE			RLE	
		Indicator	Mean	Grand Mean	Mean	Grand Mean
19	I want to own Limited-edition shoes (LES)	EV4	5.09		4.75	
20	Owning Limited-edition shoes (LES) make me look different.	SV1	5.09	<b>4.90</b>	4.69	4.62
21	Owning Limited-edition shoes (LES) got me a social recognition	SV2	4.90		4.55	
22	Owning Limited-edition shoes (LES) help me get social preference.	SV3	4.59		4.54	
23	Owning Limited-edition shoes (LES) bring a good impression to me.	SV4	5.02		4.69	
24	Limited-edition shoes (LES) have reasonable prices.	EC1	4.27		4.43	
25	Limited-edition shoes (LES) are an affordable product.	EC2	4.53		4.85	
26	Limited-edition shoes (LES) are commensurate with the price.	EC3	4.48		4.87	
27	Limited-edition shoes (LES) show the brand's superior quality.	BT1	5.07	<b>5.13</b>	4.90	4.99
28	Limited-edition shoes (LES) show the brand's specialised skills and know-how.	BT2	5.21		5.13	

No	Question	OLE			RLE	
		Indicator	Mean	Grand Mean	Mean	Grand Mean
29	Limited-edition shoes (LES) give experience as a friend to brands.	BT3	5.20		5.08	
30	If there is a problem with the Limited-edition shoes (LES) brand i will not buy it again.	BT4	5.04		4.83	
31	I will buy Limited-edition shoes (LES) if they are a required product.	PI1	5.70	<b>5.84</b>	4.83	5.09
32	I intend to seek information about Limited-edition shoes (LES)	PI2	5.90		5.26	
33	I try to purchase Limited-edition shoes (LES)	PI3	5.89		5.16	
34	I give priority to Limited-edition shoes (LES)	PI4	5.85		5.11	

Table 4.1 Descriptive Analysis

According to the Table 4.1, it is shown that the mean value of Scarcity variable on OLE is greater than RLE, the average value of Uniqueness variable on RLE is greater than OLE, the average value of Self-Expression variable on OLE is greater than RLE, the average value of the Investment variable in RLE is greater than OLE, the average value of the Emotional Value variable in OLE is greater than RLE, the average value of the Social Value variable in OLE is greater than RLE, the average value of the Economical-Value variable is RLE is greater than OLE, the average value of the Brand Trust variable in OLE is greater than RLE, and the average value of the Purchase Intention variable in OLE is greater than RLE. But overall, for OLE the largest grand mean value was generated by the Self Expression variable of 5.95, while for RLE the largest grand mean value was generated by the uniqueness variable of 5.40.

### 4.1.3. Partial Least Square – Structural Equation Model (PLS-SEM) Result

This study utilized Partial Least Square to identify the casual modelling in the conceptual framework. SmartPLS was used to find and evaluate the correlations between all of the variables in this investigation. The variables consist of limited-edition shoe features as Exogenous Latent Variables, including scarcity (SC), uniqueness (UN), self-expression (SE), and investment (IN) as factors. Perceived Value comprises social value (SV), economic value (EC), and emotional value (EV) as factor, in addition to Brand Trust (BT) and Purchase Intention (PI) as endogenous latent variables. Several crucial procedures must be completed in order to do the analysis, including indicator reliability, internal consistency, reliability, convergent validity, and discriminant validity. The established model for this study is shown in Figure 4.2 for OLE and Figure 4.3 for RLE below.

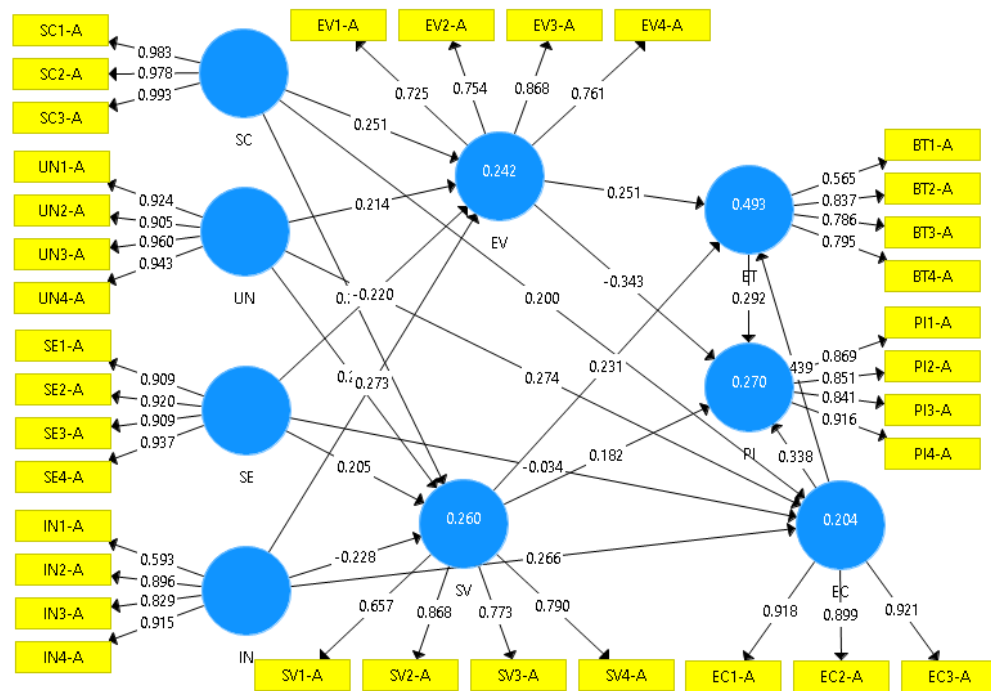


Figure 4.12 PLS pada OLE

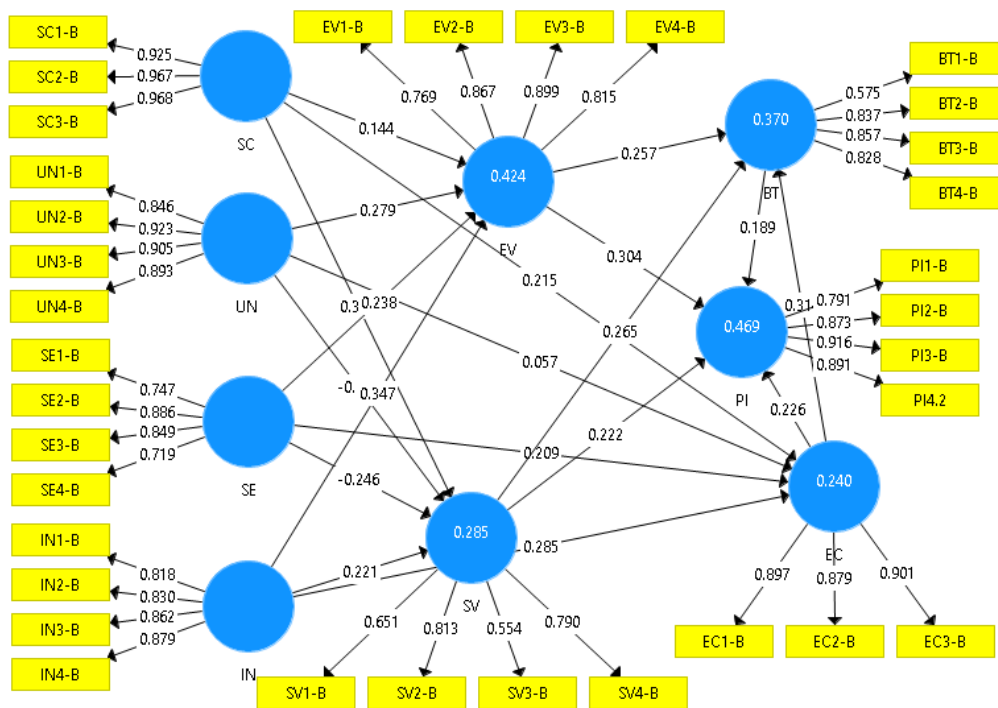


Figure 4.13 PLS pada RLE

#### 4.1.3.1. Indicator Reliability Test

The purpose of testing indicator reliability is to determine the validity of the relationship between each indication and its hidden variable. Examine this indicator of dependability by examining the loading factor value of the indicators used to measure the construct. According to Hulland et al. (2010), the ideal minimum score is 0.7. However, according to Hair et al. (2012), when the weight of an indicator is negligible but the succeeding element loading is rather high ( $> 0.50$ ), it is generally acceptable to maintain the indicator. Bagozzi et al. (1991) stated that the optimal cut to eliminate an item is less than 0.6, but if other things of the same type have a higher loading, you may retain the item if it has a loading greater than 0.5. Consequently, based on the findings, it can be inferred that all variables are trustworthy, as all indicators have scores greater than 0.5. The results of the reliability indicator test for each research variable can be seen in the table below:

Table 4.2 Indicator Reliability Result of OLE and RLE

	OLE		RLE	
	Outer Loading	Reliability	Outer Loading	Reliability
BT1	0.565	Valid	0.575	Valid

	OLE		RLE	
	Outer Loading	Reliability	Outer Loading	Reliability
BT2	0.837	Valid	0.837	Valid
BT3	0.786	Valid	0.857	Valid
BT4	0.795	Valid	0.828	Valid
EC1	0.918	Valid	0.897	Valid
EC2	0.899	Valid	0.879	Valid
EC3	0.921	Valid	0.901	Valid
EV1	0.725	Valid	0.769	Valid
EV2	0.754	Valid	0.867	Valid
EV3	0.868	Valid	0.899	Valid
EV4	0.761	Valid	0.815	Valid
IN1	0.593	Valid	0.818	Valid
IN2	0.896	Valid	0.830	Valid
IN3	0.829	Valid	0.862	Valid
IN4	0.915	Valid	0.879	Valid
PI1	0.869	Valid	0.791	Valid
PI2	0.851	Valid	0.873	Valid
PI3	0.841	Valid	0.916	Valid
PI4	0.916	Valid	0.891	Valid
SC1	0.983	Valid	0.925	Valid
SC2	0.978	Valid	0.967	Valid
SC3	0.993	Valid	0.968	Valid
SE1	0.909	Valid	0.747	Valid
SE2	0.920	Valid	0.886	Valid
SE3	0.909	Valid	0.849	Valid
SE4	0.937	Valid	0.719	Valid
SV1	0.657	Valid	0.651	Valid
SV2	0.868	Valid	0.813	Valid
SV3	0.773	Valid	0.554	Valid
SV4	0.790	Valid	0.790	Valid
UN1	0.924	Valid	0.846	Valid

	OLE		RLE	
	Outer Loading	Reliability	Outer Loading	Reliability
UN2	0.905	Valid	0.923	Valid
UN3	0.960	Valid	0.905	Valid
UN4	0.943	Valid	0.893	Valid

According to the Table 4.2 explains that all indicators on OLE and RLE in this study have a value of more than 5% or 0.50, which means that all indicators are reliable. In addition to the loading value of each indicator to the construct that must meet the requirements, the loading between indicators must also be considered, that the value of loading to other constructs must be lower than that of the construct (cross loading). The results of the cross loading in this study:

Table 4.3 Cross Loadings on OLE

	BT	EC	EV	IN	PI	SC	SE	SV	UN
BT1-A	0.565	0.319	0.360	-0.042	0.127	- 0.014	- 0.049	0.027	0.097
BT2-A	0.837	0.426	0.414	0.182	0.355	0.135	- 0.136	0.321	0.379
BT3-A	0.786	0.531	0.424	0.245	0.368	0.170	- 0.113	0.300	0.307
BT4-A	0.795	0.580	0.447	0.070	0.248	0.187	- 0.076	0.311	0.306
EC1-A	0.582	0.918	0.509	0.236	0.312	0.144	- 0.063	0.058	0.245
EC2-A	0.562	0.899	0.610	0.297	0.263	0.201	0.015	0.260	0.347
EC3-A	0.582	0.921	0.508	0.202	0.385	0.239	- 0.079	0.183	0.291
EV1-A	0.394	0.534	0.725	0.268	- 0.027	0.213	0.006	0.169	0.174
EV2-A	0.434	0.315	0.754	0.111	0.070	0.236	- 0.207	0.233	0.359

	BT	EC	EV	IN	PI	SC	SE	SV	UN
EV3-A	0.398	0.498	0.868	0.261	- 0.038	0.104	- 0.346	- 0.009	0.238
EV4-A	0.469	0.523	0.761	0.227	0.123	0.140	- 0.091	0.048	0.145
IN1-A	-0.029	0.068	-0.038	0.593	0.032	0.030	- 0.001	- 0.181	-0.017
IN2-A	0.143	0.211	0.227	0.896	- 0.082	0.010	0.069	- 0.125	0.073
IN3-A	0.191	0.153	0.273	0.829	- 0.071	- 0.051	- 0.055	- 0.090	0.112
IN4-A	0.170	0.322	0.280	0.915	- 0.041	- 0.130	- 0.082	- 0.328	0.006
PI1-A	0.430	0.361	0.068	0.018	0.869	0.127	- 0.093	0.229	0.231
PI2-A	0.251	0.227	0.058	-0.050	0.851	0.127	0.014	0.295	0.197
PI3-A	0.277	0.300	0.009	-0.091	0.841	0.155	- 0.085	0.247	0.146
PI4-A	0.339	0.313	0.013	-0.095	0.916	0.165	- 0.055	0.278	0.229
SC1-A	0.173	0.209	0.214	-0.086	0.131	0.983	0.160	0.328	0.152
SC2-A	0.168	0.220	0.242	-0.052	0.179	0.978	0.188	0.367	0.135
SC3-A	0.187	0.205	0.196	-0.073	0.176	0.993	0.215	0.368	0.148
SE1-A	-0.097	-0.027	-0.220	-0.040	- 0.002	0.228	0.909	0.287	-0.074
SE2-A	-0.126	-0.005	-0.164	-0.020	- 0.099	0.214	0.920	0.188	-0.152
SE3-A	-0.151	-0.044	-0.174	-0.040	- 0.084	0.124	0.909	0.174	-0.196

	BT	EC	EV	IN	PI	SC	SE	SV	UN
SE4-A	-0.108	-0.099	-0.219	-0.022	- 0.089	0.117	0.937	0.144	-0.172
SV1-A	0.301	0.208	0.086	-0.115	0.226	0.116	0.273	0.657	0.126
SV2-A	0.340	0.161	0.136	-0.210	0.302	0.330	0.160	0.868	0.340
SV3-A	0.136	0.024	-0.032	-0.234	0.236	0.302	0.196	0.773	0.060
SV4-A	0.274	0.172	0.228	-0.182	0.142	0.354	0.086	0.790	0.185
UN1-A	0.321	0.309	0.286	0.052	0.205	0.128	- 0.130	0.271	0.924
UN2-A	0.388	0.279	0.305	0.074	0.201	0.127	- 0.226	0.171	0.905
UN3-A	0.366	0.267	0.283	-0.016	0.221	0.175	- 0.110	0.276	0.960
UN4-A	0.357	0.350	0.247	0.093	0.243	0.118	- 0.116	0.208	0.943

Table 4.4 Cross Loadings on RLE

	BT	EC	EV	IN	PI	SC	SE	SV	UN
BT1-B	0.575	0.193	0.290	0.089	0.301	0.197	- 0.025	0.163	0.039
BT2-B	0.837	0.309	0.241	0.139	0.347	0.135	- 0.022	0.262	0.016
BT3-B	0.857	0.455	0.456	0.363	0.507	0.429	0.003	0.374	0.285
BT4-B	0.828	0.514	0.469	0.287	0.436	0.075	0.031	0.222	0.326
EC1-B	0.422	0.897	0.430	0.271	0.465	0.198	0.267	-0.026	0.151
EC2-B	0.371	0.879	0.597	0.324	0.464	0.287	0.267	0.114	0.260
EC3-B	0.528	0.901	0.576	0.421	0.483	0.317	0.145	0.196	0.208
EV1-B	0.329	0.410	0.769	0.460	0.371	0.322	0.102	0.171	0.292
EV2-B	0.377	0.448	0.867	0.489	0.504	0.103	0.271	0.147	0.407
EV3-B	0.352	0.587	0.899	0.442	0.455	0.271	0.402	0.090	0.371

	BT	EC	EV	IN	PI	SC	SE	SV	UN
EV4-B	0.541	0.554	0.815	0.365	0.541	0.300	0.218	0.103	0.469
IN1-B	0.294	0.286	0.439	0.818	0.326	0.289	0.030	0.306	0.440
IN2-B	0.335	0.309	0.439	0.830	0.297	0.064	0.036	0.257	0.186
IN3-B	0.163	0.316	0.414	0.862	0.184	0.270	0.156	0.292	0.287
IN4-B	0.255	0.392	0.468	0.879	0.318	0.232	0.146	0.078	0.418
PI1-B	0.346	0.420	0.443	0.217	0.791	0.213	0.126	0.319	0.376
PI2-B	0.510	0.466	0.519	0.248	0.873	0.179	0.025	0.275	0.271
PI3-B	0.414	0.450	0.489	0.355	0.916	0.214	- 0.001	0.361	0.295
PI4.2	0.534	0.496	0.507	0.327	0.891	0.256	0.095	0.289	0.424
SC1-B	0.240	0.228	0.260	0.151	0.281	0.925	- 0.001	0.368	0.239
SC2-B	0.270	0.316	0.315	0.305	0.210	0.967	0.047	0.413	0.254
SC3-B	0.288	0.313	0.264	0.253	0.227	0.968	0.005	0.469	0.113
SE1-B	-0.058	0.126	0.070	0.068	0.018	-0.004	0.747	-0.260	0.080
SE2-B	0.011	0.242	0.323	0.188	0.011	0.048	0.886	-0.210	0.156
SE3-B	-0.109	0.198	0.271	0.056	0.038	-0.060	0.849	-0.167	- 0.057
SE4-B	0.162	0.209	0.240	-0.002	0.170	0.071	0.719	-0.085	0.093
SV1-B	0.227	0.084	0.182	0.080	0.305	0.318	- 0.040	0.651	0.165
SV2-B	0.330	0.031	0.073	0.319	0.361	0.307	- 0.216	0.813	0.024
SV3-B	0.088	0.105	0.009	0.188	- 0.044	0.188	- 0.062	0.554	- 0.090
SV4-B	0.233	0.135	0.134	0.173	0.227	0.402	- 0.234	0.790	0.115
UN1-B	0.130	0.146	0.408	0.298	0.303	0.102	0.084	-0.035	0.846
UN2-B	0.272	0.234	0.446	0.434	0.361	0.172	0.060	0.155	0.923
UN3-B	0.303	0.282	0.458	0.365	0.372	0.276	0.105	0.146	0.905
UN4-B	0.126	0.120	0.318	0.268	0.360	0.167	0.053	0.041	0.893

According to the table 4.3 and 4.4 shows that the value of loading on RLE and OLE to other constructs is lower than that of the construct itself (cross loading), for example, the value of loading BT1 to BT4 on the BT construct is greater than that of the other constructs, and this is also applies to other loading values.

#### 4.1.3.2. Internal Consistency Reliability

Composite reliability and cronbach's alpha are used to determine the instrument's reliability on a variable. For the Cronbach alpha analysis, it must have a value greater than 0.6 in order for the variables from this study to be considered reliable (Bulletin, 2013). The result can be seen through the composite reliability value with a preferred minimum score of 0.7, so that all latent variables can be deemed reliable (Bulletin, 2013). The composite reliability and Cronbach alpha values for each variable from two different structure (OLE and RLE) are represented in the table below:

Table 4.5 Composite Reliability dan Cronbach Alpha

Variabel	OLE		RLE	
	Composite Reliability	Cronbach's Alpha	Composite Reliability	Cronbach's Alpha
BT	0.837	0.744	0.785	0.861
EC	0.937	0.899	0.872	0.921
EV	0.860	0.782	0.859	0.904
IN	0.888	0.843	0.869	0.911
PI	0.926	0.893	0.891	0.925
SC	0.990	0.984	0.950	0.968
SE	0.956	0.939	0.817	0.878
SV	0.857	0.777	0.681	0.799
UN	0.964	0.950	0.915	0.940

According to the Table 4.5 it is shown that all variables have a composite value above 0.70 and Cronbach's Alpha value above 0.60 so it can be concluded that all research variables have high consistency reliability.

### 4.1.3.3. Construct Validity Test

#### a. Convergent Validity

The next check of convergent validity is by looking at the Average Variance Extracted (AVE) output. The construct has good convergent validity if the AVE value exceeds 0.50. The results of the AVE value are shown in the table below:

Table 4.6 AVE Value

Variabel	Average Variance Extracted (AVE)		Keterangan
	OLE	RLE	
BT	0.568	0.613	Valid
EC	0.833	0.796	Valid
EV	0.607	0.704	Valid
IN	0.670	0.719	Valid
PI	0.757	0.755	Valid
SC	0.969	0.909	Valid
SE	0.844	0.645	Valid
SV	0.602	0.504	Valid
UN	0.871	0.796	Valid

The AVE value of all research variables exceeds the value of 5% or 0.50. This means that it can be concluded that BT, EC, EV, IN, PI, SC, SE, SV and UN have a good convergent validity value.

#### b. Discriminant Validity

Validity is evaluated using both convergent and discriminant validity. Either the square root of the AVE or the Fornell-Larcker criterion can be used to evaluate discriminant validity. The square root of AVE must be larger than the correlation between latent variables in order to pass the discriminant validity test (Bulletin, 2013). For the square root values of the AVE or the Fornell-Larcker Criteria, see the diagonals displayed in bold in the following table.

Table 4.7 Discriminant Validity Test of OLE

	BT	EC	EV	IN	PI	SC	SE	SV	UN
BT	<b>0.753</b>								
EC	0.630	<b>0.912</b>							
EV	0.544	0.594	<b>0.779</b>						
IN	0.175	0.268	0.275	<b>0.819</b>					
PI	0.382	0.352	0.042	-0.061	<b>0.870</b>				
SC	0.179	0.215	0.221	-0.071	0.165	<b>0.984</b>			
SE	-0.129	-0.047	-0.215	-0.034	-0.068	0.191	<b>0.919</b>		
SV	0.347	0.185	0.141	-0.240	0.298	0.360	0.224	<b>0.776</b>	
UN	0.383	0.323	0.300	0.054	0.233	0.147	-0.154	0.250	<b>0.933</b>

Based on table 4.7, the square root of the AVE score for OLE is greater than all the row and column correlation scores of latent variables, meaning that all variables are declared as variables that have good discriminant validity.

Table 4.8 Discriminant Validity Test of RLE

	BT	EC	EV	IN	PI	SC	SE	SV	UN
BT	<b>0.783</b>								
EC	0.498	<b>0,892</b>							
EV	0.485	0,602	<b>0.839</b>						
IN	0.309	0,384	0.519	<b>0.848</b>					
PI	0.524	0,528	0.565	0.332	<b>0.869</b>				
SC	0.280	0,303	0.294	0.253	0.248	<b>0.954</b>			
SE	0.002	0,249	0.302	0.108	0.069	0.019	<b>0.803</b>		
SV	0.338	0,112	0.149	0.276	0.357	0.440	- 0.219	<b>0.710</b>	
UN	0.248	0,232	0.466	0.393	0.392	0.208	0.087	0.098	<b>0.892</b>

Based on table 4.8, the square root of the AVE score for RLE is greater than all the row and column correlation scores of latent variables, meaning that all variables are declared as variables with good discriminant validity.

#### 4.1.3.4. Collinearity Test

The assumption or requirement in the inner least square partial model analysis is that there is no multicollinearity problem, namely the existence of a strong intercorrelation between latent variables (multicollinearity). Multicollinearity is a phenomenon where two or more independent variables or exogenous constructs are highly correlated, causing poor predictive ability of the model. VIF values of 5 or above indicate collinearity issues among the predictor constructs.

However, collinearity issues can also occur at lower VIF values of 3 (Becker et al., 2015). Ideally, the VIF values should be close to 1 and lower. The following is the resulting VIF value:

Table 4.9 VIF Analysis Result of OLE

	BT	EC	EV	IN	PI	SC	SE	SV	UN
BT					1.974				
EC	1.570				1.950				
EV	1.547				1.672				
IN		1.009	1.009					1.009	
PI									
SC		1.080	1.080					1.080	
SE		1.076	1.076					1.076	
SV	1.037				1.142				
UN		1.064	1.064					1.064	

Table 4.10 VIF Analysis Result of RLE

	BT	EC	EV	IN	PI	SC	SE	SV	UN
BT					1.588				
EC	1.568				1.725				
EV	1.584				1.688				
IN		1.235	1.235					1.235	
PI									
SC		1.085	1.085					1.085	
SE		1.015	1.015					1.015	

SV	1.024				1.135				
UN		1.203	1.203					1.203	

The Table 4.9 and Table 4.10 shows that the VIF value is  $< 3$  which means there is no strong correlation between the research variables or it is said that there is no multicollinearity

#### 4.1.3.5. Structural Path Significance

After completing the preceding steps, the researcher does bootstrapping. Bootstrapping is an inner and outer model significance test used to determine the connection between the null and alternative hypotheses (Bulletin, 2013). This approach provides T-values for assessing the significance of structural path, which is the hypothesis in this instance. The bootstrapping result might therefore assist the researcher in determining whether or not to accept the hypothesis.

The model of this study divided into two structure path which are OLE and RLE, those two has same model consists of four latent variables and 34 indicators: Characteristics of Limited-Edition Shoes consists of four factor; scarcity three indicator, uniqueness consist of four indicator, self-expression consist of four indicator, investment consist of four indicator; perceived value consists of three factor; social value consist of four indicator, economical value consist of four indicator, emotional value consist of four indicator; brand trust consist of four indicator; purchase intention consist of four indicator.

Several measures, including the Path coefficient, the coefficient of determination ( $R^2$ ), and the cross verified redundancy ( $Q^2$ ), are utilized to evaluate the model's quality. In order for the route coefficient to be statistically significant, the T statistic must be more than 1.96. The bootstrapping result is shown on Figure 4.16 below.

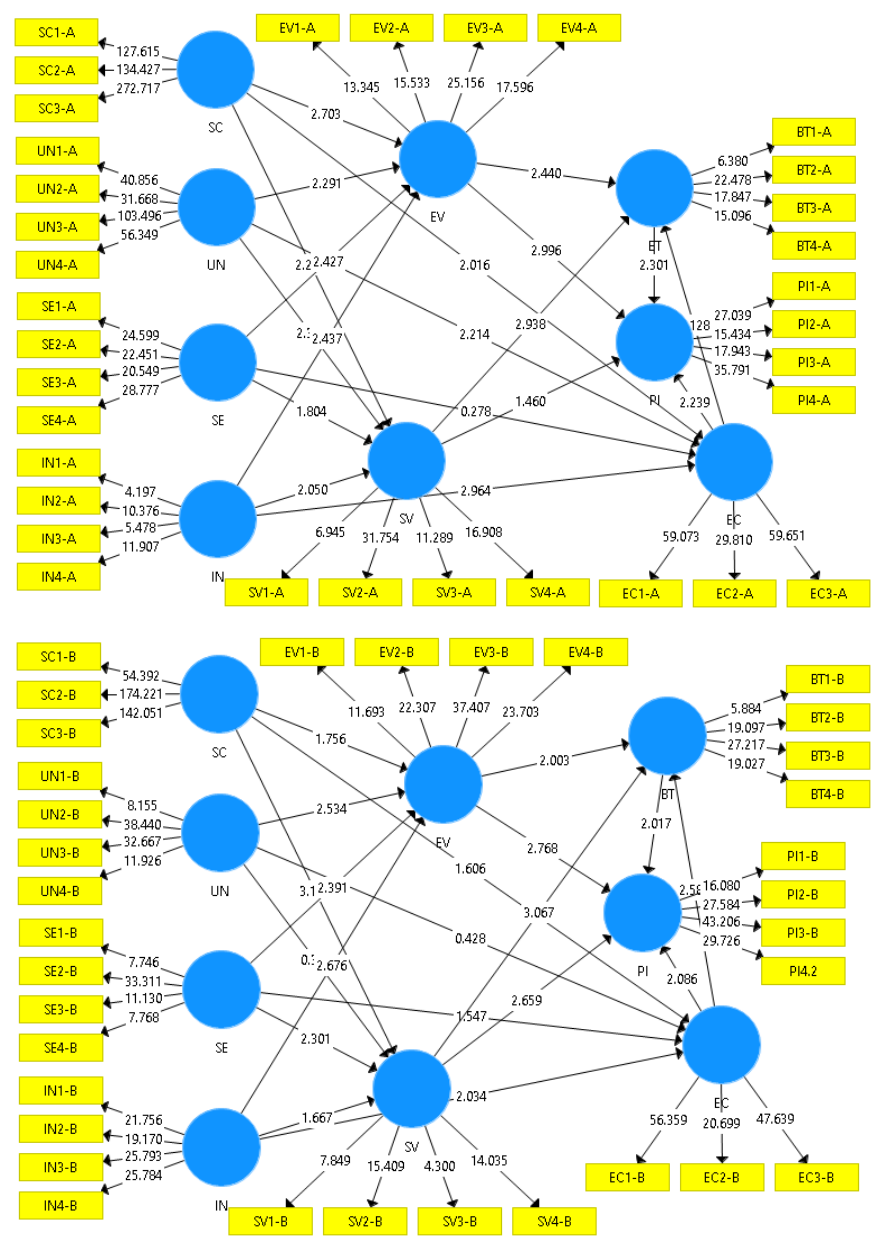


Figure 4.15 Structural Path Significance of RLE

Table 4.11

Structural Path	R2		Q2	
	OLE	RLE	OLE	RLE
Brand Trust → Purchase Intention	0.270	0.469	0.178	0.207
Economical Value → Purchase Intention				
Emotional Value → Purchase Intention				
Social Value → Purchase Intention				
Economical Value → Brand Trust	0.493	0.370	0.256	0.147

Emotional Value → Brand Trust				
Social Value → Brand Trust				
Investment → Economical Value	0.204	0.240	0.153	0.282
Scarcity → Economical Value				
Self Expression → Economical Value				
Uniqueness → Economical Value				
Investment → Emotional Value	0.242	0.424	0.119	0.336
Uniqueness → Emotional Value				
Scarcity → Emotional Value				
Self Expression → Emotional Value				
Self Expression → Social Value	0.260	0.285	0.133	0.121
Investment → Social Value				
Scarcity → Social Value				
Uniqueness → Social Value				

**a. Coefficient of Determination (R<sup>2</sup>)**

R<sup>2</sup>, also known as the coefficient of multiple determination, measures the amount of variation in the dependent variable that can be explained by changes in the independent variables (Schroeder et al., 1990). In analyzing the structural model using PLS structural, the predictive capacity of the structural model may be measured by calculating the R-Square value for each endogenous latent variable. 0.75 is an excellent R<sup>2</sup> value for marketing research, whereas 0.50 is average and 0.25 is low (Bulletin, 2013).

According to the Table, these are the explanation of R<sup>2</sup>:

1. the value of Economic Value, Emotional Value, and Social Value on Brand Trust in OLE is greater than RLE, where in OLE it is 49.3% while in RLE it is 37%.
2. The influence value of Economic Value, Emotional Value, and Social Value on Purchase Intention in RLE is greater than OLE, where in OLE it is 27% while in RLE it is 46.9%.
3. The influence value of Scarcity, Uniqueness, Self-Expression and Investment on Economic Value in RLE is greater than OLE, where in OLE it is 20.4% while in RLE it is 24%.

4. The influence value of Scarcity, Uniqueness, Self-Expression and Investment on Emotional Value in RLE is greater than OLE, where in OLE it is 24.2% while in RLE it is 42.2%.
5. The influence value of Scarcity, Uniqueness, Self-Expression and Investment on Social Value in RLE is greater than OLE, where in OLE it is 26% while in RLE it is 28.5%.

**b. Cross-Validated Redundancy/Stone-Geisser Test (Q2)**

Q-Square is based on the blindfolding test, which eliminates individual data points, assigns the removed points to the mean, and predicts the model parameters (Yahaya et al., 2019). A Q2 value more than 0 shows that the model is helpful for predicting the variable in question, while a Q2 value less than 0 suggests that the observation value is insufficient (Sarstedt & Cheah, 2019). Run the blindfold test and analyze the redundancy of the models using the SmartPLS program to answer question 2. If Q-square is larger than zero, the model has predictive significance; if Q-square equals zero, the model lacks predictive relevance.

Based on the data presented in table 4.13, it can be seen that the Q square values in the dependent (endogenous) variables are all more than zero. By looking at these values, it can be concluded that this study has a fairly good/good enough observation value because all the variables have predictive relevance values.

**c. Goodness of Fit (GoF)**

The subsequent step is to calculate Goodness of Fit (GoF). According to Hair et al., (2012), GoF is a statistic that accounts for both effect size and convergent validity. Multiplying the square root of the average value of R2 and the average value of Q2 yields the GoF result (Bulletin, 2013). The outcome of GoFs will range between 0 and 1 (Sarstedt & Cheah, 2019).

Table 4.12 Goodness of Fit Result

Variabel	OLE		RLE	
	R2	Q2	OLE	R2

PI	0.270	0.178	PI	0.270
BT	0.493	0.256	BT	0.493
EC	0.204	0.153	EC	0.204
EV	0.242	0.119	EV	0.242
SV	0.260	0.133	SV	0.260
GoF	0.142		0.149	

The Table 4.12 shows that the GoF value is 0.142 in OLE and 0.149 in RLE, which means that both OLE and RLE model is able to explain empirical data since the GoF is above 0.1.

#### 4.1.3.6. Hypothesis Testing

In this part, the researcher will demonstrate the PLS calculation to explain the hypothesis testing result, as well as the importance indicated by P-values and the path coefficient. Table 4.19 displays the outcomes of the hypothesis testing:

Table 4.13 Hypothesis Result

Structural Path	Path Coefficient		T-Statistics		P – Values	
	OLE	RLE	OLE	RLE	OLE	RLE
Brand Trust → Purchase Intention	0,292	0,189	2,301	2,017	0.023	0.046
Economical Value → Purchase Intention	0,338	0,226	2,239	2,086	0.027	0.039
Emotional Value → Purchase Intention	0,172	0,304	0,683	2,768	0.495	0.007
Social Value → Purchase Intention	0,182	0,222	0,460	2,659	0.047	0.009
Economical Value → Brand Trust	0,439	0,314	4,128	2,581	0.000	0.011
Emotional Value → Brand Trust	0,251	0,257	2,440	2,003	0.016	0.048
Social Value → Brand Trust	0,231	0,265	2,938	3,067	0.004	0.003
Investment → Economical Value	0,266	0,285	2,964	2,034	0.004	0.045

Scarcity → Economical Value	0,200	0,215	2,016	1,606	0.046	0.112
Self Expression → Economical Value	-0,034	0,209	0,278	1,547	0.781	0.125
Uniqueness → Economical Value	0,274	0,057	2,214	0,428	0.029	0.670
Investment → Emotional Value	0,273	0,347	2,437	2,676	0.017	0.009
Uniqueness → Emotional Value	0,214	0,279	2,291	2,534	0.024	0.013
Scarcity → Emotional Value	0,251	0,144	2,703	1,756	0.008	0.082
Self Expression → Emotional Value	-0,220	0,238	0,837	2,391	0.171	0.009
Self Expression → Social Value	0,205	-0,246	1,804	2,301	0.124	0.023
Investment → Social Value	-0,228	0,221	2,050	1,667	0.043	0.099
Scarcity → Social Value	0,268	0,399	2,247	3,189	0.027	0.002
Uniqueness → Social Value	0,254	-0,050	2,336	0,389	0.021	0.698

### 1. Scarcity

The table 4.13 shows that the OLE Scarcity has a significant positive effect on Economic Value, Emotional Value and Social Value, this is seen from the significance level of less than 5%, namely 0.046 in Economic Value; 0.008 on Emotional Value and 0.027 on Social Value. This significant positive effect indicates that the higher the Scarcity in OLE, the higher the Economic Value, Emotional Value and Social Value.

While in RLE, Scarcity only has a significant positive effect on Social Value, seen from the significant level produced less than 5%, which is 0.002. Scarcity has no significant effect on Economic Value and Emotional Value, seen from the significant level generated more than 5%, namely 0.112 on Economic Value and 0.082 on Emotional Value.

Thus it can be concluded that Scarcity has a significant positive effect on Economic Value, Emotional Value and Social Value on OLE, Scarcity has a significant positive effect on Social Value on RLE, Scarcity has no significant effect on Economic Value and Emotional Value. So that the hypotheses in this study are:

H1A. Scarcity of OLE type on LES is significantly associated to emotional value, **proven true.**

H1B. Scarcity of RLE type on LES is significantly associated to emotional value, **not proven true.**

H2A. Scarcity of OLE type on LES is significantly associated to social value, **proven true.**

H2B. Scarcity of RLE type on LES is significantly associated to social value, **proven true.**

H3A. The scarcity of OLE type on LES is significantly associated to economical value, **proven true.**

H3B. Scarcity of RLE type on LES is significantly associated to economical value, **not proven true.**

## **2. Uniqueness**

The Table 4.13 shows that OLE Uniqueness has a significant positive effect on Economic Value, Emotional Value and Social Value, this is seen from the significance level of less than 5%, namely 0.029 on Economic Value; 0.024 on Emotional Value and 0.021 on Social Value. This significant positive effect indicates that the higher the Uniqueness in OLE, the higher the Economic Value, Emotional Value and Social Value.

While in RLE, Uniqueness only has a significant positive effect on Emotional Value, seen from the significant level produced less than 5%, which is 0.013. Uniqueness has no significant effect on Economic Value and Social Value, seen from the significant level generated more than 5%, namely 0.670 on Economic Value and 0.698 on Social Value.

Thus, it can be concluded that Uniqueness has a significant positive effect on Economic Value, Emotional Value and Social Value in OLE, Uniqueness has a significant positive effect on Emotional Value in RLE, Uniqueness has no significant effect on Economic Value and Social Value. So that the hypotheses in this study are:

H4A. Uniqueness of OLE type on LES is significantly associated to emotional value, **proven true.**

H4B. Uniqueness of RLE type on LES significantly associated to emotional value, **proven true.**

H5A. Uniqueness of OLE type on LES is significantly associated to social value, **proven true.**

H5B. Uniqueness of RLE type on LES significantly associated to social value, **not proven true.**

H6A. Uniqueness of OLE type on LES is significantly associated to economical value, proven to be true.

H6B. Uniqueness of RLE type on LES significantly associated to economical value, **not proven true.**

### ***3. Self-Expression***

The Table 4.13 shows that the OLE Self-Expression in Emotional Value, Economic Value and Social Value, Self-Expression has no significant effect, this can be seen from the significance level of more than 5%, namely 0.171 in Emotional Value, 0.781 in Economic Value and 0.124 in Social Value.

In RLE, Self-Expression only has a significant positive effect on Emotional Value, seen from the significant level produced less than 5%, which is 0.019. Self-Expression only has a significant negative effect on Social Value, seen from the significant level produced less than 5%, which is 0.023 and Self-Expression has no significant effect on Economic Value seen from the significant level generated more than 5%, which is 0.125.

Thus, it can be concluded that Self-Expression has no significant effect on Emotional Value, Social Value, and Economical Value in OLE. But in RLE Self-Expression has a significant effect to Emotional Value and Social Value but not on Economical Value. So that the hypotheses in this study are:

H7A. Self-expression of OLE type on LES is significantly associated to emotional value, **not proven true.**

H7B. Self-expression of RLE type on LES is significantly associated to emotional value, **proven to be true.**

H8A. Self-expression of OLE type on LES is significantly associated to social value, **not proven true.**

H8B. Self-expression of RLE type on LES is significantly associated to social value, **proven to be true.**

H9A. Self-expression of OLE type on LES is significantly associated to economical value, **not proven true.**

H9B. Self-expression of RLE type on LES significantly associated to economical value, **not proven true.**

#### **4. Investment**

The Table 4.13 shows that OLE Investment has a significant positive effect on Emotional Value and Economic Value, this can be seen from the significance level of less than 5%, namely 0.004 on Economic Value and 0.017 on Emotional Value. While Investment has a significant negative effect on Social Value, this can be seen from the significance level of less than 5%, which is 0.043 and the path coefficient is negative. This significant negative effect indicates that the higher the Investment in OLE, the lower the Social Value will be, and the significant positive effect means that the higher the Investment in OLE, the Emotional Value and Economic Value will increase.

In RLE, Investment has a significant positive effect on Emotional Value and Economic Value, this can be seen from the significance level of less than 5%, namely 0.045 on Economic Value and 0.009 on Emotional Value. While Investment has no significant effect on Social Value, this can be seen from the significance level of more than 5%, namely 0.099. A significant positive effect means that the higher the investment in OLE, the higher the Emotional Value and Economic Value.

Thus it can be concluded that Investment has a significant positive effect on Emotional Value and Economics, both in OLE and RLE. Investment has no

effect on Social Value in RLE while RLE Investment has a significant negative effect on Social Value. So that the hypotheses in this study are:

H10A. Investment of OLE type on LES is significantly associated to emotional value, **proven to be true.**

H10B. Investment of RLE type on LES is significantly associated to emotional value, **proven to be true.**

H11A. Investment of OLE type on LES is significantly associated to social value, **proven to be true.**

H11B. Investment of RLE type on LES is significantly associated to social value, **not proven true.**

H12A. Investment of OLE type on LES is significantly associated to economical value, **proven true.**

H12B. Investment of RLE type on LES is significantly associated to economical value, **proven true.**

### **5. Emotional Value**

The Table 4.13 shows that Emotional Value has a significant positive effect on Brand Trust both in OLE and RLE, this is seen from the significant level produced less than 5%, namely 0.016 in OLE and 0.048 in RLE. Emotional Value also has a significant positive effect on Purchase Intention in RLE, this can be seen from the significant level produced less than 5%, 0.007, but for the OLE since the P-Value is more than 5% which is 0,495 so its hypothesis is rejected. Thus, it is concluded that Emotional Value has a significant positive effect on Brand Trust and Purchase Intention for RLE, but for the OLE it is proven that emotional value has a significant positive effect on brand trust but rejected on purchase intention. So that the hypotheses in this study are:

H13A. Emotional Value of OLE type on LES significantly associated to brand trust, **proven true.**

H13B. Emotional Value of RLE type on LES significantly associated to brand trust, **proven true.**

H14A. Emotional Value of OLE type on LES significantly associated to purchase intention, **not proven true.**

H14B. Emotional Value of RLE type on LES significantly associated to purchase intention, **proven true**.

## 6. *Social Value*

The Table 4.13 shows that Social Value has a significant positive effect on Brand Trust both in OLE and RLE, this can be seen from the significant level produced less than 5%, namely 0.004 in OLE and 0.003 in RLE. Social Value also has a significant positive effect on Purchase Intention in RLE while OLE Social Value has no significant effect on Purchase Intention, this can be seen from the significant level produced less than 5%, namely 0.009 in RLE and 0.147 in OLE. So that the hypotheses in this study are:

H15A. Social Value of OLE type on LES is significantly associated to brand trust, **proven to be true**.

H15B. Social Value of RLE type on LES is significantly associated to brand trust, **proven to be true**.

H16A. Social Value of OLE type on LES is significantly associated to purchase intention, **not proven true**.

H16B. Social Value of RLE type on LES significantly associated to purchase intention, **proven true**.

## 7. *Economical Value*

The Table 4.13 shows that Economical Value has a significant positive effect on Brand Trust in both OLE and RLE, this can be seen from the significant level produced less than 5%, namely 0.000 in OLE and 0.011 in RLE. Economical Value also has a significant positive effect on Purchase Intention both in OLE and RLE, this can be seen from the significant level produced less than 5%, namely 0.004 in OLE and 0.011 in RLE. Thus, it is concluded that the Economical Value has a significant positive effect on Brand Trust and Purchase Intention, which means that the higher the Economical Value, the higher the Brand Trust and Purchase Intention. So that the hypotheses in this study are:

H17A. Economical Value of OLE type on LES is significantly associated to brand trust, **proven to be true**.

H17B. Economical Value of RLE type on LES significantly associated to brand trust, **proven to be true.**

H18A. Economical Value of OLE type on LES significantly associated to purchase intention, **proven to be true.**

H18B. Economical Value of RLE type on LES significantly associated to purchase intention, **proven to be true.**

### **8. Brand Trust toward Purchase Intention**

The Table 4.13 shows that Brand Trust has a significant positive effect on Purchase Intention in OLE and RLE, seen from the significant level produced less than 5%, namely 0.023 in OLE and 0.046 in RLE. Thus, the hypotheses of this study:

H19A. Brand trust of OLE type on LES significantly associated to Purchase Intention, **proven to be true.**

H19B. Brand trust of RLE type on LES significantly associated to Purchase Intention, **proven to be true.**

#### **4.1.3.7. F Square Effect Size**

F-Square was used to find changes in endogenous R-Square values. R-Square changes demonstrate whether exogenous constructions affect endogenous constructions. An  $f^2$  value over 0.35 indicates a large effect size, between 0.35 and 0.15 a medium effect size, between 0.15 and 0.02 a moderate or weak influence, and below 0.02 no significant effect (Yahaya et al., 2019). The outcome for  $f^2$  in this investigation is shown in Table 4.20.

Table 4.16 F-Square Effect Size of OLE

	BT	EC	EV	IN	PI	SC	SE	SV	UN
BT					0.059				
EC	0.242				0.080				
EV	0.080				0.096				
IN		0.088	0.098					0.069	
PI									
SC		0.047	0.077					0.090	
SE		0.001	0.060					0.053	

SV	0.102				0.040				
UN		0.089	0.057					0.082	

Table 4.17 F-Square Effect Size of RLE

	BT	EC	EV	IN	PI	SC	SE	SV	UN
BT					0.042				
EC	0.100				0.056				
EV	0.066				0.103				
IN		0.086	0.170					0.055	
PI									
SC		0.056	0.033					0.205	
SE		0.057	0.097					0.084	
SV	0.109				0.082				
UN		0.004	0.112					0.003	

From the f-square result on Table 4.18 above, it can be concluded that in OLE, self-expression to economical value have no substantial effect, while in RLE uniqueness to economical value and social value have no substantial effect too; Emotional value and social value to brand trust, , investment, scarcity, and uniqueness to economical value, investment, scarcity, self expression, and uniqueness to emotional value, brand trust, economical value, investment, and social value to purchase intention, investment, scarcity, self expression, and uniqueness to social value in OLE, have a small effect size, while in RLE the small effect also occurred in economical value, emotional value, social value to brand trust, investment, scarcity, self expression to economical value, investment, scarcity, self expression, and uniqueness to emotional value, brand rust, economical value, emotional value, and social value to purchase intention, investment, social value, and self expression to social value; and both of OLE and RLE have no particular large effect size in each of the endogenous variables value.

#### 4.1.3.8. Mediation Result

Mediation examines how a third variable affects two others (MacKinnon, 2010). Mediation analysis examines how well a phenomena may be

characterized by a mediator variable. Mediation analysis shows how the predictor indirectly affects the result through the mediator (Demming et al., 2017). According to Bozzolo & Brock, (1992) successful mediation requires complete and incomplete mediated results exist. Full mediation occurs when the independent variable's influence on the mediating variable is not statistically significant and the mediating variable's effect on the dependent variable is. Partial mediation requires both the independent variable's and mediating variable's effects to be statistically significant.

The Perceived Value variable which consists of Economic Value, Emotional Value, Social Value is a mediating variable for the characteristics of limited-edition shoes to purchase intention, as well as brand trust is a mediating variable for the relationship between perceived value to purchase intention, to find out whether it is proven to be a mediating variable, it can be seen in the table below:

a) OLE Mediating Test :

Table 4.18 Emotional Value As a Mediating Variable Toward Characteristic of Limited-Edition Shoes to Purchase Intention

	OLE	
	T Statistics ( O/STDEV )	P Values
Investment -> Purchase intention	0.623	0.534
Scarcity -> Purchase intention	1.128	0.260
Self-expression -> Purchase intention	0.511	0.610
Uniqueness -> Purchase intention	1.886	0.060

Step 1 Analysis

Table 4.18 above shows the result of the total effect of the independent variable (characteristics of limited-edition shoes) to the dependent variable (purchase intention). Since the all of the indicator has more than 0.05 P-value the T statistics is less than 1.96, it can be concluded that all the indicator from Characteristics of limited-edition shoes, which are investment, scarcity, self-expression and uniqueness shows no significant effect to dependent variable.

After conducting this test to analyse the mediation effect, it is proven that in step one alone, it shows that **investment, scarcity, self-expression and uniqueness has no significant effect to the dependent variable which are the purchase intention**. So it is concluded that in OLE, emotional value is not a mediating variable between the characteristics of limited edition shoes to purchase intention.

Table 4.19 *Social Value As a Mediating Variable Toward Characteristic of Limited-Edition Shoes to Purchase Intention*

Hypothesis	OLE	
	T Statistics ( O/STDEV )	P Values
Investment -> Purchase intention	0.713	0.534
Scarcity -> Purchase intention	1.138	0.260
Self-expression -> Purchase intention	0.551	0.610
Uniqueness -> Purchase intention	1.886	0.060

Step 1 Analysis

Table 4.19 above shows the result of the total effect of the independent variable (characteristics of limited-edition shoes) to the dependent variable (purchase intention). Since the all of the indicator has more than 0.05 P-value the T statistics is less than 1.96, it can be concluded that all the indicator from Characteristics of limited-edition shoes, which are investment, scarcity, self-expression and uniqueness shows no significant effect to purchase intention.

After conducting this test to analyse the mediation effect, it is proven that in step one, it shows **that investment, scarcity, self-expression and uniqueness has no significant effect to the dependent variable which are the purchase intention**. So it is concluded that in OLE, Social value is not a mediating variable between the characteristics of limited edition shoes to purchase intention.

Table 4.20 *Economical Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase Intention*

Hypothesis	OLE	
	T Statistics ( O/STDEV )	P Values
Investment -> Purchase intention	0.623	0.534
Scarcity -> Purchase intention	1.128	0.260
Self-expression -> Purchase intention	0.511	0.610
Uniqueness -> Purchase intention	1.886	0.060

Step 1 Analysis

Table 4.20 above shows the result of the total effect of the independent variable (characteristics of limited-edition shoes) to the dependent variable (purchase intention). Since the all of the indicator has more than 0.05 P-value the T statistics is less than 1.96, it can be concluded that all the indicator from Characteristics of limited-edition shoes, which are **investment, scarcity, self-expression and uniqueness shows no significant effect to purchase intention.**

After conducting this test to analyse the mediation effect, it is proven that in step one, It has already shows that investment, scarcity, self-expression and uniqueness has no significant effect to the dependent variable which are the purchase intention. So it is concluded that in OLE, Economical value is not a mediating variable between the characteristics of limited edition shoes to purchase intention.

Table 4.21 Emotional Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust

Hypothesis	OLE	
	T Statistics ( O/STDEV )	P Values
Investment -> Brand Trust	1.386	0.166
Scarcity -> Brand Trust	1.557	0.120
Self-expression -> Brand Trust	1.095	0.274
Uniqueness -> Brand Trust	3.209	0.001

Step 1 Analysis

Table 4.21 above shows the result of the total effect of the independent variable characteristics of limited edition-shoes (investment, scarcity, self-expression, and uniqueness) to the dependent variable (Brand Trust). According to the table 4.19, it is stated that investment, scarcity, and self-expression of brand trust produce a P-value is more than 0.05 and the T statistics is less than 1.96, which means that these three indicators have no direct significant effect on brand trust. But there is a **positive significant effect from uniqueness to brand trust**, so it can be concluded that uniqueness needs to be further validated in the next stage.

Table 4.22 Emotional Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust

Hypothesis	OLE	
	T Statistics ( O/STDEV )	P Values
Uniqueness -> Emotional value	3.234	0.001

Step 2 Analysis

Table 4.22 above shows the result of the total effect of the independent variable (uniqueness) to the mediating variable (emotional value). Since all the indicator P-value's is less than 0.05 and the T statistics is more than 1.96, it can be concluded that **uniqueness shows significant effect to all the indicator of perceived value which are economical value, emotional value, social value**. With this, the second requirement is fulfilled.

Table 4.23 Emotional Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust

Hypothesis	OLE	
	T Statistics ( O/STDEV )	P Values
Emotional Value -> Brand Trust	1.980	0.048
Uniqueness-> Emotional Value	3.040	0.008

Step 3 Analysis

Table 4.23 above shows the total effect of independent variable (uniqueness) and the mediating variable (emotional value) on the dependent variable (brand trust). Since all of the P-value is less than 0.05 and the T statistics is

more than 1.96, it can be concluded that **uniqueness shows significant effect to emotional value and emotional value shows significant effect to brand trust.**

With this, the third requirement is fulfilled. After conducting the three tests to analyse the mediation effect, it shows that perceived value has a partial mediation effect where the independent variable (uniqueness) has a significant effect to the mediating variable which is emotional value and so does the mediating variable emotional value to the dependent variable (brand trust).

Table 4.24 Social Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust

Hypothesis	OLE	
	T Statistics ( O/STDEV )	P Values
Investment -> Brand Trust	1.386	0.166
Scarcity -> Brand Trust	1.557	0.120
Self-expression -> Brand Trust	1.095	0.274
Uniqueness -> Brand Trust	3.209	0.001

Step 1 Analysis

Table 4.24 above shows the result of the total effect of the independent variable Characteristics of Limited Edition Shoes (investment, scarcity, self-expression, and uniqueness) to the dependent variable (Brand Trust). According to the table 4.19, it is stated that investment, scarcity, and self-expression of brand trusts result in P-value is more than 0.05 and the T statistics is less than 1.96, which means that the three indicators are proven to have no direct significant effect on brand trust. But there is a **positive relationship or correlation from uniqueness to brand trust**, so it can be concluded that uniqueness needs to be further validated in the next stage.

Table 4.25 Social Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust

Hypothesis	OLE	
	T Statistics ( O/STDEV )	P Values
Uniqueness -> Social Value	2.297	0.004

## Step 2 Analysis

Table 4.25 above shows the result of the total effect of the independent variable (uniqueness) to the mediating variable (social value). Since all the indicator P-value's is less than 0.05 and the T statistics is more than 1.96, it can be concluded that **uniqueness shows significant effect to social value**. With this, the second requirement is fulfilled.

Table 4.26 Social Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust

Hypothesis	OLE	
	T Statistics ( O/STDEV )	P Values
Social Value -> Brand Trust	2.539	0.011
Uniqueness-> Social Value	2.643	0.008

## Step 3 Analysis

Table 4.26 above shows the total effect of independent variable (uniqueness) and the mediating variable (social value) on the dependent variable (brand trust). Since all of the P-value is less than 0.05 and the T statistics is more than 1.96, it can be concluded that **uniqueness shows significant effect to social value and social value shows significant effect to brand trust**. With this, the third requirement is fulfilled.

After conducting the three tests to analyze the mediation effect, it shows that perceived value has a partial mediation effect where the independent variable (uniqueness) has a significant effect to the mediating variable (social value) and so does the mediating variable (social value) to the dependent variable (brand trust).

Table 4.27 Economical Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand

Hypothesis	OLE	
	T Statistics ( O/STDEV )	P Values
Investment -> Brand Trust	1.386	0.166
Scarcity -> Brand Trust	1.557	0.120
Self-expression -> Brand Trust	1.095	0.274
Uniqueness -> Brand Trust	3.209	0.001

Step 1 Analysis

Table 4.27 above shows the result of the total effect of the independent variable characteristics of limited-edition shoes (investment, scarcity, self-expression, and uniqueness) to the dependent variable (Brand Trust). According to the table 4.19, it is stated that investment, scarcity, and self-expression of brand trusts result in P-value is more than 0.05 and the T statistics is less than 1.96, which means that the three indicators are proven to have no direct significant effect on brand trust. But there is a **positive relationship or correlation from uniqueness to brand trust**, so it can be concluded that uniqueness needs to be further validated in the next stage.

Table 4.28 Economical Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand

Hypothesis	OLE	
	T Statistics ( O/STDEV )	P Values
Uniqueness -> Economical Value	3.064	0.002

Step 2 Analysis

Table 4.28 above shows the result of the total effect of the independent variable (uniqueness) to the mediating variable (economical value). Since all the indicator P-value's is less than 0.05 and the T statistics is more than 1.96, it can be concluded that **uniqueness shows significant effect economical value**. With this, the second requirement is fulfilled.

Table 4.29 Economical Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand

Hypothesis	OLE	
	T Statistics	P
	( O/STDEV )	Values
Economical Value -> Brand Trust	3.909	0.000
Uniqueness -> Economical Value	2.787	0.006

Step 3 Analysis

Table 4.29 above shows the total effect of independent variable (uniqueness) and the mediating variable (economical value) on the dependent variable (brand trust). Since all of the P-value is less than 0.05 and the T statistics is more than 1.96, it can be concluded that **uniqueness shows significant effect to economical value economical value also show significant effect to purchase intention.** With this, the third requirement is fulfilled.

After conducting the three tests to analyse the mediation effect, it shows that economical value has a partial mediation effect where the independent variable (uniqueness) has a significant effect to the mediating variable economical value and so does the mediating variable (economical value) to the dependent variable (brand trust). So according to this result, economic value has a partial mediation towards uniqueness to brand trust.

Table 4.30 Brand Trust As a Mediating Variable Toward Perceived Value to Purchase Intention

Hypothesis	OLE	
	T Statistics	P
	( O/STDEV )	Values
Economical Value -> Purchase Intention	2.350	0.019
Emotional Value -> Purchase Intention	0.071	0.943
Social Value -> Purchase Intention	2.528	0.012

Step 1

Table 4.30 above shows the result of the total effect of the independent variable perceived value (economical value, emotional value, and social value) to the dependent variable (purchase intention). For economical value and social value to purchase intention, the P-value is less than 0.05 and the T

statistics is more than 1.96. Meanwhile, for emotional value to purchase intention, the P-values are all more than 0.05 and the T statistics are all less than 1.96. Therefore, it can be concluded that **economical value and social value shows significant effect to purchase intention, while emotional value shows insignificant effect to purchase intention.** With this, the first requirement is fulfilled, and emotional value to purchase intention do not need to be continued to the next step.

Table 4.31 Brand Trust As a Mediating Variable Toward Perceived Value to Purchase Intention

Hypothesis	OLE	
	T Statistics ( O/STDEV )	P Values
Economical Value -> Brand Trust	8.856	0.000
Social Value -> Brand Trust	2.953	0.003

Step 2

Table 4.31 above shows the result of the total effect of the independent variable perceived value (economical value and social value) to the mediating variable (brand trust). Since the P-value is less than 0.05 and the T statistics is more than 1.96, it can be concluded that **economical value and social value shows significant effect to brand trust.** With this, the second requirement is fulfilled

Table 4.32 Brand Trust As a Mediating Variable Toward Perceived Value to Purchase Intention

Hypothesis	OLE	
	T Statistics ( O/STDEV )	P Values
Brand Trust -> Purchase Intention	4.639	0.000
Economical Value -> Brand Trust	9.535	0.000
Social Value-> Brand Trust	3.102	0.002

Step 3

Table 4.32 above shows the total effect of independent variable perceived value (economical value and social value) and the mediating variable (brand trust) on the dependent variable (purchase intention). Since all of the P-value

is less than 0.05 and the T statistics is more than 1.96, it can be concluded that perceived value (**economical value and social value**) shows **significant effect to brand trust, and brand trust shows significant effect to purchase intention**. With this, the third requirement is fulfilled.

After conducting the three tests to analyse the mediation effect, it shows that brand trust has a partial mediation effect where the independent variable perceived value (economical value and social value) has a significant effect to the mediating variable (brand trust), and so does the mediating variable (brand trust) to the dependent variable (purchase intention).

**b) RLE Mediating Test.**

Table 4.33 Emotional Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase Intention

Hypothesis	RLE	
	T Statistics ( O/STDEV )	P Values
Investment -> Purchase intention	1.904	0.058
Scarcity -> Purchase intention	1.493	0.136
Self-expression -> Purchase intention	0.642	0.521
Uniqueness -> Purchase intention	2.493	0.013

Step 1 Analysis

Table 4.33 above shows the result of the total effect of the independent variable characteristics of limited-edition shoes (investment, scarcity, self-expression, and uniqueness) to the dependent variable (purchase intention). According to the table 4.19, it is stated that investment, scarcity, and self-expression of brand trust produce a P-value of more than 0.05 and the T statistics is less than 1.96, which means that the three indicators are proven to have no significant effect directly on brand trust, but there is a **positive relationship or correlation from uniqueness to purchase intention**, so it can be concluded that uniqueness needs to be further validated in the next stage.

Table 4.34 Emotional Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase Intention

Hypothesis	RLE	
	T Statistics ( O/STDEV )	P Values
Uniqueness-> Emotional Value	4.455	0.000

Step 2 Analysis

Table 4.34 above shows the result of the total effect of the independent variable perceived variable (uniqueness) to the emotional value as mediating variable. Since the P-value for the uniqueness is less than 0.05 and the T statistics is more than 1.96, it can be concluded that **uniqueness shows significant effect to emotional value**. With this, it can be concluded that the analysis needs to be further validated in the next stage.

Table 4.35 Emotional Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase Intention

Hypothesis	RLE	
	T Statistics ( O/STDEV )	P Values
Emotional Value -> Purchase Intention	5.100	0.000
Uniqueness-> Emotional Value	4.122	0.000

Step 3 Analysis

Table 4.35 above shows the total effect of independent variable (uniqueness) and the emotional value as mediating variable on the dependent variable (purchase intention). Since all of the P-value is less than 0.05 and the T statistics is more than 1.96, it can be concluded that **emotional value shows significant effect to purchase intention, and uniqueness shows significant effect to emotional value**.

With this, the third requirement is fulfilled. After conducting the three tests to analyse the mediation effect, it shows that perceived value has a partial mediation effect where the **independent variable (uniqueness) has a significant effect to the perceived value as mediating variable (emotional**

**value), and so does the mediating variable (emotional value) to the dependent variable (purchase intention).**

Table 4.36 Social Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase Intention

Hypothesis	RLE	
	T Statistics ( O/STDEV )	P Values
Investment -> Purchase intention	1.904	0.058
Scarcity -> Purchase intention	1.493	0.136
Self-expression -> Purchase intention	0.642	0.521
Uniqueness -> Purchase intention	2.493	0.013

Step 1 Analysis

Table 4.36 above shows the result of the total effect of the independent variable characteristics of limited-edition shoes (investment, scarcity, self-expression, and uniqueness) to the dependent variable (purchase intention). According to the table 4.19, it is stated that investment, scarcity, and self-expression of brand trust produce a P-value of more than 0.05 and the T statistics is less than 1.96, which means that the three indicators (**investment, scarcity, self-expression**) are proven to have no significant effect directly on brand trust, but there is a positive relationship or correlation from **uniqueness to purchase intention**, so it can be concluded that uniqueness needs to be further validated in the next stage.

Table 4.37 Social Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase Intention

Hypothesis	RLE	
	T Statistics ( O/STDEV )	P Values
Uniqueness -> Social Value	0.797	0.426

Step 2 Analysis

Table 4.37 above shows the result of the total effect of the independent variable (uniqueness) to the social value as mediating variable. Since the P-

value for the uniqueness is more than 0.05 and the T statistics is less than 1.96, it can be concluded that **uniqueness shows insignificant effect to social value**. With this, it can be concluded that the analysis do not need to get further step.

According to this two step of analysis on social value as mediating variable, it has been concluded that social value play a role not as mediation variable between characteristics of limited edition shoes and purchase intention, since it is failed to reach step 3 analysis, because the step 2 analysis was rejected.

Table 4.38 Economical Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase Intention

Hypothesis	RLE	
	T Statistics ( O/STDEV )	P Values
Investment -> Purchase intention	1.904	0.058
Scarcity -> Purchase intention	1.493	0.136
Self-expression -> Purchase intention	0.642	0.521
Uniqueness -> Purchase intention	2.493	0.013

Step 1 Analysis

Table 4.38 above shows the result of the total effect of the independent variable characteristics of limited-edition shoes (investment, scarcity, self-expression, and uniqueness) to the dependent variable (purchase intention). According to the table 4.19, it is stated that investment, scarcity, and self-expression of brand trust produce a P-value of more than 0.05 and the T statistics is less than 1.96, which means that the three **indicators (investment, scarcity, self-expression) are proven to have no significant effect directly on brand trust, but there is a positive relationship or correlation from uniqueness to purchase intention**, so it can be concluded that uniqueness needs to be further validated in the next stage.

Table 4.39 Economical Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Purchase

Hypothesis	RLE	
	T Statistics ( O/STDEV )	P Values
	Uniqueness -> Economical Value	1.529

## Step 2 Analysis

Table 4.39 above shows the result of the total effect of the independent variable (uniqueness) to the economical value as mediating variable. Since the P-value for the uniqueness is more than 0.05 and the T statistics is less than 1.96, it can be concluded that **uniqueness shows insignificant effect to economical value**. With this, it can be concluded that the analysis do not need to get further step.

According to this two step of analysis on social value as mediating variable, it has been concluded that social value play a role not as mediation variable between characteristics of limited edition shoes and purchase intention, since it is failed to reach step 3 analysis, because the step 2 analysis was rejected.

Table 4.40 Emotional Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust

Hypothesis	RLE	
	T Statistics ( O/STDEV )	P Values
Investment -> Brand Trust	1.886	0.124
Scarcity -> Brand Trust	1.416	0.157
Self-expression -> Brand Trust	0.969	0.333
Uniqueness -> Brand Trust	0.812	0.417

## Step 1 Analysis

Table 4.40 above shows the result of the total effect of the independent variable (characteristics of limited-edition shoes) to the dependent variable (brand trust). Since the all of the indicator has more than 0.05 P-value the T statistics is less than 1.96, it can be concluded that all the indicator from characteristics of limited-edition shoes, which are investment, scarcity, self-

expression and uniqueness shows significant effect to brand trust. Means that the independent variable itself do not need to be continued to the next step

After conducting this test to analyse the mediation effect, it is proven that **investment, scarcity, self-expression and uniqueness has no significant effect to the dependent variable which are the purchase intention**. So it is concluded that in RLE, emotional value is not a mediating variable for the characteristics of limited edition shoes to brand trust.

Table 4.41 Social Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand Trust

Hypothesis	RLE	
	T Statistics ( O/STDEV )	P Values
Investment -> Brand Trust	1.886	0.124
Scarcity -> Brand Trust	1.416	0.157
Self-expression -> Brand Trust	0.969	0.333
Uniqueness -> Brand Trust	0.812	0.417

#### Step 1 Analysis

Table 4.41 above shows the result of the total effect of the independent variable (characteristics of limited-edition shoes) to the dependent variable (brand trust). Since the all of the indicator has more than 0.05 P-value the T statistics is less than 1.96, it can be concluded that all the indicator from characteristics of limited-edition shoes, which are **investment, scarcity, self-expression and uniqueness shows no significant effect to brand trust**. Means that the independent variable itself do not need to be continued to the next step.

After conducting this test to analyse the mediation effect, it is proven that **investment, scarcity, self-expression and uniqueness has no significant effect to the dependent variable which are the purchase intention**. So it is concluded that in RLE, social value is not a mediating variable for the characteristics of limited edition shoes to brand trust.

Table 4.42 Economical Value As a Mediating Variable Toward Characteristic of Limited Edition Shoes to Brand

Trust

Hypothesis	RLE	
	T Statistics ( O/STDEV )	P Values
Investment -> Brand Trust	1.886	0.124
Scarcity -> Brand Trust	1.416	0.157
Self-expression -> Brand Trust	0.969	0.333
Uniqueness -> Brand Trust	0.812	0.417

Step 1 Analysis

Table 4.42 above shows the result of the total effect of the independent variable (characteristics of limited-edition shoes) to the dependent variable (brand trust). Since the all of the indicator has more than 0.05 P-value the T statistics is less than 1.96, it can be concluded that all the indicator from characteristics of limited-edition shoes, which are **investment, scarcity, self-expression and uniqueness shows no significant effect to brand trust**. Means that the independent variable itself do not need to be continued to the next step.

After conducting this test to analyse the mediation effect, it is proven that **investment, scarcity, self-expression and uniqueness has no significant effect to the dependent variable which are the purchase intention**. So it is concluded that in RLE, economical value is not a mediating variable for the characteristics of limited edition shoes to brand trust.

Table 4.43 Brand Trust As a Mediating Variable Toward Perceived Value to Purchase Intention

Hypothesis	OLE	
	T Statistics ( O/STDEV )	P Values
Economical Value -> Purchase Intention	2.639	0.009
Emotional Value -> Purchase Intention	2.458	0.014
Social Value -> Purchase Intention	3.424	0.001

Step 1

Table 4.43 above shows the result of the total effect of the independent variable perceived value (economical value, emotional value, social value) to the dependent variable (purchase intention). According to the table 4.19, it is stated that the economical value, emotional value, and social value on purchase intention result in a P-value less than 0.05 and the T statistics is more than 1.96, which means that the three indicators (**economical, emotional, social value**) are proven to have a **significant effect directly on brand trust**. Therefore, the analysis needs to be further validated to the next step.

Table 4.44 Brand Trust As a Mediating Variable Toward Perceived Value to Purchase Intention

Hypothesis	OLE	
	T Statistics ( O/STDEV )	P Values
Economical Value -> Purchase Intention	2.681	0.008
Emotional Value -> Purchase Intention	2.461	0.014
Social Value -> Purchase Intention	3.382	0.001

Step 2

Table 4.44 above shows the result of the total effect of the independent variable (economical value, emotional value, and social value) to the mediating variable (purchase intention). Since the P-value is less than 0.05 and the T statistics is more than 1.96, it can be concluded that the independent variable (**economical value, emotional value, social value**) shows **significant effect to mediating variable (brand trust)**. With this, the second requirement is fulfilled.

Table 4.45 Brand Trust As a Mediating Variable Toward Perceived Value to Purchase Intention

Hypothesis	OLE	
	T Statistics ( O/STDEV )	P Values
Brand Trust -> Purchase Intention	2.396	0.044
Economical Value -> Brand Trust	2.047	0.012
Emotional Value-> Brand Trust	2.157	0.031
Social Value -> Brand Trust	3.432	0.001

### Step 3

Table 4.32 above shows the total effect of independent variable (emotional value, economical value, social value) and the mediating variable (brand trust) on the dependent variable (purchase intention). Since all of the P-value is less than 0.05 and the T statistics is more than 1.96, it can be concluded that **economical value, social value, and emotional value shows significant effect to purchase intention, and brand trust shows significant effect to purchase intention.**

With this, the third requirement is fulfilled. After conducting the three tests to analyze the mediation effect, it shows that brand trust has a partial mediation effect where the independent variable (economical value, emotional value, social value) has a significant effect to the mediating variable (brand trust), and so does the mediating variable (brand trust) to the dependent variable (purchase intention).

#### 4.1.4. Comparative Analysis

To determine the difference in the mean of each research variable on OLE and RLE, before conducting the ANOVA analysis, it is need to do a normality test, normality test is intended to test whether the residual value that has been standardized in the regression model is normally distributed.

This test uses the Kolmogorov-SmirnovZ model with significant conditions  $> \alpha = 0.05$ . If the data is classified as normal, then the next step is to use one-way ANOVA as a different test, but if the data is classified as abnormal, then the Mann-Whitey test is applied instead of the difference t-test from one-way ANOVA. The table below is the result of the normality test

Table 4.46 Normality Test

Variabel	Kolmogorov-Smirnov	
	Z	Significant Level
SC	3.915	0.000
UN	2.423	0.000
SE	1.506	0.021
IN	3.578	0.000

Variabel	Kolmogorov-Smirnov	
	Z	Significant Level
EV	1.372	0.046
SV	1.371	0.047
EC	2.351	0.000
BT	2.461	0.000
PI	2.377	0.000

Based on the tabulation of respondents' answers, which processed the normality of the data, it shows that the data is not normally distributed, so the difference test used is the Mann-Whitney test.

Mann-Whitney test has the indicator if the resulting value is more than 5%, it is stated that there is no difference between the two OLE and RLE, otherwise if it is below 5 %, it is stated that there is a difference. The data results are stated as follow:

Table 4.47 Mann-Whitney Analysis

	Mean OLE	Mean RLE	Significant Level	Result
SC	<b>5.807</b>	5.140	0.012	Significant Different
UN	4.935	5.403	0.988	No Significant Different
SE	5.953	3.990	0.532	No Significant Different
IN	4.080	<b>5.065</b>	0.002	Significant Different
EV	4.910	4.630	0.291	No Significant Different
SV	<b>4.900</b>	4.618	0.044	Significant Different
EC	4.427	4.693	0.445	No Significant Different
BT	5.130	4.985	0.361	No Significant Different
PI	<b>5.835</b>	5.090	0.000	Significant Different

According to the Table 4.47 shows that:

1. There are differences in Scarcity, Investment, Social Value and Purchase Intention between OLE and RLE, seen from the significance level below 5%. The average value of Scarcity, Social Value and Purchase Intention in OLE is greater than RLE, while the average value of Investment in RLE is greater than OLE.

2. There is no difference in Uniqueness, Self-Expression, Emotional Value, Economic Value, and Brand Trust seen from the significance level above 5%

#### **4.1.5. Discussion**

##### **A. One-Time Limited Edition (OLE) :**

##### ***Scarcity as One of the Characteristics of LES Significantly Influences Perceived Value***

##### ***Scarcity as Significantly Influences Emotional Value***

The first A hypothesis assumed that scarcity has a substantial effect on emotional value, which are the indications of perceived value on OLE. the hypothesis test assumed that scarcity has a significant effect on emotional value, which are indicators of perceived value on OLE. The association between scarcity and emotional value in OLE is demonstrated by the analysis undertaken in this study. According to the Mann-Whitey test, there is a significant difference, with OLE having higher mean values for scarcity. This is consistent with prior studies conducted by Chae et al. (2020a), in which he found that scarcity has significant influences on emotional value. In addition, Tian et al. (2001) suggested that the perception of scarcity may be a cause of scarcity effects when a product is harder to obtain (Friestad & Wright, 1994). Therefore, acquiring limited-edition products might satisfy clients' emotional needs. Respondents of the survey agreed that Compass's OLE is a rare product, as measured by the grand mean scarcity value of 5.81 / 7. Thus, Compass must consider the quantity of the OLE collection's release and ensure that limited-edition shoes are strictly limited in quantity, otherwise, this has the potential to make consumers disappointed and angry, because their expectations are not met.

##### ***Scarcity as Significantly Influences Social Value***

The second A hypothesis assumed that scarcity has a substantial effect on social value, which are the indications of perceived value on OLE. Due to the fact that their p-value is smaller than the 0.05 threshold for statistical significance, this hypothesis is accepted in OLE . To prove that the scarcity to social value hypothesis in OLE is valid. According to the research conducted by Ha (2021b), scarcity has a major impact on social value. along with The social value of a product improves when demand surpasses supply-induced scarcity (Worchel et al., 1975). The

conclusion that can be drawn from these findings is that the quantity of shoes or the supply-demand mismatch that produces the scarcity of OLE compass shoes correlates with and influences the consumer's ability to realize their social preference.

### ***Scarcity as Significantly Influences Economical Value***

The third A hypothesis stated that scarcity has a substantial effect on economic value, which are the indicators of perceived value on OLE. The association between scarcity and economic value in OLE has been demonstrated by the analysis conducted in this study. This is consistent with prior studies done by Chae et al. (2020a), in which it was indicated that scarcity has significant effects on economic value. In addition, Kelman, (1953) said that buyers who heard about product scarcity were twice as likely to acquire the product than those who did not. This is supported by respondent profile, who agree that Compass's OLE is a rare product based on the grand mean scarcity value of 5.81 / 7. Therefore, scarcity has a direct effect on consumer purchasing intention. The positive association between scarcity and economic value is also supported by prior research conducted by Chae et al. (2020a), which indicated that the rarer a product is, the more consumers view it as being worth the price, since they indirectly speculate the increase of future price to gain profit .

### ***Uniqueness Significantly Influences Emotional Value, Social Value, and Economical Value which are The Indicator of Perceived Value***

#### ***Uniqueness Significantly Influences Emotional Value***

The fourth A hypothesis assumed that uniqueness significantly influences emotional value which are the indicators of perceived value on OLE. Based on the analysis conducted in this research, it was found that Uniqueness had a significant positive effect on Emotional Value, seen from the significant level produced less than 5%, which was 0.024. This is in line with previous research by Chae et al. (2020a), which in his research proved that uniqueness has significant influences to emotional value. In this case, OLE, which is a shoe release with unique of each aspect by representing the culture, concept, and collaboration emotionally arouses the consumer. And this result is align with the statement from Kim & Sherman (2007), Uniqueness derives from a new combination of colors or introducing a

model with a distinctive difference from the general model through design modification.

### ***Uniqueness Significantly Influences Social Value***

The fifth A hypothesis assumed that uniqueness significantly influences social value which are the indicators of perceived value on OLE. Based on the analysis conducted in this research, it is found that Uniqueness has a significant positive effect on Social Value, seen from the significant level produced less than 5%, which is 0.021 on Social Value. This is in accordance with previous research by Chae et al. (2020a), which in his research proved that uniqueness has significant influences to social value. As mentioned in chapter 1, regarding the number of collections in OLE, when compared to RLE, Compass released more on OLE collections than RLE, therefore, various OLE collections have been released with various design concepts, collaborations, cultures, etc. This increases the opportunity for consumers to be able to represent and help consumers adjust and achieve social recognition from their social preference groups.

### ***Uniqueness Significantly Influences Economical Value***

The six A hypothesis assumed that uniqueness significantly influences economical value which are the indicators of perceived value on OLE. Based on the analysis conducted in this research, it is found that Uniqueness has a significant effect on Economic Value seen from the significant level produced less than 5%, which is 0.029 in Economic Value. The results of this analysis are in line with previous research conducted by Chae et al. (2020a) and Ha (2021a) where through their research, it was concluded that the uniqueness of the LES has significant influences on the consumer economical value. In addition, consumers feel more unique with rare products and attributes more value to uniqueness (Snyder & Fromkin, 2018). OLE itself is a shoe that is released on a limited basis for once, therefore, consumers judge the OLE of Compass made as a rare and unique products which led to affordable and economic perceptions for consumer toward the shoes. Boone & Kurtz (2002) also revealed that the propensity to pursue a unique attribute influences attitudes and perceived positively toward fashion products.

### ***Self Expression as One of the Characteristics of LES Significantly Influences Perceived Value***

#### ***Self Expression Is Not Significantly Influences Emotional Value***

The seven A hypothesis assumed that self expression significantly influences emotional value, which is the indicator of perceived value on OLE. Based on the analysis conducted in this research, it is found that self-expression has no significant effect on Emotional Value, seen from the significant level produced more than 5%, which is 0.171. This is not in line with previous research by Chae et al. (2020a), which in his research proved that self-expression has a positive significant influence on emotional value. In this case, consumers from OLE do not judge OLE shoes as a form of self-efficacy and emotion. This can happen, since R2 from the emotional value is 0.242, which means there are factors from other variables that affect how the consumer perceived emotional value, and according to the respondent profile, consumer sees compass shoes attractive majorly because of their KOL / BA, and also as a good instrument to invest.

#### ***Self Expression Is Not Significantly Influences Social Value***

The eight A hypothesis assumed that Self Expression significantly influences social value which are the indicators of perceived value on OLE. Based on the analysis conducted in this research, it is found that Self-Expression has no significant effect on Social Value, seen from the significant level generated more than 5%, which is 0.074. This is also in accordance with previous research conducted by Chae et al. (2020a) and Ha (2021b) where self-expression in the LES does not produce influences on social values. This happened because the consumer of LES where he revealed that the buyer of the LES wants to reveal their self-image rather than social image by matching the image represented by the shoe with their self-image (Kim & Sherman, 2007)

#### ***Self Expression Is Not Significantly Influences Economical Value***

The ninth B hypothesis assumed that Self Expression significantly influences economical value which are the indicators of perceived value on OLE. Based on the analysis conducted in this research, in OLE, Self-Expression has no significant effect on economical Value, seen from the significant level generated more than 5%, which is 0.781. This is contrary to the research that has been done previously

by Chae et al. (2020a) stated that self-expression was significantly influences economical value. This is because the consumer perceived economic value depends on the price component, and the ratio between the price paid and the actual price of the product. Based on the analysis, in this case since the  $r^2$  value of the economic value in this research is 20.4% and there are 79.6% other influenced by exogenous variables outside of this research, and based on the respondent's profile, OLE as a limited edition shoes that is considered by consumers to have a contribution to economic value is a number of things, such as the investment function, and the attractive use of BA / KOL. In addition, knowing that there is no effect between self-expression and economic value, this could be due to differences in the object and subject of research, where in this research the researcher analyzes Compass as an object which has never been done by any researcher before, while the research conducted by Chae et al. (2020a) is located in Korea, and uses global shoe brands as the object of research.

***Investment as One of the Characteristics of LES Significantly Influences Perceived Value***

***Investment Significantly Influences Emotional Value***

The 10 A hypothesis assumed that Investment significantly influences emotional value which are the indicators of perceived value on OLE. Based on the analysis conducted in this research, in OLE, Investment has a significant positive effect on Emotional Value, this can be seen from the significance level of less than 5%, namely 0.017 on Emotional Value. The results of this analysis are in accordance with the research that has been carried out by Chae et al. (2020a), which states that investment is significantly influences emotional value. And also in accordance with Kim & Rando (2010), discussion about limited edition products, where he stated that the better the product is used as an investment tool or instrument for profit gain, the consumer perceived and react positively in emotion, plus OLE which has a limited edition shoe release system with a one-time release scheme, making the product rare, and increasing the value of consumers to posses a compass shoes.

***Investment Significantly Influences Social Value***

The 11 A hypothesis assumed that investment significantly influences social value which are the indicators of perceived value on RLE. Based on the analysis conducted in this research, in OLE, investment on social value is seen from the significance level of less than 5%, namely 0.043 and the path coefficient is negative. This significant negative effect shows that the higher the investment in OLE, the lower the Social Value will be, and this is also supported by previous research which states that consumers who purchase shoes are not for the purpose of wearing them but for investing them, so everything such as the The tag and state shoebox is used as a measure of the price (Suyuan et al., 2015). which means that the more consumers value a product as an investment or a trade function, they will change their perspective and habits in using the shoe from a use value to a product with exchange values. And buyers of compass shoes do not rate that the investment aspect of these shoes can help them in reaching their preferred social group, this is also proven by 15% of a total profile respondent who stated that they were attracted to compass shoes because it is considered as a good investment instrument to profit gains.

#### ***Investment Significantly Influences Economical Value***

The 12 B hypothesis assumed that Investment significantly influences economical value which are the indicators of perceived value on OLE. Based on the analysis conducted in this research, in OLE, Investment has a significant positive effect on Economic Value, this can be seen from the significance level of less than 5%, namely 0.04 in Economic Value. This is proven in accordance with research that has previously been carried out by Chae et al. (2020a), where through the results of the research it is stated that investment has significant influences to economic value. And sure enough, according to Kim & Rando (2010), when a product is speculated to gain profit for the owner, the more they don't care about the price component purchased, plus OLE which has a smaller collection quantity than RLE, because it is released once, resulting in a supply shortage which makes various consumers are competing to buy without caring about other aspects other than to gain profit.

#### ***Emotional Value as One of the Indicator of Perceived Value Significantly Influences Brand Trust***

The 13A hypothesis assumed that emotional value was significantly influences brand trust. And this was also proven when conducting data analysis, which showed that Emotional Value had a significant positive effect on Brand Trust in OLE, this was seen from the significant level produced which was less than 5%, namely 0.016. And this is in line with previous research, namely Chae et al. (2020a) which stated that emotional value was positively significant to brand trust, and as stated by Chae et al. (2020a), limited edition shoes are aesthetically pleasing, and consumers tend to perceive that rare LES quality is higher, and getting better. emotional feelings about the overall evaluation and judgment of a product by consumers, the more they trust the brand they use.

***Emotional Value as One of the Indicator of Perceived Value Significantly Influences Purchase Intention***

The 14A hypothesis assumed that emotional value was significantly influences purchase intention. And based on data from the analysis results in this research, it states that Emotional Value has no significant influences on Purchase Intention in OLE, this can be seen from the significant level produced more than 5%, namely 0.495. The results of this analysis are not in accordance with the research that has been carried out by Chae et al. (2020a) where in his research it is proven that emotional value has a significant effect on purchase intention. Then Wu & Lee (2016). This is result could be happened since the  $r^2$  of purchase intention is 0.270 which means that there is 73% of endogen relation of purchase intention that could represent the influences of purchase intention, and it is important that this research use other variable that are not using in this model. According to the respondent profile it is shown there are 18,4% of respondent that are attracted to the Compass limited edition shoes because the used of attractive brand ambassador or key opinion leader by Compass.

***Social Value as One of the Indicator of Perceived Value Significantly Influences Brand Trust***

The 15A hypothesis assumed that social value was significantly influences brand trust. Based on data from the results of this research analysis, it shows that Social Value has a significant positive effect on Brand Trust both in OLE. this can be seen from the significant level produced less than 5%, namely 0.004 in OLE. This is in

line with what has been stated by Chae et al. (2020a) and Ha (2021a), which in their research stated that social value was significantly influences brand trust, in addition Wu & Lee (2016) observed that the trust of customers for brands were greater with the growing expectations. of positive social values. This is because Sweeney & Soutar (2001) stated that the good impression obtained by the public because of using a product, directly increases consumer trust in using and buying products from that brand.

***Social Value as One of the Indicator of Perceived Value Significantly Influences Purchase Intention***

The 16 A hypothesis assumed that social value was significantly influences purchase intention. And based on the data from the analysis results in this research, it states that Social Value has no significant effect on Purchase Intention, this can be seen from the significant level produced less than 5%, namely 0.147 in OLE, this is seen from the significant level generated less than 5%, namely 0.004 on OLE. This result is surprisingly contrary to the hypothesis in this research, but it is in line with the statement by Kim & Sherman (2007) the buyer of the limited edition shoes wants to reveal their self-image rather than social image by matching the image represented by the shoe with their self-image . As a result, LES consumers are more interested in expressing themselves through products rather than receiving social recognition. In addition, based on the respondent's profile, it was stated that the majority of consumers were attracted to purchase or have Compass shoes because Compass is using an attractive brand ambassador and KOL.

***Economical Value as One of the Indicator of Perceived Value Significantly Influences Brand Trust***

The 17 A hypothesis assumed that Economical value was significantly influences brand trust. Based on data from the results of this research analysis, it shows that Economical Value has a significant effect on Brand Trust in OLE. This can be seen from the significant level produced less than 5%, which is 0.000 in OLE. This is also in line with previous research conducted by Chae et al. (2020a) and Ha (2021a), where in their research, they stated that economical value is significant influences to brand trust, in addition, according to Kim & Sherman (2007), in their research stating that the products with high economic values have positive impacts on the

consumers' brand trust, besides that the buyer of OLE shoes of compass tend to use the shoes as investment instrument, this is evidenced by the grand mean of the investment variable for OLE which is worth 4.08/7, so it can be concluded that the money allocation or consumer funds used to invest in Compass products show that consumers trust the Compass brand itself.

### ***Economical Value as One of the Indicator of Perceived Value Significantly Influences Purchase Intention***

The 18 A hypothesis assumed that Economical value was significantly influences purchase intention. And based on the data from the analysis results in this research, it is stated that the economical value also has a significant positive effect on Purchase Intention in OLE, this is seen from the significant level of p-value generated is less than 5%, namely 0.027 in OLE. And this is in line with previous research conducted by Chae et al. (2020a) and Ha (2021a), which stated in their research that economical value significantly influences purchase intention. This is also in line with the statement by Sweeney & Soutar (2001), which states that economic value as a component related to prices, affordability, commensuration between the product itself, which means that Compass consumers view their OLE products as affordable as an important reason for them to decide to buy.

### ***Brand Trust Significantly Influences Purchase Intention***

The 19 A hypothesis assumed that brand trust was significantly influences purchase intention. And based on data from the analysis results in this research, it is stated that Brand Trust has a significant positive effect on Purchase Intention in OLE, seen from the significant level produced less than 5%, namely 0.023 in OLE. This is in line with previous research conducted by Chae et al. (2020a), where in his research he stated that brand trust significantly influences to purchase intention, besides that Chae et al. (2020a) also stated that brand trust that launches the LES affects the purchase intention, so brands should consider the factors that affect brand trust as well as products.

## **B. Repeated Limited Edition (RLE) :**

### ***Scarcity as One of the Characteristics of LES Significantly Influences Perceived Value***

### ***Scarcity as Significantly Influences Emotional Value***

The first B hypothesis assumed that scarcity significantly influences emotional value which are the indicators of perceived value on RLE. Based on the analysis conducted in this research, it is found that the correlation between scarcity and social value in RLE is proven. This is not in line with previous research conducted by Chae et al. (2020a), where in his research it was stated that scarcity has a significant influences on emotional value. In addition, Tian et al. (2001) stated that the sense of scarcity may be a possible cause for scarcity impacts when a product is more difficult to get (Friestad & Wright, 1994). Based on the respondent's answers according to the scarcity of RLE, it is stated that the buyer of RLE agrees that RLE has a scarcity or small amount, but seeing the correlation to emotional value, scarcity in RLE is not correlated with emotional value. This can happen since the R<sup>2</sup> of economic value is 24%, which means that there are 76% of exogenous variables outside of this research that affect how consumers perceive economic value to products, based on respondent profiles, majority of consumer stated that, they are attracted to compass product because of the brand ambassador / KOL used by Compass.

### ***Scarcity as Significantly Influences Social Value***

The second B hypothesis assumed that scarcity significantly influences social value which are the indicators of perceived value on RLE. After conducting the analysis, it is found that this hypothesis is accepted in RLE, since their T-value is higher than 1.96 at a significance point of 0.05 (5%). So that the scarcity to social value hypothesis in RLE is proven true. This is also in accordance with the research that has been carried out by Ha (2021a), where through its research it is proven that scarcity significantly influences perceived value. In addition, when demand exceeds supply-induced scarcity, perceived product value increases (Worchel et al., 1975). Which means it can be concluded from these results, the number of shoes or the supply-demand equilibrium imbalance on the RLE compass shoes provides a correlation to how consumers perceived their social value. The relationship between scarcity and social value is triggered because when a product that is considered rare is successfully owned by consumers, consumers will get social recognition from

various communities or groups who are also interested in the products Kim & Rando, 2010).

### ***Scarcity as Significantly Influences Economical Value***

The third B hypothesis assumed that scarcity significantly influences economical value which are the indicators of perceived value on RLE. Based on the analysis carried out in this research, it is found that the correlation between scarcity and economical value in RLE is not proven. This is not in line with previous research conducted by Chae et al. (2020a), where in his research it was stated that scarcity has significant influences on economical value. In addition, Tian et al. (2001) stated that the sense of scarcity may be a possible cause for scarcity impacts when a product is more difficult to get (Friestad & Wright, 1994). Therefore, obtaining limited-edition products can satisfy the emotional values of customers. So in this case it can be concluded that the characteristic of RLE shoes by compass is not considered by consumers as rare or difficult to obtain shoes. And also as it is known, that RLE has a larger quantity of shoes than OLE since RLE made repeated releases in releasing its collection, so that in this case consumers do not judge the scarcity of RLE Compass shoes as an affordable product, since consumer perceived economic value of the limited product if it is considered as a scarce product by its consumer (Lynn, 1992).

### ***Uniqueness as One of the Characteristics of LES Significantly Influences Perceived Value***

#### ***Uniqueness Significantly Influences Emotional Value***

The fourth B hypothesis assumed that uniqueness significantly influences emotional value which are the indicators of perceived value on RLE. Based on the analysis carried out in this research, it was found that Uniqueness had a significant positive effect on Emotional Value, seen from the significant level produced which was less than 5%, which was 0.013. This is in line with previous research by Chae et al. (2020a), which in his research proved that uniqueness has significant influences to emotional value. Uniqueness derives from a new combination of colors or introducing a model with a distinctive difference from the general model through design modification (Kim & Rando, 2010). In this case, RLE, which is a

shoe release with several developments and evaluations from the collection from the previous period, arouses consumer emotional satisfaction.

### ***Uniqueness Significantly Influences Social Value***

The fifth B hypothesis assumed that uniqueness significantly influences emotional value which are the indicators of perceived value on RLE. Based on the analysis conducted in this research, it is concluded that Uniqueness does not have a significant effect on Social Value, seen from the significant level produced at less than 5%, which is 0.698 in Social Value. This contradicts the research that has been done previously by Chae et al. (2020a), which in his research proved that uniqueness has significant influences to social value. As mentioned in chapter 1, regarding the number of collections in RLE, when compared to OLE, Compass released a smaller number of RLE collections than OLE, therefore the small number of RLE collections could be a trigger for consumers because the opportunity to represent their preferred social group is smaller than that of OLE.

### ***Uniqueness Significantly Influences Economical Value***

The sixth B hypothesis assumed that uniqueness significantly influences emotional value which are the indicators of perceived value on RLE. Based on the analysis conducted in this research, it is concluded that Uniqueness has no significant effect on Economic Value, seen from the significant level generated by more than 5%, which is 0.670 in Economic Value. As is well known, the RLE itself is a shoe that was released repeatedly but with some changes made. Meanwhile, according to Boone & Kurtz (2002) and Lee & Im (2008), consumers are more unique with rare products and attribute more value to uniqueness so that consumers judge the repetitive releases made by compass make the product considered not rare which leads to consumer assumptions about shoes. which is not affordable.

### ***Self Expression as One of the Characteristics of LES Significantly Influences Perceived Value***

#### ***Self Expression Significantly Influences Emotional Value***

The seventh B hypothesis assumed that Self Expression significantly influences emotional value which are the indicators of perceived value on RLE. Based on the analysis conducted in this research, it is found that self-expression has significant

positive effect on Emotional Value, seen from the significant level produced which is less than 5%, which is 0.019. This is in line with previous research by Chae et al. (2020d), which in his research proved that self-expression has significant influences to emotional value. in this case RLE can display more self-efficacy and emotion than generic shoes by showing more about themselves which leads to an increase in the emotional value of the consumer (Ha, 2021a).

#### ***Self Expression Significantly Influences Social Value***

The eight B hypothesis assumed that Self Expression significantly influences social value which are the indicators of perceived value on RLE. Based on the analysis conducted in this research, it is found that Self-Expression only has a significant negative effect on Social Value, seen from the significant level produced less than 5%, which is 0.023. This is also in accordance with previous research conducted by Chae et al. (2020a) and Ha (2021a) where self-expression in the LES does not produce influences on social values. This happens because in the context of LES, consumers are much more likely to use shoes as a function for self-expression than to get social recognition (Chae et al., 2020a)

#### ***Self Expression Significantly Influences Economical Value***

The ninth B hypothesis assumed that Self Expression significantly influences economical value which are the indicators of perceived value on RLE. Based on the analysis conducted in this research, in RLE, Self-Expression has no significant effect on Economical Value, seen from the significant level generated more than 5%, which is 0.125. This is contrary to the research that has been done previously by Chae et al. (2020a) and Ha (2021a), which in their research stated that self-expression was significantly influences economical value. This is because consumer perceived economic value depends on the price component, and the ratio between the price paid and the actual price of the product, based on the analysis, in this case RLE as a limited edition product that contributes to economic value is how well the product represents the function. investment.

#### ***Investment as One of the Characteristics of LES Significantly Influences Perceived Value***

#### ***Investment Significantly Influences Emotional Value***

The 10 B hypothesis assumed that investment significantly influences emotional value which are the indicators of perceived value on RLE. Based on the analysis conducted in this research, in RLE, Investment has a significant positive effect on Emotional Value, this can be seen from the significance level of less than 5%, namely 0.009 on Emotional Value. The results of this analysis are in accordance with the research that has been carried out by Chae et al. (2020a), which states that investment is significantly influences emotional value. And also in accordance with Kim & Rando (2010) discussion of limited edition products, where he stated that the better the product is used as a means or investment instrument for profit gain, the consumer is perceived and reacts positively in emotion. In addition, the characteristics of RLE are limited edition shoes with repeated release schemes, making it easier for consumers to get or buy them since they use Compass shoes as an investment function.

#### ***Investment Significantly Influences Social Value***

The 11 B hypothesis assumed that investment significantly influences social value which are the indicators of perceived value on RLE. Based on the analysis conducted in this research, in RLE, Investment has no significant effect on Social Value, this can be seen from the significance level of more than 5%, namely 0.099. The results of this analysis contradict the research that has been done previously by Chae et al. (2020a), which through its research states that investment significantly influences social value. However, in this case, the buyers of compass shoes did not consider the investment aspect of the shoes to be helpful in reaching their preferred social group, on the contrary 15% from a total profile of respondents were attracted to compass shoes because it is considered as a good investment instrument to gain profit.

#### ***Investment Significantly Influences Economical Value***

The 12 B hypothesis assumed that investment significantly influences economical value which are the indicators of perceived value on RLE. Based on the analysis conducted in this research, in RLE, , Investment has a significant positive effect on Economic Value, this can be seen from the significance level of less than 5%, namely 0.045 in Economic Value. This is proven in accordance with research that has previously been carried out by Chae et al. (2020a), where through the results of

the research it is stated that investment has significant influences to economic value. And sure enough, according to Kim et al. (2001), when a product gains profit for the owner, the more they don't care about the price component purchased, apart from RLE which has a larger collection quantity because it is released repeatedly, but consumers still value Compass' RLE shoes as a good form of investing. In addition, as it is known that RLE has more quantity than OLE, since RLE has carried out several release schemes, so this makes the retail and resell prices of Compass shoes with RLE related collections cheaper than OLE.

### ***Emotional Value as One of the Indicator of Perceived Value Significantly Influences Brand Trust***

The 13 B hypothesis assumed that emotional value was significantly influences brand trust. And this was also proven when conducting data analysis, which showed that Emotional Value had a significant positive effect on Brand Trust in RLE, this was seen from the significant level produced at less than 5%, namely 0.048 in RLE. And this is in line with previous research, namely Chae et al. (2020a) which stated that emotional value was positively significant to brand trust, because limited edition shoes are aesthetically pleasing, and consumers tend to perceive that rare LES quality is higher, and getting better. emotional feelings about the overall evaluation and judgment of a product by consumers, the more they trust the brand they use.

### ***Emotional Value as One of the Indicator of Perceived Value Significantly Influences Purchase Intention***

The 14 B hypothesis assumed that emotional value was significantly influences purchase intention. And based on the data from the analysis results in this research, it states that Emotional Value has a significant positive effect on Purchase Intention in RLE, this is seen from the significant level produced less than 5%, namely 0.007 in RLE. The results of this analysis are also in accordance with the research that has been carried out by Chae et al. (2020d) where in his research it is proven that emotional value has a significant effect on purchase intention. Then Lee & Im (2008) also found that consumers' purchase intentions were greater as the number of positive emotional value perceptions increased.

***Social Value as One of the Indicator of Perceived Value Significantly Influences Brand Trust***

The 15 B hypothesis assumed that social value was significantly influences brand trust. And this was also proven when conducting data analysis, which showed that Social Value had a significant positive effect on Brand Trust in RLE, this was seen from the significant level produced less than 5%, namely 0.003 in RLE. This is in line with what has been stated by Chae et al. (2020a) and Ha (2021a), which in their research stated that social value was significantly influences brand trust, in addition Wu & Lee (2016) observed that the trust of customers for brands were greater with the growing expectations. of positive social value, which means the more positive opinions and social recognition of products purchased by consumers, the more consumers trust the brand itself.

***Social Value as One of the Indicator of Perceived Value Significantly Influences Purchase Intention***

The 16 B hypothesis assumed that Social value was significantly influences purchase intention. And based on the data from the analysis results in this research, it states that Social Value also has a significant positive effect on Purchase Intention in RLE, this can be seen from the significant level produced which is less than 5%, namely 0.009 in RLE. These results are in accordance with the hypothesis in this research and are also in line with the results of research conducted by Chae et al. (2020a), where in his research it was concluded that, RLE spreads easily to the internet, due to frequent resale, so it is easy for others to understand LES. By discovering the shoes through the extraordinary interest of others, purchasers of RLE can feel a strong social value, and of course this is positively correlated to consumer purchase intention.

***Economical Value as One of the Indicator of Perceived Value Significantly Influences Brand Trust***

The 17 B hypothesis assumed that economical value was significantly influences brand trust. And this is also proven when analyzing data, which shows that Economical Value has a significant positive effect on Brand Trust in RLE, this can be seen from the significant level produced which is less than 5%, namely 0.011 in RLE. This is also in line with previous research conducted by Ha (2021a) where in

their research, they stated that economical value is significant influences to brand trust, in addition, according to Kim & Sherman (2007) in their research stating that the consumer who perceived a values have positive impacts on the consumers' brand trust. In addition, there is a consumer tendency to trust RLE, because RLE has more quantity, and this causes the resell price to be more controlled and it is easier for potential consumers to get and buy RLE shoes from Compass, therefore, the implementation of RLE is a power for Compass. to achieve consumer trust.

***Economical Value as One of the Indicator of Perceived Value Significantly Influences Purchase Intention***

The 18 B hypothesis assumed that Economical value was significantly influences purchase intention. And based on data from the analysis results in this research, it is stated that Economical Value also has a significant positive effect on Purchase Intention both in RLE, this can be seen from the significant level produced less than 5%, namely 0.011 in RLE. And this is in line with previous research conducted by Chae et al. (2020a), which stated in their research that economical value significantly influences purchase intention. This is also in line with the statement by Sweeney & Soutar (2001), which states that economic value is a component related to prices, affordability, commensuration between the product itself, which means that Compass consumers value Compass' RLE products as affordable which makes them have higher purchase intentions. In addition, Chae et al. (2020a) in his research also revealed that RLE has price characteristics that are easier to predict and obtain, since the quantity of each collection is higher than the OLE.

***Brand Trust Significantly Influences Purchase Intention***

The 19 B hypothesis assumed that brand trust was significantly influences purchase intention. And based on the data from the analysis results in this research, it states that the table 4.13 shows that Brand Trust has a significant positive effect on Purchase Intention in RLE, seen from the significant level produced less than 5%, namely 0.046 in RLE. This is in line with previous research conducted by Chae et al. (2020a), where in his research he stated that brand trust significantly influences purchase intention, because consumer trust in the LES brand affects the purchase intention, so brands should consider the factors that affect brand. trust as well as products. and this has been practiced by Compass, because through their RLE shoe

collection, because they re-released the RLE collection, by developing a better quality and concept to gain trust towards their consumer.

### **Comparative Analysis Between OLE and RLE**

Based on the Mann-Whitey analysis which is a different test for OLE and RLE, there are several significant differences produced in this Mann-Whitey test, which are as follows:

#### **Scarcity**

Based on the Mann Whitey test, there is a significant difference with a significant value of less than 5% or 0.05, where the scarcity value is greater than OLE with a mean value of 5.80 compared to the mean RLE of 5,140, this is because as we know OLE is a limited edition shoe. which was released only once without repetition, this is different from RLE which was released several times. Of course, because of the difference in these release schemes, respondents rated OLE as a shoe that is much rarer and difficult to obtain when compared to RLE.

#### **Uniqueness**

Based on the Mann Whitey Test, it is found that there is no significant difference, this is because the significant level of the Mann-Whitey Test produces more than 5% or 0.05, although the mean uniqueness value is greater than RLE with a mean value of 5,403 compared to the mean OLE which has a value of 4,935, but there is no significant difference because the significant level value of Mann-Whitey is more than 5. this means that respondents assess the unique characteristics of each type of LES, namely OLE and RLE, not much different, because basically, although RLE has been released several times, it is not like OLE which was released once, but in fact RLE shoes were released with several differences, adjusted to the design, concept, and quality needed and demanded by market trends, so that RLE also has a unique value in each of its products.

#### **Self Expression**

Based on the Mann-Whitey Test, it is found that there is no significant difference, this is because the significant level of the Mann-Whitey Test results in more than 5% or 0.05, although the mean uniqueness value is greater than OLE with a mean

value of 5,953 compared to the mean RLE which has a value of 3,990. , but there is no significant difference to the significant level. This means that respondents assess the value of the two types of limited edition shoes, namely OLE and RLE, each of which has characteristics that can express themselves, and this statement is in accordance with previous research conducted by Chae et al. (2020a), where in the research it was stated that the buyer of the LES wants to reveal their self-image. As a result, LES consumers are more interested in expressing themselves through products. So whatever it is OLE or RLE, they both have a function to express the buyer or owner of LES.

### **Investment**

Based on the Mann-Whitey test, it is found that there is a significant difference, this is because the significant level of the Mann-Whitey test produces less than 5% or 0.05, this happens because the mean investment value is greater than RLE with a mean value of 5.065 compared to the mean OLE which has a value of 4,080. The results of this test are in accordance with previous research that also discussed OLE and RLE, namely Chae et al. (2020a), where in the research it was stated that, it is easier to invest in RLE than OLE. In the case of OLE, reseller price is more unstable and harder to anticipate because it is event-specific and has many launches. On the other hand, the price range of RLE is predictable when it is re-released because of empirical evidence from the previous release. In addition, because each sale gets a lot of attention from the Internet community, and similar, the risk of resale investment can be predicted. So from the results of previous research, it was concluded that RLE has a lower-risk nature as an investment product, and also consumers from Compass tend to be more interested in RLE because it is predictable and easier to buy.

### **Emotional Values**

Based on the Mann-Whitey test, it is found that there is no significant difference, this is because the significant level of the Mann-Whitey test produces more than 5% or 0.05, although the mean emotional value is greater than OLE with a mean value of 4.910 compared to the mean RLE which has a value of 4,630, but there is no significant difference in the results of the significant level. According to a study by Hwang & Koh (2016)), consumers of LES are more influenced by emotional

factors. Aggarwal et al. (2013) also stated that consumers tend to buy limited edition products to satisfy their emotions. So with some supporting statements above, it is concluded that both OLE and RLE are considered by consumers as scarce products, even though the two types of shoes have different release schemes and the number of shoes.

### **Social Value**

Based on the Mann-Whitey Test, it is found that there is a significant difference, this is because the significant level of the Mann-Whitey Test produces less than 5% or 0.05, this happens because the mean investment value is greater OLE with a mean value of 4,900 compared to the mean RLE which has a value amounted to 4,618. as explained in Table 1.2 in Chapter 1, the number of OLE collections (14 collections) is much more than the number of RLE collections (4 Collections ), this certainly makes OLE have a greater probability of representing social groups in society or consumers. Because basically, as stated by (Ha, 2021a), what distinguishes limited edition shoes from general shoes, is that limited edition shoes are released with concepts and collaborations between external parties that can represent a culture or community that already exists and is developing in society, such as collections. Compass shoes with KPR (a rock band originating from Indonesia), which means they define the market of these shoes for the rock band community or fans of the KPR band. Then there is also the Compass x Darahku Biru shoe collection (which is a community of Indonesian jeans lovers), which means these shoes have an extrinsic meaning as shoes that can fit in, and represent their personal identities as a part of jeans enthusiast.

### **Economical Value**

Based on the Mann-Whitey test, it is found that there is no significant difference, this is because the significant level of the Mann-Whitey test results in more than 5% or 0.05, although the mean economical value is greater than RLE with a mean value of 4.693 compared to the mean OLE which has a value of 4,427, but the significant level results stated that there was no difference. The results in this analysis indicate that, consumers in the OLE and RLE collections, perceived the same level of economic value towards the Compass LES, and this makes sense since 47.2% of the total respondents bought compass shoes on a retail prices, because

retail prices from OLE and RLE on compass shoes have relatively the same price, or if consumers buy the LES of Compass through a reseller, consumers still judge the costs they incur deserved the value they perceived towards the product, and since the R2 value of OLE is 20,4% and 24% for OLE, it indicates that there are many variables not examined in this research, and based on the respondent's profile, the use of collaboration and brand ambassadors / KOL is one of the independent variables that can make respondents perceived an economic value, since majority of the respondents stated they attracted to with it.

### **Brand Trust**

Based on the Mann-Whitey Test, it is found that there is no significant difference, this is because the significant level of the Mann-Whitey Test produces more than 5% or 0.05, although the mean value of brand trust is greater than OLE with a mean value of 5.130 compared to the mean RLE which has a value of 4,985, but the significant level results stated that there was no difference. This result could have occurred since the consumer of OLE and RLE perceived the value of both products with relatively the same value, and as evidenced in hypothesis testing where the three indicators of perceived value, which are emotional, social, and economic value has a positive significant influences to brand trust on OLE and RLE, and based on respondents' answers, although the social values of OLE and RLE were stated to be significantly different, there was no significant difference regarding the emotional and economic value they felt, but both consumers from OLE and RLE gave fairly good trust in their products, this can happen because of variables outside of this research that significantly contribute to consumer trust towards Compass since r2 of this product are at 49.3% on OLE and 37% on RLE, and according to the behavioural responses of respondents, the use of brand ambassadors and KOL can be the main cause of how the two consumers men from OLE and RLE trust Compass as a shoe brand.

### **Purchase Intention**

Based on the Mann-Whitey test, it is found that there is a significant difference, this is because the significant level of the Mann-Whitey test produces less than 5% or 0.05, this happens because the mean value of purchase intention is greater in OLE with a mean value of 5.8335 compared to the mean RLE which is has a value of

5,090. the results of this test can happen since the mean OLE dominates in the scarcity and social value variables. and the results of this analysis are in line with the statement by Kelman (1953) which stated that customers who knew about the shortage of this item were twice as likely to purchase this item as consumers who did not. And because OLE's collection is much larger than RLE's, this means that Compass increases the probability of representing the social group that its buyers or consumers refer to, while RLE itself because it only consists of 4 collections, so consumers and also the sneaker enthusiast judge that the options offered are too high. few and even the reference group is not available in the collection.



## CHAPTER V

### CONCLUSION AND RECOMMENDATION

In this chapter, the researcher will provide a summary of the study's findings, make recommendations for Compass to increase profits and maximize sales of their limited-edition shoes, and for future researchers to implement a more effective future study; and explain the implications of the study's findings.

#### 5.1. Conclusion

**RQ1: How is the structural relationships between characteristics of limited-edition shoes (scarcity, uniqueness, self-expression, investment), perceived value (emotional value, social value, economical value), brand trust, and purchase intention according to OLE and RLE type of limited-edition shoes (LES)?**

##### **a. One-Time Limited Edition (OLE)**

Based on the results of hypothesis testing on OLE, it is found that Scarcity has positive significant influences on economic value, emotional value, and social value. Uniqueness has positive significant influences on emotional, social, and economic value. Investment has positive significant influences on emotional, and economic value but there is a negative significant influences from investment to social value. Economic value, emotional value, and social value has positive significant influences to brand trust. Economic value have positive significant influences on purchase intention. Brand trust has positive significant influences on purchase intention, and lastly there are also hypotheses that have been proven rejected in this analysis, which means that there is no relation or relationship to the variables of social value to purchase intention, emotional value to purchase intention, and self-expression to emotional value, economical value, and social value.

##### **b. Repeated Limited Edition (RLE)**

Based on hypothesis testing, that scarcity has positive significant influences to social value. Uniqueness has a positive effect on emotional value, self-expression has a positive effect on emotional value, and has negative significant influences on social value. Investment generates positive significant influences to emotional value and economic

value. Emotional value has positive significant influences to brand trust and purchase intention. Social value produces positive significant influences to brand trust and purchase intention. Economic value produces positive significant influences to brand trust and purchase intention. Meanwhile, there are also several hypotheses that were rejected in this research, namely scarcity to economic value and emotional value. Uniqueness to economic value and social value. Investment to social value, and the last is self-expression to economic value.

**RQ2: From two differences type of LES, which are OLE and RLE types of Compass Limited Edition Shoes (LES) which one has higher value on characteristics of limited-edition shoes, perceived value, brand trust, and purchase intention?**

Based on the Mann-Whitey test, the significant difference was seen, where OLE has a greater mean value on the scarcity, social value, and purchase intention variables. Meanwhile, RLE has a significant higher mean value on investment than OLE. Meanwhile, for other variables such as uniqueness, self-expression, emotional value, economical value, brand trust through the Mann-Whitey test, there is no significant difference.

## **5.2. Recommendation**

### **5.2.1. The Used of OLE and RLE for Compass**

If Compass intends to increase sales for its limited-edition shoes, they can use the one-time limited edition (OLE) option since its purchase intention means is higher than RLE, and also, because consumers are attracted to higher scarcity product, which in accordance with the application of OLE which has one-time release scheme.

### **5.2.2. Evaluation for Compass for their Limited-Edition Shoes**

However, if Compass wants to increase the purchase intention of its consumers on OLE, they need to maintain and develop the values contained in the characteristics of the limited edition shoes, which are scarcity, uniqueness, self-expression, and investment, because based on mediating results, the four indicators of the characteristics of limited edition shoes have a direct impact on purchase intention, Compass can also increase the purchase intention of its consumers through increasing consumer trust in the Compass brand itself, through increasing aspects of scarcity, self-expression, and investment in their limited

edition shoes, or also by increasing the social and economical value through increasing the uniqueness value contained in the characteristics of the Compass limited edition shoes.

As for RLE, Compass also needs to maintain and develop the values contained in the characteristics of its limited edition shoes, which are scarcity, self-expression, and investment, because based on the mediating result, the three indicators of the characteristics of these limited edition shoes have a direct impact on purchase intention. In addition, compass can also improve the unique characteristics of their limited edition shoes so that consumers can perceive the emotional, social, and economic value more positively. since the four characteristic indicators of limited edition shoes have a direct effect on the brand trust based on mediating results, Compass can also increase the purchase intention of its consumers by increasing consumer trust in the Compass brand itself, by improving the scarcity, self-expression, uniqueness, and investment aspects in their limited edition shoes.

So for OLE and RLE, it is necessary to evaluate the value of Compass characteristics of limited edition shoes. The first is scarcity, Compass can be more informative regarding the quantity of the shoes to be released, because based on Table 1.2 in Chapter 1, there are several collections that do not contain information details regarding the quantity of the limited-edition shoes. so that if Compass provided more detailed information regarding its limited edition shoes quantity, it can become a scarcity message practice that gives a more extrinsic impact and the scarcity of the limited edition shoes can be felt directly by consumers, Compass must also ensure the quantity of its limited edition shoes, OLE must have less quantity when compared to RLE , otherwise there will be concern for consumers because they think that OLE limited edition shoes are not really limited. Furthermore, for uniqueness, Compass can explore and be more aggressive regarding innovations in the design, model, and concept of its limited-edition shoes, so people would considered their product are different from any other local shoes. Furthermore, for self-expression, Compass can be more aggressive in collaborating with various external parties, such as communities, bands, brands, but still fitted with the majority of the market's interests and reference groupings, this is very important, especially for the RLE collection, since the RLE collection only has a few of collection (4 Collections), because if there are more collaboration collections, it can give a higher potential for the buyer be

felt presented by the culture or social group of consumer preferences, so in outcomes they will try to buy and own these shoes since the shoes have become a symbol and part of self-expression of social communities, cultures, and their own interests. For investment, Compass can be stricter in limiting the purchase of limited edition shoes with a maximum purchase of no more than one limited edition shoe, for the same consumer, this is so that resellers will not greedily buy up Compass limited edition shoes, because if this happens, then there will be many consumers who fail to buy and own the Compass limited edition shoes, so how can consumers judge the Compass limited edition shoes as a good investment instrument, if the commodity / product itself is difficult to obtain.

### **5.3. Future Research**

This research tried to find significant factors from Compass shoes that can positively affect customers' purchase intention toward perceived value (emotional value, social value, economical value), and brand trust. However, not all of these variables evaluated become the factors that positively affect customers' purchase intention toward Compass shoe characteristics. Therefore, in future research, it is suggested to find other factors that could positively affect customers' purchase intention toward the OLE and RLE of Compass. based on the respondent's profile, collaboration on LES, and the used of brand ambassador or KOL by Compass can be a reference variable for future research.

### **5.4. Research Implications**

#### **5.4.1. Theoretical Implication**

Several studies have examined the use of limited-edition shoes (LES) as a kind of scarcity marketing in the fashion industry. In addition, the purpose of this study is to evaluate the purchase intention of the limited-edition shoes (LES) Compass based on the characteristics of the limited-edition shoes (LES) itself, consumer perceived value, and brand trust which derived from prior theoretical literature. Therefore, this study contributes to marketing research by clarifying the factor in scarcity marketing that give impact to consumer purchase intentions for limited edition shoes (LES) in Indonesia.

#### **5.4.2. Practical Implication**

This study's findings, insights, and recommendations will assist Compass and other shoe brands that implement the limited-edition shoes release scheme in gaining a practical understanding of how a characteristic or factor must be present in the shoes they sell in

order to influence consumer purchase intention and the trust towards the brand. The data will also benefit the marketers in the fashion sector, specifically for shoe brands who using the implementation of limited-edition shoes (LES) by providing them with information regarding the audience behavior and responses.

*This page is intentionally left blank*



## REFERENCES

- Aggarwal, P., Jun, S., & Huh, J. (2013). Scarcity Messages. *Http://Dx.Doi.Org/10.2753/JOA0091-3367400302*, 40(3), 19–30. <https://doi.org/10.2753/JOA0091-3367400302>
- Amaldoss, W., & Jain, S. (2005). Pricing of conspicuous goods: A competitive analysis of social effects. *Journal of Marketing Research*, 42(1), 30–42. <https://doi.org/10.1509/JMKR.42.1.30.56883>
- Assael, H. (1974). Product classification and the theory of consumer behavior. *Journal of the Academy of Marketing Science*, 2(4), 539–552. <https://doi.org/10.1007/BF02729448>
- Bagozzi, R. P., Yi, Y., & Phillips, L. W. (1991). Assessing Construct Validity in Organizational Research. *Administrative Science Quarterly*, 36(3), 421. <https://doi.org/10.2307/2393203>
- Balachander, S., & Stock, A. (2009). Limited Edition Products: When and When Not to Offer Them. *Http://Dx.Doi.Org/10.1287/Mksc.1080.0401*, 28(2), 336–355. <https://doi.org/10.1287/MKSC.1080.0401>
- Boone, L. E., & Kurtz, D. L. (2002). *Contemporary marketing: Vol. null* (null, Ed.).
- Bozzolo, A. M., & Brock, T. C. (1992). Unavailability Effects on Message Processing: A Theoretical Analysis and an Empirical Test. *Basic and Applied Social Psychology*, 13(1), 93–101. [https://doi.org/10.1207/S15324834BASP1301\\_8](https://doi.org/10.1207/S15324834BASP1301_8)
- Bulletin, K. W.-M., & 2013, undefined. (n.d.). Partial least squares structural equation modeling (PLS-SEM) techniques using SmartPLS. *Researchgate.Net*. Retrieved December 4, 2021, from <https://www.researchgate.net/file.PostFileLoader.html?id=55d6fbae5dbbbdb3608b45e0&assetKey=AS%3A273837248188417%401442299297149>
- Cassidy, N. G., Mcevoy, D., Foreman, J., & Vahlbusch, J. (2018). *The Effect of Scarcity Types on Consumer Preference in the High-End Sneaker Market*.
- Chae, H., Kim, S., Lee, J., & Park, K. (2020a). Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency. *Journal of Business Research*, 120, 398–406. <https://doi.org/10.1016/j.jbusres.2019.11.040>
- Chae, H., Kim, S., Lee, J., & Park, K. (2020b). Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the

- scarcity message frequency. *Journal of Business Research*, 120, 398–406.  
<https://doi.org/10.1016/J.JBUSRES.2019.11.040>
- Chae, H., Kim, S., Lee, J., & Park, K. (2020c). Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency. *Journal of Business Research*, 120, 398–406.  
<https://doi.org/10.1016/J.JBUSRES.2019.11.040>
- Chae, H., Kim, S., Lee, J., & Park, K. (2020d). Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency. *Journal of Business Research*, 120, 398–406.  
<https://doi.org/10.1016/J.JBUSRES.2019.11.040>
- Compass® di Instagram “••• Compass Research & Destroy : Proto 1 Reissue. Rilis pada 09 Oktober 2020, pukul 10:00 WIB di aplikasi Tokopedia. Spesifikasi: •....”* (n.d.). Retrieved March 21, 2022, from <https://www.instagram.com/p/CGFPB7xgQPI/>
- Darsono, L., Darsono, L. I., & Dharmmesta, B. S. (2015). KONTRIBUSI INVOLVEMENT DAN TRUST IN A BRAND DALAM MEMBANGUN LOYALITAS PELANGGAN. *Journal of Indonesian Economy and Business (JIEB)*, 20(3).  
<https://doi.org/10.22146/jieb.6576>
- Demming, C. L., Jahn, S., & Boztuğ, Y. (2017). Conducting Mediation Analysis in Marketing Research. *Marketing: ZFP – Journal of Research and Management*, 39(3), 76–93.  
<https://www.jstor.org/stable/26426855>
- Dodds, W. B., & Monroe, K. B. (1985). The effect of brand and price information on subjective product evaluations. *ACR North American Advances*.
- Edan, Sepatu Compass x KPR Dijual (Lagi) hingga Rp 3 Juta Sepasang Halaman all - Kompas.com.* (n.d.). Retrieved March 22, 2022, from <https://lifestyle.kompas.com/read/2020/03/11/170823420/edan-sepatu-compass-x-kpr-dijual-lagi-hingga-rp-3-juta-sepasang?page=all>
- Eom, S. J., Lee, M. Y., & Kim, J. H. (2012). The development of public smart phone apps in Korea: Empirical approach. *ACM International Conference Proceeding Series*, 105–108.  
<https://doi.org/10.1145/2463728.2463752>
- Ericksen, M. K., & Sirgy, M. J. (1992). Employed Females’ Clothing Preference, Self-Image Congruence, and Career Anchorage. *Journal of Applied Social Psychology*, 22(5), 408–422. <https://doi.org/10.1111/J.1559-1816.1992.TB01547.X>

- Fenomena Resale Sepatu Compass: Harga Mahal Sneaker Lokal* | kumparan.com. (n.d.). Retrieved October 15, 2021, from <https://kumparan.com/millennial/fenomena-resale-sepatu-compass-harga-mahal-sneaker-lokal-1rwenuXbT17/4>
- Friestad, M., & Wright, P. (1994). The Persuasion Knowledge Model: How People Cope with Persuasion Attempts. *Journal of Consumer Research*, 21(1), 1–31. <https://doi.org/10.1086/209380>
- Gierl, H., Plantsch, M., & Schweidler, J. (2008). Scarcity effects on sales volume in retail. *International Review of Retail, Distribution and Consumer Research*, 18(1), 45–61. <https://doi.org/10.1080/09593960701778077>
- Groth, J. C., & McDaniel, S. W. (1993). The exclusive value principle: the basis for prestige racing. *Journal of Consumer Marketing*, 10(1), 10–16. <https://doi.org/10.1108/07363769310026539>
- Ha, T. M. (2021a). The impact of product characteristics of limited-edition shoes on perceived value, brand trust and purchase intention. *Http://Www.Editorialmanager.Com/Cogentbusiness*, 8(1). <https://doi.org/10.1080/23311975.2021.1953680>
- Ha, T. M. (2021b). The impact of product characteristics of limited-edition shoes on perceived value, brand trust and purchase intention. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1953680>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2012). Partial Least Squares: The Better Approach to Structural Equation Modeling? *Long Range Planning*, 45(5–6), 312–319. <https://doi.org/10.1016/J.LRP.2012.09.011>
- Heiberger, R. M., & Neuwirth, E. (2009). One-Way ANOVA. In R. M. Heiberger & E. Neuwirth (Eds.), *R Through Excel: A Spreadsheet Interface for Statistics, Data Analysis, and Graphics* (pp. 165–191). Springer New York. [https://doi.org/10.1007/978-1-4419-0052-4\\_7](https://doi.org/10.1007/978-1-4419-0052-4_7)
- Hulland, J., Ryan, M. J., & Rayner, R. K. (2010). Modeling Customer Satisfaction: A Comparative Performance Evaluation of Covariance Structure Analysis Versus Partial Least Squares. *Handbook of Partial Least Squares*, 307–325. [https://doi.org/10.1007/978-3-540-32827-8\\_15](https://doi.org/10.1007/978-3-540-32827-8_15)
- Hwang, K.-Y., & Koh, A.-R. (2016). A Qualitative Research on Purchase Decision-Making Process by Limited Edition Fashion Consumers. *Family and Environment Research*, 54(6), 599–610. <https://doi.org/10.6115/FER.2016.047>

- Jang, W. E., Ko, Y. J., Morris, J. D., & Chang, Y. (2015). Scarcity Message Effects on Consumption Behavior: Limited Edition Product Considerations. *Psychology and Marketing*, 32(10), 989–1001. <https://doi.org/10.1002/MAR.20836>
- John, M., Melis, A. P., Read, D., Rossano, F., & Tomasello, M. (2018). The preference for scarcity: A developmental and comparative perspective. *Psychology & Marketing*, 35(8), 603–615.
- Kelman, H. C. (1953). Attitude Change as a Function of Response Restriction. *Human Relations*, 6(3), 185–214. <https://doi.org/10.1177/001872675300600301>
- Kemenperin: Indonesia Produsen Alas Kaki Terbesar Keempat Di Dunia. (n.d.). Retrieved October 15, 2021, from <https://kemenperin.go.id/artikel/20539/Indonesia-Produsen-Alas-Kaki-Terbesar-Keempat-Di-Dunia>
- Kim, H. S., & Sherman, D. K. (2007). “Express yourself”: Culture and the effect of self-expression on choice. *Journal of Personality and Social Psychology*, 92(1), 1–11. <https://doi.org/10.1037/0022-3514.92.1.1>
- Kim, M.-J., Kim, M., Choy, H.-S., Ha, J., Lee, M.-S., Ko, H.-Z., Kim, E.-H., Yang, H.-M., Im, E.-H., & Suh, S.-E. (2001). RESEARCH ON SHOES DESIGN WITH KOREAN IMAGE FOR HIGH ADDED VALUE. *한국의류학회 학술발표논문집*, 231. <http://www.dbpia.co.kr/journal/articleDetail?nodeId=NODE09570144>
- Koford, K., & Tschoegl, A. E. (1998). The market value of rarity. *Journal of Economic Behavior & Organization*, 34(3), 445–457. [https://doi.org/10.1016/S0167-2681\(97\)00084-X](https://doi.org/10.1016/S0167-2681(97)00084-X)
- Kotler, P. (1972). A generic concept of marketing. *Journal of Marketing*, 36(2), 46–54.
- Lau, G. T., & Lee, S. H. (1999). Consumers’ Trust in a Brand and the Link to Brand Loyalty. *Journal of Market-Focused Management*, 4(4), 341–370. <https://doi.org/10.1023/A:1009886520142>
- Lee, J.-H., & Im, J.-E. (2008). The Effect of Perceived Justice on Postcomplaint Behavior in the Internet Open Market -Focused on the Moderating Effect of Fashion Involvement-. *Journal of the Korean Society of Clothing and Textiles*, 32(9), 1427–1437. <https://doi.org/10.5850/JKSCT.2008.32.9.1427>
- Lynn, M. (1992). Scarcity’s enhancement of desirability: The role of naive economic theories. *Basic and Applied Social Psychology*, 13(1), 67–78.
- MacKinnon, J. G. (2010). *Critical values for cointegration tests* (Issue 1227). Queen’s University, Department of Economics. <http://hdl.handle.net/10419/67744>

- Marketing, V. M.-F. and T. in, & 2014, undefined. (n.d.). Consumers' purchase intentions and their behavior. *Scholar.Archive.Org*. Retrieved December 4, 2021, from <https://scholar.archive.org/work/p33n6dyrefbj5jcehdewxtgtbu/access/wayback/http://www.nowpublishers.com:80/article/DownloadSummary/MKT-036>
- Ramesh, A. (2019). Typology for Limited Edition Products: A Study of Select Limited Edition Products Launched in India. *BULMIM Journal of Management and Research*, 4, 43. <https://doi.org/10.5958/2455-3298.2019.00006.0>
- Roy, R., & Sharma, P. (2015). Scarcity Appeal in Advertising: Exploring the Moderating Roles of Need for Uniqueness and Message Framing. *Journal of Advertising*, 44(4), 349–359. <https://doi.org/10.1080/00913367.2015.1018459>
- Sari, A. P., Pelu, M. F. A. R., Dewi, I. K., Ismail, M., Siregar, R. T., Mistriani, N., Marit, E. L., Killa, M. F., Purba, B., & Lifchatullaillah, E. (2020). *Ekonomi Kreatif*. Yayasan Kita Menulis.
- Sarstedt, M., & Cheah, J. H. (2019). Partial least squares structural equation modeling using SmartPLS: a software review. *Journal of Marketing Analytics* 2019 7:3, 7(3), 196–202. <https://doi.org/10.1057/S41270-019-00058-3>
- Schroeder, M. A., Lander, J., & Levine-Silverman, S. (1990). Diagnosing and Dealing with Multicollinearity. *Western Journal of Nursing Research*, 12(2), 175–187. <https://doi.org/10.1177/019394599001200204>
- Sci-Hub | The downside of scarcity: Scarcity appeals can trigger consumer anger and brand switching intentions. Psychology & Marketing | 10.1002/mar.21489*. (n.d.). Retrieved November 29, 2021, from <https://sci-hub.se/https://doi.org/10.1002/mar.21489>
- Simatupang, T. (2008). *Industri Kreatif Jawa Barat*.
- Suhaily, L., & Darmoyo, S. (2017). Effect Of Product Quality, Perceived Price and Brand Image On Purchase Decision Mediated By Customer Trust (Study On Japanese Brand electronic Product). *Jurnal Manajemen*, 21(2), 179–194. <https://doi.org/10.24912/JM.V21I2.230>
- Suyuan, L., han, W., & Khurshid, A. (2015). Interest rate uncertainty, Investment and their relationship on different industries; Evidence from Jiangsu, China. *JOURNAL OF INTERNATIONAL STUDIES*, 8, 74–82. <https://doi.org/10.14254/2071-8330.2015/8-2/7>
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)

- Tian, K. T., Bearden, W. O., & Hunter, G. L. (2001). Consumers' need for uniqueness: Scale development and validation. *Journal of Consumer Research*, 28(1), 50–66. <https://doi.org/10.1086/321947>
- Ulusu, Y., Erdem, S., Durmuş, B., & Erdem, Ş. (2016). Influence of Social Media Based Brand Communities on Brand Trust The Benefits and Features of Mobile Applications and their Impact on Users' Satisfaction and the Relationships between Satisfaction, Recommendation and Brand Equity: An Empirical Study in Turkey View project Influence of Social Media Based Brand Communities on Brand Trust. *European Journal of Business and Management Wwww.Iiste.Org ISSN*, 8(35). <https://www.researchgate.net/publication/321158690>
- Uniqueness: The Human Pursuit of Difference - C.R. Snyder, Howard L. Fromkin - Google Books.* (n.d.). Retrieved April 24, 2022, from [https://books.google.co.id/books?hl=en&lr=&id=6819BwAAQBAJ&oi=fnd&pg=PA2&dq=snyder+and+fromkin&ots=llqBi06hFq&sig=HuIJiqm\\_ClXGmF-RJITUmMj4j2A&redir\\_esc=y#v=onepage&q=snyder%20and%20fromkin&f=false](https://books.google.co.id/books?hl=en&lr=&id=6819BwAAQBAJ&oi=fnd&pg=PA2&dq=snyder+and+fromkin&ots=llqBi06hFq&sig=HuIJiqm_ClXGmF-RJITUmMj4j2A&redir_esc=y#v=onepage&q=snyder%20and%20fromkin&f=false)
- Worchel, S., Lee, J., & Adewole, A. (1975). Effects of supply and demand on ratings of object value. *Journal of Personality and Social Psychology*, 32(5), 906–914. <https://doi.org/10.1037/0022-3514.32.5.906>
- Wu, L., & Lee, C. (2016). Limited Edition for Me and Best Seller for You: The Impact of Scarcity versus Popularity Cues on Self versus Other-Purchase Behavior. *Journal of Retailing*, 92(4), 486–499. <https://doi.org/10.1016/J.JRETAIL.2016.08.001>
- Xia, B. S., & Gong, P. (2014). Review of business intelligence through data analysis. *Benchmarking*, 21(2), 300–311. <https://doi.org/10.1108/BIJ-08-2012-0050/FULL/XML>
- Yahaya, A. S., Javaid, N., Latif, K., & Rehman, A. (2019). An enhanced very short-term load forecasting scheme based on activation function. *2019 International Conference on Computer and Information Sciences, ICCIS 2019*. <https://doi.org/10.1109/ICCISCI.2019.8716384>
- 전미영, & Kim, Rando. (2010). Why do people wear shoes?: An exploratory study on the hierarchical structure of the meanings in products through the network theory. *Journal of Consumption Culture*, 13(3), 31–52. <https://doi.org/10.17053/JCC.2010.13.3.002>

## **APPENDIX**

*This page is intentionally left blank*

## Appendix A

### Total Indirect and Total Effect of OLE

	Purchase Intention
Scarcity	0.092
Uniqueness	0.134
Self-Expression	0.095
Investment	-0.007
Emotional Value	0.073
Social Value	0.067
Economic Value	0.128
Brand Trust	0.292

- Scarcity affects Purchase Intention by 9.2% through Emotional Value, Social Value, Economical Value, and Brand trust.
- Uniqueness affects Purchase Intention by 13.4% through Emotional Value, Social Value, Economical Value, and Brand trust.
- Self-Expression affects Purchase Intention by 9,5% through Emotional Value, Social Value, Economical Value, and Brand trust.
- Investment affects Purchase Intention by -0,7% through Emotional Value, Social Value, Economical Value, and Brand trust.
- Emotional Value Purchase Intention by 7.3% through Brand trust.
- Social Value Purchase Intention by 6.7% through Brand trust.
- Economical Value Purchase Intention by 12.8% through Brand trust.
- Brand Trust affects Purchase Intention by 29.2%.

### Total Indirect and Total Effect of RLE

	Purchase Intention
Scarcity	0.221
Uniqueness	0.101
Self-Expression	0.077
Investment	0.264
Emotional Value	0.048
Social Value	0.221
Economic Value	0.059
Brand Trust	0.189

- Scarcity affects Purchase Intention by 22.1% through Emotional Value, Social Value, Economical Value, and Brand trust.
- Uniqueness affects Purchase Intention by 10.1% through Emotional Value, Social Value, Economical Value, and Brand trust.

- Self-Expression affects Purchase Intention by 7,7% through Emotional Value, Social Value, Economical Value, and Brand trust.
- Investment affects Purchase Intention by 26,4% through Emotional Value, Social Value, Economical Value, and Brand trust.
- Emotional Value Purchase Intention by 4.8% through Brand trust.
- Social Value Purchase Intention by 22.1% through Brand trust.
- Economical Value Purchase Intention by 5.9% through Brand trust.

Brand Trust affects Purchase Intention by 18.9%.

### Questionnaire Form

The image shows a digital questionnaire form with a black header bar containing the text "Demografi - Kebiasaan Kuisisioner". Below the header, there are three sections for data entry:

- Nama \***: A text input field with the placeholder text "Your answer".
- Umur \***: A radio button selection field with two options: "18 - 24" and "25 - 40".
- Domisil \***: A radio button selection field with five options: "Jawa Timur", "Jawa Tengah", "Jawa Barat", "D.I Yogyakarta", and "Jabodetabek".

Pengeluaran per-bulan untuk kebutuhan fesyen ( baju, sepatu, celana, dll. ) \*

- > Rp. 450.000
- < Rp. 220.000
- Rp. 220.001 - Rp. 330.000
- Rp. 330.001 - Rp. 450,000

Apakah anda sudah tahu mengenai sepatu merek lokal bernama Compass ? \*

- Ya
- Tidak

Apakah anda telah mengikuti @sepatucompass di Instagram ? \*

- Ya
- Tidak

Apakah anda pernah membeli sepatu Compass edisi terbatas ? \*

- Ya
- Tidak

Kapan terakhir kali anda membeli sepatu Compass edisi terbatas tersebut ? \*

- 2019
- 2020
- 2021
- 2022

Berapa jumlah sepatu compass edisi terbatas yang telah anda beli ? \*

- 1
- 2 - 5
- > 5

Sepatu Compass edisi terbatas dibagi menjadi dua, yaitu "Sekali Rilis" dan "Beberapa Kali Rilis". Kedua tipe tersebut terdiri dari :

Sekali Rilis :

Indonesia Bersatu, Elders Company, Pot Meets Pop, Old Blue Co & Darahku Biru, BBQ Mountain Boys, Jason Ranti, UNKL 347, Nyl Roro Kidul, Tame Impala, Tiger Camo, Brebes Gazelle, Paracenamoy, Kelompok Penerbang Rocket

Beberapa Kali Rilis :

Bravo 01, Bravo 02, Foxking Rabbit 01, Foxking Rabbit 02, R&D 01, R&D 01: Reissue, Xpressi 01, Xpressi 02.

Sepatu Compass mana yang telah anda beli ? \*

\*Pilih tipe yang dirilis berdasarkan koleksi yang Anda beli

- Sekali Rilis
- Beberapa Kali Rilis

Dimana kamu membeli sepatu Compass tersebut ? \*

- E - Commerce
- Event Bazaar Resmi Compass
- Distributor Resmi Sepatu Compass
- Reseller

Menurutmu apa yang membuat sepatu edisi terbatas Compass sebagai sepatu \* yang atraktif ?

Your answer

---

**Aspek Kelangkaan dari Sepatu Edisi Terbatas " Sekali Rilis " Compass**

Pendapat atau persepsi konsumen terhadap produk sepatu Compass edisi terbatas untuk tipe "Sekali Rilis" yang sebagaimana terdiri dari koleksi : Indonesia Bersatu, Elders Company, Pot Meets Pop, Old Blue Co & Darahku Biru, BBQ Mountain Boys, Jason Ranti, UNKL 347, Nyi Roro Kidul, Tame Impala, Tiger Camo, Brebes Gazelle, Paracemay, Kelompok Penerbang Rocket

1. Produk sepatu Compass edisi terbatas untuk "Sekali Rilis" memiliki kuantitas yang sedikit. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

2. Sepatu Compass edisi terbatas untuk "Sekali Rilis" membuat orang menginginkannya. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

3. Sepatu Compass edisi terbatas untuk "Sekali Rilis" terjual dan habis dengan cepat. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

### Aspek Keunikan dari Sepatu Edisi Terbatas " Sekali Rilis "Compass

Pendapat atau persepsi konsumen terhadap produk sepatu Compass edisi terbatas untuk tipe "Sekali Rilis" yang sebagaimana terdiri dari koleksi : Indonesia Bersatu, Elders Company, Pot Meets Pop, Old Blue Co & Darahku Biru, BBQ Mountain Boys, Jason Ranti, UNKL 347, Nyi Roro Kidul, Tame Impala, Tiger Camo, Brebes Gazelle, Paracenamoy, Kelompok Penerbang Rocket

1. Sepatu Compass edisi terbatas untuk "Sekali Rilis" merupakan sepatu yang unik \*

	1	2	3	4	5	6	7	
Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

2. Sepatu Compass edisi terbatas untuk "Sekali Rilis" berbeda dari sepatu lainnya. \*

	1	2	3	4	5	6	7	
Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

3. Sepatu Compass edisi terbatas untuk "Sekali Rilis" merupakan sepatu dengan karakteristik dan konsep yang berbeda dari sepatu pada umumnya. \*

	1	2	3	4	5	6	7	
Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

4. Sepatu Compass edisi terbatas untuk "Sekali Rilis" merupakan produk yang diutamakan / diunggulkan. \*

	1	2	3	4	5	6	7	
Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

**Aspek Ekspresi Diri dari Sepatu Edisi "Sekali Rilis" Terbatas Compass**

Pendapat atau persepsi konsumen terhadap produk sepatu Compass edisi terbatas untuk tipe "Sekali Rilis" yang sebagaimana terdiri dari koleksi :  
Indonesia Bersatu, Elders Company, Pot Meets Pop, Old Blue Co & Darahku Biru, BBQ Mountain Boys,  
Jason Ranti, UNKL 347, Nji Roro Kidul, Tame Impala, Tiger Camo, Brebes Gazelle, Paracenamoy, Kelompok Penerbang Rocket

1. Sepatu Compass edisi terbatas untuk "Sekali Rilis" mengekspresikan diri saya. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

2. Sepatu Compass edisi terbatas untuk "Sekali Rilis" mengekspresikan ego dan idealis saya. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

3. Sepatu Compass edisi terbatas untuk "Sekali Rilis" mencerminkan kepribadian saya. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

4. Sepatu Compass edisi terbatas untuk "Sekali Rilis" meningkatkan citra diri saya. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

**Aspek Investasi dari Sepatu Edisi Terbatas "Sekali Rilis" Compass**

Pendapat atau persepsi konsumen terhadap produk sepatu Compass edisi terbatas untuk tipe "Sekali Rilis" yang sebagaimana terdiri dari koleksi : Indonesia Bersatu, Elders Company, Pot Meets Pop, Old Blue Co & Darahku Biru, BBQ Mountain Boys, Jason Ranti, UNKL 347, Nyi Roro Kidul, Tame Impala, Tiger Camo, Brebes Gazelle, Paracenamoy, Kelompok Penerbang Rocket

1. Saya membeli sepatu Compass "Sekali Rilis" lebih cepat sebelum orang lain. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

2. Saya menggunakan atau membeli sepatu Compass "Sekali Rilis" sebagai sarana investasi. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

3. Saya menilai sepatu Compass "Sekali Rilis" sebagai aset yang nilai / valuenya dapat naik di masa yang akan datang. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

4. Tujuan saya membeli sepatu Compass "Sekali Rilis" adalah untuk mendapatkan keuntungan ekonomi. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

**Nilai Emosional**

Dirasakan oleh konsumen ketika menggunakan atau membeli produk sepatu Compass edisi terbatas untuk tipe "Sekali Rilis" yang sebagaimana terdiri dari koleksi : Indonesia Bersatu, Elders Company, Pot Meets Pop, Old Blue Co & Darahku Biru, BBQ Mountain Boys, Jason Ranti, UNKL 347, Nyi Roro Kidul, Tame Impala, Tiger Camo, Brebes Gazelle, Paracenamoy, Kelompok Penerbang Rocket

1. Sepatu Compass "Sekali Rilis" membedakan saya dari orang lain. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

2. Sepatu Compass "Sekali Rilis" adalah barang favorit saya. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

3. Sangat menyenangkan bagi saya untuk memiliki sepatu Compass edisi terbatas tipe "Sekali-Rilis" \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

4. Saya ingin memiliki sepatu Compass Edisi Terbatas untuk tipe "Sekali Rilis" \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

**Nilai Sosial**

Dirasakan oleh konsumen ketika menggunakan atau membeli produk sepatu Compass edisi terbatas untuk tipe "Sekali Rilis" yang sebagaimana terdiri dari koleksi : Indonesia Bersatu, Elders Company, Pot Meets Pop, Old Blue Co & Darahku Biru, BBQ Mountain Boys, Jason Ranti, UNKL 347, Nyi Roro Kidul, Tame Impala, Tiger Camo, Brebes Gazelle, Paracenamoy, Kelompok Penerbang Rocket

1. Memiliki sepatu Compass Edisi Terbatas untuk tipe "Sekali Rilis" membuat saya \* terlihat berbeda.

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

2. Memiliki sepatu Compass Edisi Terbatas untuk tipe "Sekali Rilis" memberi saya \* pengakuan secara sosial.

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

3. Memiliki sepatu Compass Edisi Terbatas untuk tipe "Sekali Rilis" membantu \* saya untuk dapat menyesuaikan di lingkungan / kelompok sosial yang saya inginkan.

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

4. Memiliki sepatu Compass Edisi Terbatas untuk tipe "Sekali Rilis" memberikan \* impresi menarik terhadap lingkungan sosial saya.

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

**Nilai Ekonomis**

Dirasakan oleh konsumen ketika menggunakan atau membeli produk sepatu Compass edisi terbatas untuk tipe "Sekali Rilis" yang sebagaimana terdiri dari koleksi : Indonesia Bersatu, Elders Company, Pot Meets Pop, Old Blue Co & Darahku Biru, BBO Mountain Boys, Jason Ranti, UNKL 347, Nyi Roro Kidul, Tame Impala, Tiger Camo, Brebes Gazelle, Paracenamoy, Kelompok Penerbang Rocket

1. Sepatu Compass Edisi Terbatas untuk tipe "Sekali Rilis" memiliki harga yang wajar. \*

Tidak Setuju    1    2    3    4    5    6    7    Sangat Setuju

2. Sepatu Compass Edisi Terbatas untuk tipe "Sekali Rilis" adalah produk dengan harga yang terjangkau. \*

Tidak Setuju    1    2    3    4    5    6    7    Sangat Setuju

3. Sepatu Compass Edisi Terbatas untuk tipe "Sekali Rilis" sepadan dengan harganya. \*

Tidak Setuju    1    2    3    4    5    6    7    Sangat Setuju

**Kepercayaan Merek**

Kepercayaan konsumen terhadap merek Compass setelah menggunakan atau membeli produk sepatu Compass edisi terbatas untuk tipe "Sekali Rilis" yang sebagaimana terdiri dari koleksi : Indonesia Bersatu, Elders Company, Pot Meets Pop, Old Blue Co & Darahku Biru, BBO Mountain Boys, Jason Ranti, UNKL 347, Nyi Roro Kidul, Tame Impala, Tiger Camo, Brebes Gazelle, Paracenamoy, Kelompok Penerbang Rocket

1. Sepatu Compass Edisi Terbatas untuk tipe "Sekali Rilis" merepresentasikan merek sepatu dengan kualitas yang unggul. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

2. Sepatu Compass Edisi Terbatas untuk tipe "Sekali Rilis" merepresentasikan keahlian dan spesialisasi Compass sebagai merek sepatu. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

3. Sepatu Compass Edisi Terbatas untuk tipe "Sekali Rilis" memberikan kesan merek sepatu yang ramah dan bersahabat pada pembeli / pelanggannya. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

4. Jika merek sepatu Compass terjerat kasus atau masalah seperti penipuan dan lainnya, saya tidak akan membeli produk Compass lagi. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

### Niat Beli Konsumen

Menunjukkan tingkat niatan konsumen dalam membeli produk sepatu Compass edisi terbatas untuk tipe "Sekali Rilis", yang sebagaimana terdiri dari koleksi : Indonesia Bersatu, Elders Company, Pot Meets Pop, Old Blue Co & Darahku Biru, BBO Mountain Boys, Jason Ranti, UNKL 347, Nji Roro Kidul, Tame Impala, Tiger Camo, Brebes Gazelle, Paracenamoy, Kelompok Penerbang Rocket

1. Saya akan membeli sepatu Compass Edisi Terbatas untuk tipe "Sekali Rilis" jika \*  
itu adalah produk yang saya butuhkan.

1 2 3 4 5 6 7  
Tidak Setuju        Sangat Setuju

2. Saya bermaksud untuk mencari informasi tentang sepatu Compass Edisi \*  
Terbatas untuk tipe "Sekali Rilis"

1 2 3 4 5 6 7  
Tidak Setuju        Sangat Setuju

3. Saya mencoba untuk membeli sepatu Compass Edisi Terbatas untuk tipe \*  
"Sekali Rilis"

1 2 3 4 5 6 7  
Tidak Setuju        Sangat Setuju

4. Saya mengutamakan untuk membeli sepatu Compass Edisi Terbatas untuk \*  
tipe "Sekali Rilis" daripada sepatu yang lain

1 2 3 4 5 6 7  
Tidak Setuju        Sangat Setuju

**Aspek Kelangkaan dari Sepatu Edisi "Beberapa Kali Rilis" Terbatas Compass**

Pendapat atau persepsi konsumen terhadap produk sepatu Compass edisi terbatas untuk tipe "Beberapa Kali Rilis" yang sebagaimana terdiri dari koleksi:  
Beberapa Kali Rilis:  
Bravo 01, Bravo 02, Fxxking Rabbit 01, Fxxking Rabbit 02, R&D 01, R&D 01: Reissue, Xpresi 01, Xpresi 02.

1. Menurut saya sepatu Compass edisi terbatas untuk "Beberapa Kali Rilis" memiliki kuantitas yang sedikit. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

2. Sepatu Compass edisi terbatas untuk "Beberapa Kali Rilis" membuat orang menginginkannya. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

3. Sepatu Compass edisi terbatas untuk "Beberapa Kali Rilis" terjual dengan cepat. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

**Aspek Keunikan dari Sepatu Edisi Terbatas "Beberapa Kali Rilis" Compass**

Pendapat atau persepsi konsumen terhadap produk sepatu Compass edisi terbatas untuk tipe 'Beberapa Kali Rilis' yang sebagaimana terdiri dari koleksi: Beberapa Kali Rilis: Bravo 01, Bravo 02, Fxxking Rabbit 01, Fxxking Rabbit 02, R&D 01, R&D 01: Reissue, Xpressi 01, Xpressi 02.

1. Sepatu Compass edisi terbatas untuk "Beberapa Kali Rilis" merupakan sepatu \* yang unik

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

2. Sepatu Compass edisi terbatas untuk "Beberapa Kali Rilis" berbeda dari \* sepatu lainnya.

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

3. Sepatu Compass edisi terbatas untuk "Beberapa Kali Rilis" merupakan sepatu \* dengan karakteristik dan konsep yang berbeda dari sepatu pada umumnya.

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

4. Sepatu Compass edisi terbatas untuk "Beberapa Kali Rilis" merupakan produk \* yang diutamakan atau diunggulkan.

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

**Aspek Ekspresi Diri dari Sepatu Edisi "Beberapa Kali Rilis" Terbatas Compass**

Pendapat atau persepsi konsumen terhadap produk sepatu Compass edisi terbatas untuk tipe "Beberapa Kali Rilis", yang sebagaimana terdiri dari koleksi :  
Bravo 01, Bravo 02, Fxxking Rabbit 01, Fxxking Rabbit 02, R&D 01, R&D 01: Reissue, Xpressi 01, Xpressi 02.

1. Sepatu Compass edisi terbatas untuk "Beberapa Kali Rilis" mengekspresikan diri saya. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

2. Sepatu Compass edisi terbatas untuk "Beberapa Kali Rilis" mengekspresikan ego dan idealis saya. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

3. Sepatu Compass edisi terbatas untuk "Beberapa Kali Rilis" mencerminkan kepribadian saya. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

4. Sepatu Compass edisi terbatas untuk "Beberapa Kali Rilis" meningkatkan citra diri saya. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

### Aspek Investasi dari Sepatu Edisi Terbatas "Beberapa Kali Rilis" Compass

Pendapat atau persepsi konsumen terhadap produk sepatu Compass edisi terbatas untuk tipe "Beberapa Kali Rilis", yang sebagaimana terdiri dari koleksi :  
Bravo 01, Bravo 02, Fxxking Rabbit 01, Fxxking Rabbit 02, R&D 01, R&D 01: Reissue, Xpressi 01, Xpressi 02.

1. Saya membeli sepatu Compass "Beberapa Kali Rilis" sebelum orang lain. \*

	1	2	3	4	5	6	7	
Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

2. Saya menggunakan sepatu Compass "Beberapa Kali Rilis" sebagai sarana investasi. \*

	1	2	3	4	5	6	7	
Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

3. Saya menilai sepatu Compass "Beberapa Kali Rilis" sebagai aset nilai / valuenya dapat naik di masa yang akan datang. \*

	1	2	3	4	5	6	7	
Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

4. Tujuan saya membeli sepatu Compass "Beberapa Kali Rilis" adalah untuk mendapatkan keuntungan ekonomi. \*

	1	2	3	4	5	6	7	
Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

**Nilai Emosional**

Nilai yang dirasakan oleh konsumen ketika membeli produk sepatu Compass edisi terbatas untuk tipe "Beberapa Kali Rilis", yang sebagaimana terdiri dari koleksi :  
Bravo 01, Bravo 02, Fxxking Rabbit 01, Fxxking Rabbit 02, R&D 01, R&D 01: Reissue, Xpresi 01, Xpresi 02.

1. Sepatu Compass "Beberapa Kali Rilis" membedakan saya dari orang lain. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

2. Sepatu Compass "Beberapa Kali Rilis" adalah barang favorit saya. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

3. Sangat menyenangkan bagi saya untuk memiliki sepatu Compass edisi terbatas tipe "Beberapa Kali Rilis" \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

4. Saya ingin memiliki sepatu Compass Edisi Terbatas untuk tipe "Beberapa Kali Rilis" \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

### Nilai Sosial

Nilai yang dirasakan oleh konsumen ketika membeli produk sepatu Compass edisi terbatas untuk tipe "Beberapa Kali Rilis", yang sebagaimana terdiri dari koleksi : Bravo 01, Bravo 02, Fxxking Rabbit 01, Fxxking Rabbit 02, R&D 01, R&D 01: Reissue, Xpressi 01, Xpressi 02.

1. Memiliki sepatu Compass Edisi Terbatas untuk tipe "Beberapa Kali Rilis" membuat saya terlihat berbeda. \*

1   2   3   4   5   6   7

Tidak Setuju                        Sangat Setuju

2. Memiliki sepatu Compass Edisi Terbatas untuk tipe "Beberapa Kali Rilis" memberi saya pengakuan sosial \*

1   2   3   4   5   6   7

Tidak Setuju                        Sangat Setuju

3. Memiliki sepatu Compass Edisi Terbatas untuk tipe "Beberapa Kali Rilis" membantu saya membantu saya untuk dapat menyesuaikan di lingkungan / kelompok sosial yang saya inginkan \*

1   2   3   4   5   6   7

Tidak Setuju                        Sangat Setuju

4. Memiliki sepatu Compass Edisi Terbatas untuk tipe "Beberapa Kali Rilis" memberikan impresi menarik terhadap lingkungan sosial saya. \*

1   2   3   4   5   6   7

Tidak Setuju                        Sangat Setuju

**Nilai Ekonomis**

Nilai yang dirasakan oleh konsumen ketika membeli produk sepatu Compass edisi terbatas untuk tipe "Beberapa Kali Rilis", yang sebagaimana terdiri dari koleksi : Bravo 01, Bravo 02, Fxxking Rabbit 01, Fxxking Rabbit 02, R&D 01, R&D 01: Reissue, Xpressi 01, Xpressi 02.

1. Sepatu Compass Edisi Terbatas untuk tipe "Beberapa Kali Rilis" memiliki harga \* yang wajar.

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

2. Sepatu Compass Edisi Terbatas untuk tipe "Beberapa Kali Rilis" adalah produk \* dengan harga yang terjangkau.

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

3. Sepatu Compass Edisi Terbatas untuk tipe "Beberapa Kali Rilis" sepadan \* dengan harganya.

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

### Kepercayaan Merek

Kepercayaan konsumen terhadap merek Compass setelah menggunakan atau membeli produk sepatu Compass edisi terbatas untuk tipe "Beberapa Kali Rilis", yang sebagaimana terdiri dari koleksi : Bravo 01, Bravo 02, Fxxking Rabbit 01, Fxxking Rabbit 02, R&D 01, R&D 01: Reissue, Xpresi 01, Xpresi 02.

1. Sepatu Compass Edisi Terbatas untuk tipe "Beberapa Kali Rilis" merepresentasikan merek sepatu dengan kualitas yang unggul. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

2. Sepatu Compass Edisi Terbatas untuk tipe "Beberapa Kali Rilis" merepresentasikan keahlian dan spesialisasi Compass sebagai merek sepatu. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

3. Sepatu Compass Edisi Terbatas untuk tipe "Beberapa Kali Rilis" memberikan kesan merek sepatu yang ramah dan bersahabat pada pembeli / pelanggannya. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

4. Jika merek sepatu Compass terjerat kasus atau masalah seperti penipuan dan lainnya, saya tidak akan membeli produk Compass lagi. \*

1 2 3 4 5 6 7

Tidak Setuju        Sangat Setuju

**Niat Beli Konsumen**

Menunjukkan tingkat ketertarikan konsumen dalam membeli produk sepatu Compass edisi terbatas untuk tipe "Beberapa Kali Rilis", yang sebagaimana terdiri dari koleksi :  
Bravo 01, Bravo 02, Fxxking Rabbit 01, Fxxking Rabbit 02, R&D 01, R&D 01: Reissue, Xpressi 01, Xpressi 02.

1. Saya akan membeli sepatu Compass Edisi Terbatas untuk tipe "Beberapa Kali Rilis" jika itu adalah produk yang saya butuhkan. \*

1   2   3   4   5   6   7

Tidak Setuju                        Sangat Setuju

2. Saya bermaksud untuk mencari informasi tentang sepatu Compass Edisi Terbatas untuk tipe "Beberapa Kali Rilis" \*

1   2   3   4   5   6   7

Tidak Setuju                        Sangat Setuju

3. Saya mencoba untuk membeli sepatu Compass Edisi Terbatas untuk tipe "Beberapa Kali Rilis" \*

1   2   3   4   5   6   7

Tidak Setuju                        Sangat Setuju

4. Saya mengutamakan untuk membeli sepatu Compass Edisi Terbatas untuk tipe "Beberapa Kali Rilis" daripada sepatu yang lain. \*

1   2   3   4   5   6   7

Tidak Setuju                        Sangat Setuju

## Appendix B

### Respondents Answer

Number	Name	Age	Domicile
1	Rahadian Bino	18 - 24	Jawa Timur
2	Rafell alam	18 - 24	Jawa Tengah
3	rafil mahardika	18 - 24	Jawa Timur
4	Moch Rafly A.	18 - 24	Jawa Timur
5	Milka melvarzsa	18 - 24	Jawa Timur
6	Fariz Raffandi	18 - 24	D.I Yogyakarta
7	imdewantara	25 - 40	Jawa Barat
8	Alfandi raditya	18 - 24	Jabodetabek
9	viano radjamin	18 - 24	Jawa Timur
10	rama dimas	18 - 24	Jawa Tengah
11	Hanif Budiman	25 - 40	Jawa Timur

12	naufalrafipamungkas	18 - 24	Jawa Timur
13	PASHA PS	18 - 24	Jawa Timur
14	alif k3ce	18 - 24	D.I Yogyakarta
15	bahtiarrahman	18 - 24	Jawa Timur
16	Irfanda Ario Prakoso	18 - 24	Jawa Timur
17	raffi ikhwann sepatu buat aku ding plis	18 - 24	Jawa Timur
18	SAL,MEONNGG <33	18 - 24	Jabodetabek
19	anthasena thaabit abisha	18 - 24	Jabodetabek
20	aldo gundal	25 - 40	Jawa Tengah
21	embahh	18 - 24	Jawa Timur
22	nandana	18 - 24	Jawa Timur
23	AXEL	18 - 24	Jabodetabek
24	b4by dino DACON	18 - 24	D.I Yogyakarta
25	Kharisma kusnaedi	18 - 24	Jawa Barat
26	biyan bril	18 - 24	Jawa Timur
27	lugakartiwaaaaaa	18 - 24	Jabodetabek
28	Reswara nararya putra	25 - 40	Jabodetabek
29	angelie kristine	18 - 24	Jawa Tengah
30	@ruuiys	18 - 24	Jawa Timur
31	ansyarahaman	18 - 24	Jawa Timur
32	Brian Primana A.	18 - 24	Jawa Barat
33	Saddam Rafsanjanie	18 - 24	Jawa Timur
34	Aldiko Ghozali	18 - 24	Jabodetabek
35	Sahasika prayata	25 - 40	Jawa Barat
36	maulana beryl amruallah	18 - 24	Jawa Timur
37	bagas rais akbar	25 - 40	Jawa Tengah
38	asmara duta	18 - 24	Jawa Timur
39	Aulia Jibril	18 - 24	Jawa Barat
40	Johanes Noel	18 - 24	D.I Yogyakarta
41	Widiatmo	18 - 24	Jawa Tengah
42	Rafinzha	18 - 24	Jabodetabek
43	RENDy PUTRA	18 - 24	Jawa Barat
44	raffy arsyil	18 - 24	Jabodetabek
45	Aurel mahardika	18 - 24	D.I Yogyakarta
46	paksawisdan	25 - 40	Jabodetabek
47	raslika shafa	18 - 24	Jabodetabek

48	Kitaro Desmonda	18 - 24	Jawa Timur
49	nabilahizza	18 - 24	D.I Yogyakarta
50	Angellie Nabila	18 - 24	Jabodetabek
51	relif.rayhanalif	18 - 24	Jawa Timur
52	bilqis	18 - 24	D.I Yogyakarta
53	Daffa Yudhistira	18 - 24	Jabodetabek
54	@ariefgh	18 - 24	Jawa Timur
55	Hafid Abiyyu	18 - 24	Jawa Timur
56	Pandu Irawan iki mas deng !	18 - 24	Jawa Timur
57	rasya	18 - 24	Jawa Tengah
58	GEOFANNY	25 - 40	Jawa Timur
59	jian ayune sundul langit	18 - 24	Jawa Timur
60	Panji.Dhimas	18 - 24	Jawa Timur
61	Ardiar Rahmanandana	18 - 24	Jabodetabek
62	Hega anggur dingin	18 - 24	Jawa Barat
63	rafi rayhan	18 - 24	Jabodetabek
64	ASSYIFAH SYIPEH :)))	18 - 24	Jawa Timur
65	harun ar-rasyid	18 - 24	D.I Yogyakarta
66	ALDI SATRIA (PK)	18 - 24	Jawa Tengah
67	diemas ghaly	18 - 24	Jawa Timur
68	Wildan Hartawan	18 - 24	Jawa Timur
69	Patrick Devon	18 - 24	Jawa Timur
70	APIP	18 - 24	Jawa Timur
71	aldian angsar	18 - 24	Jawa Timur
72	Nlzar ariel	18 - 24	Jawa Timur
73	haikal 233	18 - 24	Jawa Tengah
74	. Raja Akmal .	18 - 24	D.I Yogyakarta
75	Bima Arkananta	25 - 40	Jawa Barat
76	Prambudi Bagas	18 - 24	D.I Yogyakarta
77	Anton Ananton	18 - 24	Jawa Timur
78	mohammad moses	18 - 24	D.I Yogyakarta
79	Daffa Razan	25 - 40	Jawa Timur
80	Selma Amyra	18 - 24	Jawa Timur
81	Alvin Rafli	18 - 24	Jawa Tengah
82	Rachmad Ridho	18 - 24	Jawa Timur
83	zhafran maulana AAN ini mas.	18 - 24	Jawa Timur

84	HERMAN DWI YULIANTO	25 - 40	D.I Yogyakarta
85	leo andika	25 - 40	Jabodetabek
86	Yogi Pratama	18 - 24	D.I Yogyakarta
87	ade mirza smg	18 - 24	Jawa Tengah
88	Fadel Ananda Dotty	18 - 24	Jabodetabek
89	Farrel Lesmana	18 - 24	D.I Yogyakarta
90	Poppy Maulia	18 - 24	Jawa Timur
91	SEMANGATTT GADINGGG	18 - 24	D.I Yogyakarta
92	Novando Atmaja	18 - 24	Jawa Timur
93	<>----- Prasetya Wira ----- <>	18 - 24	Jawa Timur
94	Ricky Maulana	18 - 24	Jawa Timur
95	DENNY ANGGORO	25 - 40	Jawa Tengah
96	Helmi hongii	25 - 40	Jabodetabek
97	HANS BUDIMAN	18 - 24	Jabodetabek
98	Armadiaz	18 - 24	Jawa Timur
99	abdull rozaqq	25 - 40	Jawa Tengah
100	Aurnanda S	18 - 24	Jawa Timur
101	tegar mohamad	18 - 24	Jawa Timur
102	bianc	18 - 24	Jawa Barat
103	LORD GABEN	25 - 40	Jabodetabek
104	Odette	18 - 24	Jawa Tengah
105	Kevin Tantjaya	18 - 24	Jawa Timur
106	Johan ananda	18 - 24	D.I Yogyakarta
107	David dwi	18 - 24	Jabodetabek
108	Milka D. Yanti	18 - 24	D.I Yogyakarta
109	Dedi gustiwana	18 - 24	Jabodetabek
110	Rahadian Bino	18 - 24	Jawa Timur
111	imdewantar	18 - 24	Jawa Timur
112	Steven PO	18 - 24	Jawa Tengah
113	Pudji Slamet Riyatdi	18 - 24	Jabodetabek
114	Azis M.	18 - 24	D.I Yogyakarta
115	Puttro Bagus	25 - 40	Jawa Tengah
116	Darrel Vytasiah	18 - 24	Jabodetabek
117	gendon taqyubbah	18 - 24	Jawa Timur
118	Offie malandon	18 - 24	Jabodetabek

119	danmavi	18 - 24	Jawa Timur
120	Mawar Binupuran	18 - 24	Jabodetabek
121	kammal	18 - 24	Jawa Barat
122	Ayu Mega	18 - 24	Jawa Tengah
123	Wicaksono A.	18 - 24	Jawa Barat
124	Zulfi Hasna	18 - 24	Jabodetabek
125	hasan thalib	18 - 24	Jabodetabek
126	Juwa isnaini	18 - 24	Jawa Tengah
127	deva alamsyah	18 - 24	Jawa Tengah
128	satria muhdi	18 - 24	Jawa Barat
129	jail ahmad	18 - 24	Jawa Timur
130	Lintang Bara	25 - 40	Jawa Barat
131	emilia putri	18 - 24	Jawa Barat
132	Putra gumilagn	18 - 24	Jabodetabek
133	Rizky manurang	25 - 40	Jawa Barat
134	gerryko mansur	18 - 24	Jawa Barat
135	danny olaman	18 - 24	Jabodetabek
136	yani a	25 - 40	Jabodetabek
137	JOVANADA	18 - 24	Jawa Tengah
138	malaikha juvi	18 - 24	Jawa Tengah
139	jorghy alfalah	18 - 24	Jabodetabek
140	fadhil jan	18 - 24	Jawa Timur
141	ANDRE MARTONO	18 - 24	D.I Yogyakarta
142	geerald	18 - 24	Jawa Tengah
143	pando	18 - 24	Jawa Barat
144	ALVIN MOGANANDA	18 - 24	D.I Yogyakarta
145	yoga paripurna	18 - 24	Jawa Barat
146	ananta davin	18 - 24	Jawa Tengah
147	balvin oka	25 - 40	Jawa Barat
148	julio m	18 - 24	Jabodetabek
149	yohan anajani	18 - 24	Jawa Tengah
150	wajudi mahona	18 - 24	D.I Yogyakarta
151	aldo bumelah	18 - 24	Jawa Tengah
152	anjani najalaa	18 - 24	Jawa Barat
153	lisa	18 - 24	Jawa Tengah
154	wakdi	18 - 24	Jawa Barat

155	pandu	18 - 24	Jabodetabek
156	bariq widi	18 - 24	Jabodetabek
157	panjul istiqlal	25 - 40	Jabodetabek
158	fazul mashyalanu	18 - 24	Jawa Tengah
159	bandi subiakto	25 - 40	Jawa Barat
160	nita khoirul	18 - 24	Jawa Timur
161	raffi zulafi	18 - 24	Jawa Tengah
162	jalil burhan	18 - 24	Jawa Timur
163	diego takupass	18 - 24	Jabodetabek
164	jalu adimakayasa	18 - 24	D.I Yogyakarta
165	sulaiman avariansyah	18 - 24	D.I Yogyakarta
166	valtifanka	18 - 24	D.I Yogyakarta
167	Linda Ammavirda	18 - 24	Jawa Barat
168	Josh Melvin	18 - 24	Jawa Barat
169	mayaradinka	18 - 24	Jawa Barat
170	axel dawney	18 - 24	D.I Yogyakarta
171	brian agung prianto	18 - 24	Jawa Tengah
172	Yusuh Hasannudin	18 - 24	Jawa Timur
173	Mochammad hamzah	25 - 40	Jawa Barat
174	Seno Ajirahmandana	18 - 24	D.I Yogyakarta
175	Rahadian Satya	18 - 24	Jawa Timur
176	Yola zimut	25 - 40	Jabodetabek
177	willi saputra	18 - 24	Jabodetabek
178	Wanda fasya	18 - 24	D.I Yogyakarta
179	masstiyo	18 - 24	Jawa Tengah
180	stevi item	18 - 24	Jabodetabek
181	erlangga pranggu bayu	18 - 24	Jawa Tengah
182	ayez muntiyas	18 - 24	Jawa Barat
183	Novandi Hilmu	18 - 24	D.I Yogyakarta
184	Vincent handoko	18 - 24	Jawa Tengah
185	SASKIA AZARINE	18 - 24	Jawa Barat
186	vando mikaila	18 - 24	Jawa Timur
187	jadit rabbani	18 - 24	Jawa Tengah
188	Nurul Hishbaqriul	18 - 24	Jawa Barat
189	Kania Antariksa	18 - 24	Jawa Timur
190	Ryan pamungkas	18 - 24	D.I Yogyakarta

191	Gabriel ajunanda	18 - 24	Jabodetabek
192	Billy Samudra	18 - 24	Jawa Barat
193	Ilak	18 - 24	Jabodetabek
194	ridha almaiayah	18 - 24	Jabodetabek
195	Erlen Jarynlin	18 - 24	Jawa Barat
196	Nia Radjamin	18 - 24	D.I Yogyakarta
197	Laila M. Salsabila	18 - 24	Jawa Timur
198	Debirah ratyri	18 - 24	Jabodetabek
199	Aline syahrani	18 - 24	Jawa Timur
200	Adi prayito	18 - 24	Jawa Timur
201	Zita Fairus	18 - 24	Jawa Timur
202	nadien aliriman	18 - 24	Jawa Timur
203	Janitra Satriani	18 - 24	Jabodetabek
204	Alamsyah Nur	18 - 24	Jawa Tengah
205	dinan sido	18 - 24	Jawa Tengah

<b>Pengeluaran per-bulan untuk kebutuhan fesyen ( baju, sepatu, celana, dll. )</b>	<b>Apakah anda sudah tahu mengenai sepatu merek lokal bernama Compass ?</b>	<b>Apakah anda telah mengikuti @sepatucompass di Instagram ?</b>	<b>Apakah anda pernah membeli sepatu Compass edisi terbatas ?</b>
Rp. 330.001 - Rp. 450,000	Ya	Ya	Tidak
Rp. 330.001 - Rp. 450,000	Ya	Tidak	Ya
< Rp. 220.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Tidak
Rp. 330.001 - Rp. 450,000	Ya	Tidak	Ya
Rp. 220.001 - Rp. 330.000	Ya	Tidak	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Tidak	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya

Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Tidak	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Tidak	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Tidak	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Tidak
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Tidak
< Rp. 220.000	Ya	Tidak	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Tidak	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya

Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Tidak	Ya
> Rp. 450.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Tidak	Ya
< Rp. 220.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Tidak	Ya
Rp. 220.001 - Rp. 330.000	Ya	Tidak	Ya
Rp. 220.001 - Rp. 330.000	Ya	Tidak	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Tidak
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya

< Rp. 220.000	Ya	Tidak	Tidak
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Tidak	Ya
< Rp. 220.000	Ya	Tidak	Ya
Rp. 220.001 - Rp. 330.000	Ya	Tidak	Ya
Rp. 220.001 - Rp. 330.000	Ya	Tidak	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Tidak	Ya
> Rp. 450.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Tidak
Rp. 330.001 - Rp. 450,000	Ya	Ya	Tidak
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya

< Rp. 220.000	Ya	Tidak	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Tidak	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Tidak	Ya
> Rp. 450.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
> Rp. 450.000	Tidak	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya

> Rp. 450.000	Ya	Tidak	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
> Rp. 450.000	Ya	Tidak	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya

Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya

Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
< Rp. 220.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
Rp. 330.001 - Rp. 450,000	Ya	Ya	Ya
Rp. 220.001 - Rp. 330.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya
> Rp. 450.000	Ya	Ya	Ya

<b>Kapan terakhir kali anda membeli sepatu Compass edisi terbatas tersebut ?</b>	<b>Berapa jumlah sepatu compass edisi terbatas yang telah anda beli ?</b>	<b>Sepatu Compass mana yang telah anda beli ? *Pilih tipe yang dirilis berdasarkan koleksi yang Anda beli</b>	<b>Dimana kamu membeli sepatu Compass tersebut ?</b>
2021	1	Beberapa Kali Rilis	Distributor Resmi Sepatu Compass, Reseller
2020	1	Sekali Rilis	Event Bazaar Resmi Compass
2019	1	Beberapa Kali Rilis	E - Commerce
2021	2 - 5	Sekali Rilis	Reseller
2022	1	Sekali Rilis	E - Commerce
2019	1	Sekali Rilis	Reseller
2020	1	Beberapa Kali Rilis	Reseller

2021		1 Sekali Rilis	Reseller
2022	2 - 5	Sekali Rilis	E - Commerce, Reseller
2020		1 Sekali Rilis	Reseller
2019	2 - 5	Beberapa Kali Rilis	Reseller
2022	2 - 5	Sekali Rilis	E - Commerce, Reseller
2020		1 Beberapa Kali Rilis	E - Commerce
2019		1 Sekali Rilis	Reseller
2020		1 Beberapa Kali Rilis	Reseller
2020		1 Beberapa Kali Rilis	Reseller
2021		1 Sekali Rilis	E - Commerce
2021		1 Beberapa Kali Rilis	E - Commerce, Reseller
2020		1 Beberapa Kali Rilis	Reseller
2021		1 Sekali Rilis	Reseller
2022		1 Sekali Rilis	Reseller
2021		1 Sekali Rilis	Reseller
2020	2 - 5	Beberapa Kali Rilis	E - Commerce, Event Bazaar Resmi Compass, Reseller
2020	2 - 5	Beberapa Kali Rilis	Reseller
2021	2 - 5	Beberapa Kali Rilis	E - Commerce, Event Bazaar Resmi Compass
2019		1 Sekali Rilis	Reseller
2021	2 - 5	Beberapa Kali Rilis	E - Commerce, Event Bazaar Resmi Compass, Reseller
2022		1 Beberapa Kali Rilis	Reseller
2020		1 Sekali Rilis	Reseller
2020		1 Beberapa Kali Rilis	E - Commerce
2020		1 Beberapa Kali Rilis	Reseller
2022		1 Sekali Rilis	Reseller
2019		1 Sekali Rilis	E - Commerce
2022		1 Sekali Rilis	E - Commerce, Reseller
2021		1 Beberapa Kali Rilis	E - Commerce
2021		1 Sekali Rilis	Reseller
2019	2 - 5	Sekali Rilis	Reseller

2021		1 Sekali Rilis	E - Commerce
2019	2 - 5	Sekali Rilis	E - Commerce
2019		1 Sekali Rilis	Event Bazaar Resmi Compass
2020		1 Sekali Rilis	Reseller
2020		1 Sekali Rilis	E - Commerce
2021		1 Sekali Rilis	Reseller
2019		1 Sekali Rilis	Reseller
2022	2 - 5	Sekali Rilis	E - Commerce, Reseller
2020		1 Sekali Rilis	Reseller
2020		1 Sekali Rilis	E - Commerce
2022	> 5	Sekali Rilis	E - Commerce, Event Bazaar Resmi Compass, Reseller
2020	2 - 5	Sekali Rilis	Reseller
2020	2 - 5	Sekali Rilis	E - Commerce, Reseller
2021		1 Sekali Rilis	Reseller
2019	2 - 5	Sekali Rilis	Reseller
2022		1 Sekali Rilis	Reseller
2021		1 Sekali Rilis	E - Commerce, Reseller
2020	2 - 5	Sekali Rilis	Distributor Resmi Sepatu Compass
2019		1 Sekali Rilis	Reseller
2020		1 Sekali Rilis	Reseller
2019	2 - 5	Sekali Rilis	E - Commerce, Reseller
2021		1 Sekali Rilis	Reseller
2019	2 - 5	Sekali Rilis	E - Commerce, Reseller
2021		1 Sekali Rilis	E - Commerce
2022		1 Sekali Rilis	Reseller
2019		1 Sekali Rilis	E - Commerce, Reseller
2020		1 Sekali Rilis	Reseller
2021		1 Sekali Rilis	Reseller
2022	2 - 5	Sekali Rilis	Event Bazaar Resmi Compass
2020		1 Sekali Rilis	Reseller
2020		1 Sekali Rilis	Reseller

2022		1 Beberapa Kali Rilis	Reseller
2020		1 Sekali Rilis	E - Commerce
2020		1 Sekali Rilis	E - Commerce
2021		1 Sekali Rilis	Reseller
2020		1 Sekali Rilis	Reseller
2020		1 Sekali Rilis	E - Commerce
2019	2 - 5	Sekali Rilis	E - Commerce
2022		1 Sekali Rilis	Reseller
2022		1 Sekali Rilis	E - Commerce
2021		1 Sekali Rilis	Event Bazaar Resmi Compass
2022		1 Sekali Rilis	Reseller
2020		1 Sekali Rilis	Reseller
2020	2 - 5	Sekali Rilis	Reseller
2020		1 Sekali Rilis	Reseller
2019		1 Sekali Rilis	Reseller
2022		1 Sekali Rilis	Reseller
2020	2 - 5	Sekali Rilis	Reseller
2021		1 Sekali Rilis	Reseller
2020		1 Sekali Rilis	Reseller
2022		1 Sekali Rilis	Reseller
2019	2 - 5	Sekali Rilis	E - Commerce, Reseller
2022		1 Sekali Rilis	Reseller
2021		1 Sekali Rilis	Reseller
2020		1 Sekali Rilis	Reseller
2020		1 Sekali Rilis	Reseller
2022		1 Sekali Rilis	Reseller
2021		1 Sekali Rilis	Reseller
2019		1 Sekali Rilis	Reseller
2019		1 Sekali Rilis	Event Bazaar Resmi Compass
2022		1 Sekali Rilis	Event Bazaar Resmi Compass
2019		1 Sekali Rilis	Reseller
2020	2 - 5	Sekali Rilis	E - Commerce, Event Bazaar Resmi Compass
2021	2 - 5	Sekali Rilis	E - Commerce, Reseller

2022	2 - 5	Sekali Rilis	Event Bazaar Resmi Compass
2020		1 Sekali Rilis	Reseller
2019		1 Sekali Rilis	Event Bazaar Resmi Compass
2020		1 Beberapa Kali Rilis	E - Commerce
2020	2 - 5	Sekali Rilis	E - Commerce
2019		1 Sekali Rilis	Event Bazaar Resmi Compass
2021		1 Sekali Rilis	E - Commerce
2021		1 Sekali Rilis & Beberapa Kali Rilis	E - Commerce
2019	2 - 5	Sekali Rilis	E - Commerce, Reseller
2019	2 - 5	Sekali Rilis	Event Bazaar Resmi Compass, Reseller
2020		1 Sekali Rilis	Event Bazaar Resmi Compass
2020		1 Sekali Rilis	Event Bazaar Resmi Compass
2019		1 Beberapa Kali Rilis	Reseller
2021		1 Beberapa Kali Rilis	E - Commerce
2021		1 Sekali Rilis	E - Commerce
2020		1 Beberapa Kali Rilis	Reseller
2020	2 - 5	Beberapa Kali Rilis	E - Commerce
2020		1 Beberapa Kali Rilis	Event Bazaar Resmi Compass
2019		1 Beberapa Kali Rilis	Reseller
2020		1 Beberapa Kali Rilis	Reseller
2020		1 Beberapa Kali Rilis	Event Bazaar Resmi Compass
2020	2 - 5	Beberapa Kali Rilis	Reseller
2020		1 Beberapa Kali Rilis	Reseller
2021		1 Sekali Rilis	Reseller
2019		1 Beberapa Kali Rilis	Event Bazaar Resmi Compass
2019		1 Beberapa Kali Rilis	Reseller
2022		1 Sekali Rilis	Event Bazaar Resmi Compass
2019	2 - 5	Beberapa Kali Rilis	Distributor Resmi Sepatu Compass
2021		1 Beberapa Kali Rilis	Event Bazaar Resmi Compass
2020		1 Beberapa Kali Rilis	Reseller

2021		1 Beberapa Kali Rilis	Reseller
2019		1 Beberapa Kali Rilis	Distributor Resmi Sepatu Compass
2019		1 Sekali Rilis	Event Bazaar Resmi Compass
2022		1 Beberapa Kali Rilis	Reseller
2020		1 Sekali Rilis	Reseller
2019		1 Beberapa Kali Rilis	E - Commerce
2019		1 Beberapa Kali Rilis	Distributor Resmi Sepatu Compass
2019		1 Beberapa Kali Rilis	Reseller
2020	2 - 5	Beberapa Kali Rilis	E - Commerce
2020		1 Beberapa Kali Rilis	Reseller
2020		1 Beberapa Kali Rilis	Reseller
2019		1 Beberapa Kali Rilis	E - Commerce
2020		1 Beberapa Kali Rilis	Reseller
2019		1 Beberapa Kali Rilis	Reseller
2020		1 Beberapa Kali Rilis	E - Commerce
2021		1 Beberapa Kali Rilis	Reseller
2020		1 Beberapa Kali Rilis	Event Bazaar Resmi Compass
2020		1 Beberapa Kali Rilis	Reseller
2020		1 Beberapa Kali Rilis	E - Commerce
2019		1 Sekali Rilis	Distributor Resmi Sepatu Compass
2019	2 - 5	Beberapa Kali Rilis	Event Bazaar Resmi Compass
2020		1 Beberapa Kali Rilis	E - Commerce
2020		1 Beberapa Kali Rilis	Event Bazaar Resmi Compass
2019		1 Beberapa Kali Rilis	Reseller
2020		1 Beberapa Kali Rilis	Event Bazaar Resmi Compass
2019	2 - 5	Beberapa Kali Rilis	E - Commerce
2020		1 Beberapa Kali Rilis	E - Commerce
2019		1 Beberapa Kali Rilis	E - Commerce
2019		1 Beberapa Kali Rilis	E - Commerce
2019		1 Beberapa Kali Rilis	Reseller
2021		1 Beberapa Kali Rilis	E - Commerce
2021		1 Beberapa Kali Rilis	Event Bazaar Resmi Compass

2019	1	Beberapa Kali Rilis	Distributor Resmi Sepatu Compass
2019	1	Beberapa Kali Rilis	E - Commerce
2019	1	Beberapa Kali Rilis	Reseller
2019	1	Beberapa Kali Rilis	Distributor Resmi Sepatu Compass
2021	1	Beberapa Kali Rilis	Event Bazaar Resmi Compass
2021	1	Beberapa Kali Rilis	Event Bazaar Resmi Compass
2019	1	Beberapa Kali Rilis	Event Bazaar Resmi Compass
2019	1	Beberapa Kali Rilis	E - Commerce
2020	1	Beberapa Kali Rilis	Event Bazaar Resmi Compass
2019	1	Beberapa Kali Rilis	Distributor Resmi Sepatu Compass, Reseller
2021	1	Beberapa Kali Rilis	Reseller
2020	1	Beberapa Kali Rilis	Reseller
2019	1	Beberapa Kali Rilis	Reseller
2019	1	Beberapa Kali Rilis	Distributor Resmi Sepatu Compass
2019	1	Beberapa Kali Rilis	E - Commerce
2019	1	Beberapa Kali Rilis	Event Bazaar Resmi Compass
2019	1	Beberapa Kali Rilis	Reseller
2019	1	Beberapa Kali Rilis	Reseller
2021	1	Beberapa Kali Rilis	E - Commerce
2019	1	Beberapa Kali Rilis	E - Commerce
2019	1	Beberapa Kali Rilis	Reseller
2019	1	Beberapa Kali Rilis	Reseller
2021	1	Beberapa Kali Rilis	Reseller
2019	1	Beberapa Kali Rilis	Reseller
2022	1	Beberapa Kali Rilis	Distributor Resmi Sepatu Compass
2019	1	Beberapa Kali Rilis	Reseller
2019	1	Beberapa Kali Rilis	Reseller
2020	1	Beberapa Kali Rilis	Reseller
2019	1	Beberapa Kali Rilis	Reseller
2019	1	Beberapa Kali Rilis	Reseller
2019	1	Beberapa Kali Rilis	E - Commerce
2019	1	Beberapa Kali Rilis	Reseller

2019	1	Beberapa Kali Rilis	Reseller
2019	1	Beberapa Kali Rilis	Reseller
2019	1	Beberapa Kali Rilis	E - Commerce
2019	1	Beberapa Kali Rilis	Reseller
2020	1	Beberapa Kali Rilis	E - Commerce
2019	1	Beberapa Kali Rilis	E - Commerce
2020	1	Beberapa Kali Rilis	Reseller
2019	1	Beberapa Kali Rilis	Reseller
2019	1	Beberapa Kali Rilis	E - Commerce
2020	1	Sekali Rilis	Distributor Resmi Sepatu Compass

desain keren
valuernya bisa naik, sehingga memberi untung
desain
model bagus dan santai
kueren pokoknya
keren, creative
BANYAKK
langka jadinya keren
konsep
banyak sekaliii
Desainnya ahaayyydekkk
banyak hal sih
kreatif
jarang dipakai orang krn langka
bagus dan keren
waktu itu collab sm brand jepang yang notabene keren banget jadi buat aku tertarik utk beli
langka bisadijual
keliatan keren karena langka dan terhitung mahal utk produk lokal
banyak lahh
beli compass ga akan rugi, paling ga bisa dijual lagi.
sepatu kren marketing kerennn
masih banyak yg belum tau, jadi agaknya kalo tau dianggap "sneaker enthusiast"
BAGUSSSSSSSSSSSS

karena dikenal susah dptnya
susah dapetnya, saya sendiri dari org dalam distributor
aaaaaaaaaaaaaaaaasek
asaaa
banyak dong ding dong
oke overall
laranggg tapi apik
buanyak maszeeeeheh
desain konten packaging konsep
mantab buat aji handoko
keren model2na
banyak dong
oke dann keren
keren banget sepatunya dan kreatif marketing & konsepnya
desain dan kuantitasnya yg sedikit
banyak hal salah satunya adalah harga selalu naik kalo diresell
wakeh deng
heboh aja makanya beli
desain na cakep euy
kuat bahannya karena ddari vulcanized
collabnya keren2
virall
mantabb pakde
dia berkolaborasi dengan brand dan musisi atau seniman yang kerne
sepatunya keren
langka dan unik
susah dapetinnnya bang
temen2ku pada pakai aja sih
keren modelnya
suka sepatu vulkanik
sepatu lokal dg kualitas terbaik yg pernah aku coba
collaborasi nya keren2 dan model sepatunya bagus
mahal jadi dapet gengsi
heboh dan bnyak temen yang pakai
menurut saya, yang pertama adalah kolaborasinya keren, model sepatu bagus, dan marketing nya sangat baik.. bikin teman dan lingkungan saya viral dan heboh dengan brand Compass
tahu dari influencer dan sneakerhead

Suka aja sih sapa sepatunya, walau susah banget dapetin dan belinya.
suka outsolenya
langka jadi bisa dijual
campaign marketing yang bagus
awalnya coba2 aja karena liat di instagram keren
bahannya suka
modelnya keren
suka dengan setiap kolaborasinya
beli karena KOL dan sneker head indonesia bilang kualitasnya bsgus
desainnya yang bagus dan collab denga seniman2 yang which is kerennn
karena saya suka jenis sepatu "vulkanik"
pertama kali tertarik karena orang2 bisa jual dengan harga 300% dari retail prices
suka dengan desainnya yang minimalis tapi kreatif
kualitas internasional harga melokal
sepatu lokal terkece yang pernah w lihat
brand sepatu dengan instagram terbaik untuk saat ini :)
ikut heboh nya aee
suka warna dari salah satu koleksi edisi terbatasnya
suka desain sepatunya scr keseluruhann aja sihh.....
Karena brand nya dan bahannya juga bagus dan yang paling penting buatan Indonesia
banyak sekali
pernah kolaborasi dengan KPR
bagus pak
keren dan enak dipakai
nyuaman dipake, ga lecet
i trust to all the masterpieces made by Aji Handoko
finishing bagus
kerenn sepatunya
brandingnya
banyakkk
pernah dipakai oleh DR TIRTA
bahannya pakai vulkanik
langkanya menurut saya
langka, bisa untung kalo dijual
sepatunya unik daripada koleksi yang normal seperti "gazelle"
brandnya bagus, friendly kepada konsumennya dan sangat kreatif

banyak sekali tapi salah satunya dipake oleh dr. tirta
model yang pakai sepatu cantik
dikasih tau teman katanya bagus, dan ternyata emang bagus kualitas nya apalagi untuk sepatu lokal
1. Suka banget sama tiap kolaborasinya dengan band / KOL 2. Suka desainnya 3. Brandingnya seragam, kreatif dan menyeluruh scr mendetail ke produk hingga social medianya.
Harganya yang selalu naik, gaaaaaaakan rugi
sering muncul di youtube dan IG
local brand yang sudah mendunia, collab sama tame impala cuyy
koleksi yg darahkubiru aku punya, ITU KUERENNNNNNNNNNNNN
saya support local brand !!!
dapat koleksi yang PMP, bagus scr kualitas, konsep dan kultur. tapi quantity sangat langka, akhirnya terpaksa beli mahal di resell market
bagus kualitasnya bro
ikut hebohnya netizen
pop up store di event sangat keren
keren dan nyaman dipakai
sepatunya bagus, warnanya cantik dan bahannya nyaman untuk dipakai
karena yg pasti jumlahnya terbatas dan memiliki kebanggaan tersendiri karena berhasil mendapatkannya
mantab pak eko
punya KOL yang keren2
influencer keren2
dipake artis
collabnya sama band dan artis keren2
dipake personil band KPR
kerenn ajaa, pertama tau waktu direview dr tirta
okee, menarik dan yang pasti harganya naik
okeee
susah dapetinnnya, ada tantangan tersendiri
Okee sih desain nive
bagusss
keren dan langka
KOL nya cakep2
dipakee influencer fashion
pernah liat di[ake selebgram
bagusss bos

oke
mantabbb
cantik2
mnt ana[s
cakep keren bagus berwarna
KEREN ARTI2NYA
okeokeoekeoke
keren sepatunya saya suka
desain keren, collab kcec
okee sih menurut ku
ukurannya pas aja waktu itu
coba2 aja utk beli
warna nya bagus, KOL keren
dirivew banyak org
atraktif sih krn sepatunya keren scr desain
mantab pak bossemangat
keren desain
KOL NYA GILASI
dari selebgram yg jadi ambassador
keren keren koleksinya,
ambassador keren
LUCUUU2
kerennn bat dah
dipake selebgram
dipake selebgram kernnn2
SEPATUNYA KEREN SEKALI MODELNYA, DESAINNYA, BAHANNYA
bahannya bagus
modelnya cakep
oke sih
warna nya bagus apalagi yg biru magenta
okeokeoe
mantab
mantabb dan keren si
bagush
influencer bagus
kj

influencer top
keren desainnya menarik
influencer selebgram bnyk yg apakai
bahannya enak dipakai
enakk banget bahanany
diriview dr tirta dll
kerenn kak spatunya
dipakai arti2 keren
liat unboxingnya di yutup
pernah collab sm BBQ boys, itu keren bad
keren dan pernah dipakai sm najwa shihab
bisa dijual dan kasih keuntungan
lucuuuu2 warnanya, dan suka deain model terbaru yg rebranding
investasi
bagus sering liat iklannya
kerenn aku punya karena jarang dipake orang
langka dan harganya punta potensi naik
instrumen investasi yg cukup baik
bagus banget sepatuny
mahall banget keliatan kaya
keren brandnya
banyak seklai sala satunya warna
resellerr boss
banyaak, tapi mungkin suka sama campaign marketingnya
sukaa sm tame impala
suka warna doff itemnya
baguss banget koleksi yang sama PMP
kerennn bangettt, local pride
bagus dan cakep
hargaaa mahaall
outsolenya kuat dan bahannya nyaman utk dipakai
harga selangit sebanding dengan kualitas
kerennn pak
bagus dan nyaman
BA NYA BAGUS
aji handoko kerenn parah

KOL nya parahhh sihh kaaak
tertarik sm brand collabnya yaitu Fucking Rabbit
sepatu lokal terbaik di INdonesia
baguss sih
kerenn
bahannya nyaman, desainnya bagus;
kerenn
cantikkkk model sepautnya
packagingnya keren
konsepnya keren, marketing keren
modelnya bagus, sepatunya outsolnya kuat
dipake selebgram terkenal
bisa jadi kyk sepatu jordan, jadi investasi yg bagus
keren dan bagus sepatunya
banyak sekali