PRICE PERCEPTION, APPEARANCE PERCEPTION, BRAND TRUST, AND BRAND EXPERIENCE AS ANTECEDENTS TO REPURCHASE INTENTION

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ABSTRACT

This study aims to determine the influence of price perception and appearance perception on repurchase intention mediated by brand preference, brand trust, and brand experience of customer of Vans in Bandung. 120 respondents who had bought and used Vans participated in this study. Cross-sectional or one-shot methods are used to obtain data. The instrument has been said to have passed the validity and reliability tests, including convergent, discriminatory, and composite reliability. The data analysis technique used is Structural Equation Modelling (SEM) using Smart-PLS tools version 3.0. Empirical data support eleven of the twenty research hypotheses proposed. The findings of this study show that price perception and appearance perception indirectly affect repurchase intention through brand experience and brand trust. The results of this study are expected to help further research and the object management that is considered related to design strategies that are relevant to improving the quality of these attributes. The difference between this study and the previous study is the addition of brand trust as an antecedent of brand preference and repurchase intention. Future researchers are advised to investigate other variables, such as brand preference and repurchase intention.
Keywords: Price Perception, Appearance Perception, Brand Preference, Brand Trust, Brand Experience and Repurchase Intention

INTRODUCTION

Humans need safe and comfortable facilities and are free from dangerous activities (Harefa et al., 2018). One of the tools to protect yourself from injury is footwear (Jorgetto et al., 2019). Shoes are footwear that is often used by humans in daily activities (Blaxland, 2009). Various shoes are grouped based on type, such as formal, casual, and sports shoes (Lesmono, 2018). Currently, the public widely uses shoes with a casual style in formal and non-formal activities (Galih, 2022). One of the casual shoe brands marketed in Indonesia is Vans (Hartanto, 2017).

Vans was founded in 1966 by Paul Van Doren, Jim Van Doren, and his partners Gordon Lee and Serge Delia at 704 Broadway, California (Vans.com). Vans has a distributor in Indonesia, namely PT Gagan Indonesia, selling shoe models generally used for skateboarding, with a price range of Rp 600,000 - Rp 3,500,000 (Lubis & Wibowo, 2016). Based on data obtained from Katadata.com (2023) shows the index of shoes most liked by the Indonesian people, one of which is Vans shoes. Vans is in fifth place with an index of 26.3%, below its competitors such as Puma with an index of 26.8%, Converse with an index of 45.1%, Nike with an index of 61.9%, and Adidas with an index of 62.4%. The index describes a measure of consumer attitude. A positive attitude towards the company will follow up on positive behaviors such as the intention to repurchase. On the

other hand, if the consumer's attitude toward the company is negative, then the behavior toward the company is negative. (Cialdini et al., 1976). The index shows consumer attitudes towards Vans are still low compared to those of Adidas, Nike, Converse, and Puma. This phenomenon can indicate a low repurchase intention among customers, a problem Vans is currently facing.

In connection with this phenomenon, this study aims to explore the factors that influence repurchase Intention on the object of research that refers to the conceptual model developed by (Yasri et al., 2020). According to Petrick (2002), price perception is the monetary and non-monetary value customers sacrifice to get a product. According to Zeithaml (1983), price is an extrinsic signal for consumers to form judgments based on their perception of monetary value. On the other hand, according to Kronrod & Huber (2019), brand Preference is a combination of memory and attitude towards the brand that describes the information and intention influencing consumer choices. According to Agustina et al. (2017), brand preference is the selection of products that go through a comparison process with several other brands. The research conducted by Ebrahim et al. (2016) States that the price perception of mobile phone users in Egypt influences brand Preference. Based on the study's findings, it can be concluded that price perception positively affects brand preference. Vans was chosen as the object assessed in this study, and it is included in the context of the shoe industry. Thus, it is alleged that price perception affects the brand preference of Vans shoe consumers. Therefore, the following hypothesis is proposed:

H1: Price perception has a positive influence on brand preference.

According to Hussain & Ahmed (2020) brand experience is a series of interactions between consumers and memorable brands. According to Brakus et al., (2009) brand experience It is a response and behavioral response from customers arising from interaction with the brand. In research Yasri et al. (2020) states that price perception has a positive effect on brand experience. Vans was chosen as the object assessed in this study, and it is included in the context of the shoe industry. Thus, it can be assumed that price perception affects the brand preference of Vans shoe consumers. Therefore, the following hypothesis is proposed:

H2: Price perception has a positive influence on brand experience.

According to Pullman & Gross (2004), appearance perception is a source of pleasure that arises from the aesthetic appeal of a brand, such as the brand's beauty and sensory attributes. Ebrahim et al. (2016) found that brand preference Influences the appearance perception of mobile phone users in Egypt. Moreover, brand experience also positively influences the appearance perception of mobile phone users in Egypt. (Ebrahim et al., 2016). Based on the study's findings, it can be concluded that appearance perception positively affects brand preference and brand experience. Vans was chosen as the object assessed in this study, and it is included in the context of the shoe industry. Thus, it is alleged that price perception affects the brand preference of Vans shoe consumers. Therefore, the following hypothesis is proposed:

H3: Appearance perception has a positive influence on brand preference.

H4: Appearance perception has a positive influence on brand experience.

According to Gefen (2000), Brand Trust is the consumer's confidence in his expectations that align with what he gets from a brand. According to Zhou et al. (2012), Trust in a brand can occur if consumers are confident that their desires can be realized and satisfied by a brand. Research Ang & Keni (2021) found that brand trust was positively influenced by the brand experience of Adidas shoe consumers in Jakarta. Moreover, brand trust positively influences Apple's brand preference for users in Bekasi City. (Falah et al., 2022). Based on the study's findings, it can be concluded that brand experience positively affects brand trust, and brand trust positively affects brand preference. Vans was chosen as the object assessed in this study and included in the context of the shoe industry. Thus, it is alleged that brand experience positively affects brand trust, and brand trust affects brand preference Vans shoe consumers. Therefore, the following hypothesis is proposed:

H5: Brand experience has a positive influence on brand trust.

H6: Brand trust has a positive influence on brand preference.

According to Ibzan et al., (2016) repurchase intention is a natural behavior that involves using or repurchasing the same brand. According to Sutisna (2001), repurchase intention is a positive response that arises from the past behavior of consumers that causes the intention to buy repeatedly against a brand. In the research Yasri et al. (2020) It was found that brand preference snack consumers positively influenced repurchase intention in Padang City. Moreover, repurchase intention is positively influenced by brand trust Berrybenka consumers in Jakarta City. (Soedionon et al., 2020). Then, repurchase intention is positively influenced by brand experience snack consumers in Padang City. (Yasri et al., 2020). In the research of Munthaha et al. (2023), it was found that repurchase intention positively influenced the price perception of Erigo clothing consumers in Depok City. Moreover, repurchase intention positively influenced the perception of the appearance of ice cream and tea mixue users in the particular region of Yogyakarta. (Hidayat Fahrul, 2023). Based on the study's findings, it can be concluded that brand preference, brand trust, brand experience, price perception, and appearance perception positively affect repurchase intention. Vans was chosen as the object assessed in this study, and it is included in the context of the shoe industry. Thus, it is alleged that brand preference, brand trust, brand experience, price perception, and appearance perception positively affect the repurchase intention of Vans shoe consumers. Therefore, the following hypothesis is proposed:

H7: Brand preference has a positive influence on repurchase intention.

H8: Brand trust has a positive influence on repurchase intention.

H9: Brand experience has a positive influence on repurchase intention.

H10: Price perception has a positive influence on repurchase intention.

H11: Appearance perception has a positive influence on repurchase intention.

Brand preference is a mediating variable that influences the price perception of Erigo clothing consumers in Padang City. (Yovan & Yasri, 2022). Brand preference also plays a mediating variable influenced by the appearance perception of snack consumers of small and medium enterprises (SMEs) in West Sumatra Province of Indonesia. (Yasri et al., 2020). Moreover, brand preference is positively influenced by brand trust in consumer clothing Luxury Brands in

Turkey. (Pir & Derinözlü, 2021). Then, repurchase intention positively influenced brand preference among mobile phone users in Egypt. (Ebrahim et al., 2016). Based on the study's findings, it can be concluded that brand preference plays a role in mediating the influence of price perception, appearance perception, and brand trust towards repurchase intention. Vans was chosen as the object assessed in this study, and it is included in the context of the shoe industry. Thus, it is alleged that brand preference mediates the influence of price perception, appearance perception, and brand trust on the repurchase intention of Vans shoe consumers. Therefore, the following hypothesis is proposed:

H12: Brand preference mediates the influence of price perception towards repurchase intention.

H13: Brand preference mediates the influence of appearance perception towards repurchase intention.

H14: Brand preference mediates the influences of brand trust towards repurchase intention.

Moreover, brand experience also plays a mediating variable influenced by price perception towards the repurchase intention of Erigo clothing consumers in Padang City. (Yovan & Yasri, 2022). Brand experience also plays a mediating variable in that appearance perception influences the repurchase intention of snack consumers of small and medium enterprises (SMEs) in West Sumatra Province of Indonesia. (Yasri et al., 2020). Moreover, brand experience positively influenced the price perception of mobile phone users in Egypt. (Ebrahim et al., 2016). Brand experience also influenced the appearance perception of Samsung smartphone users in Jakarta, Bogor, Depok, Tangerang, and Bekasi. (Jacob & Berlianto, 2022). Brand trust is

positively influenced by the brand experience of Adidas shoe consumers in Jakarta. (Ang & Keni, 2021). Based on the study's findings, it can be concluded that brand experience mediates the influence of price perception and appearance perception on repurchase intention and brand trust. Vans was chosen as the object assessed in this study, and it is included in the context of the shoe industry. Thus, it is alleged that brand experience mediates the influence of price perception and appearance perception on repurchase intention and brand trust in Vans shoe consumers. Therefore, the following hypothesis is proposed:

H15: Brand experience mediates the influence of price perception towards repurchase intention.

H16: Brand experience mediates the influence of appearance perception towards repurchase intention.

H17: Brand experience mediates the influences of price perception towards brand trust.

H18: Brand experience mediates the influence of appearance perception towards brand trust.

Moreover, brand trust also has a role as a mediating variable that is influenced by brand experience towards repurchase intention clothing consumers in the United States. (Chen-Yu et al., 2016). Moreover, brand trust is positively influenced by the brand experience of Adidas shoe consumers in Jakarta. (Ang & Keni, 2021). Then, brand preference is positively influenced by brand trust user smartphone Apple in Bekasi City. (Falah et al., 2022). Based on the study's findings, it can be concluded that brand trust plays a role in mediating the influence of brand experience toward repurchase intention and brand preference. Vans was chosen as the object assessed in this study, and it is included in the context of the shoe

industry. Thus, it is alleged that brand trust plays a role in mediating the influence of brand experience on repurchase intention and brand preference for Vans shoe consumers. Therefore, the following hypothesis is proposed:

H19: Brand trust mediates the influence of brand experience towards repurchase intention.

H20: Brand trust mediates the influence brand experience towards brand preference.

RESEARCH METHODS

The research method used in this study is a survey method. The survey method aims to obtain data from a sample using a questionnaire, test the hypothesis, and explain the causal relationship. All research instruments passed the validity and reliability test, which measured the outer model's convergent validity, discriminatory validity, and composite reliability. The software used in these three stages is Smart-PLS version 3. The entire loading factor value ≥ 0.70 means that all measurements of each variable can be used to measure what is measured. In addition, based on the discrimination validity test, it was shown that the cross-loading value, namely the correlation value between the manifest variable and the correlation of each latent variable, was higher than the other correlation values.

Table 1 Loading Factor Value

Manifest Variable	Loading Factor	Composite Reliability
Price Perception (PP)		0,798
The cost I incurred was according to the perceived durability of Vans shoes	0,708	
The cost I spend is according to the comfort of the product I feel	0,912	
Appearance Perception (AP)		0,811
I love the motifs on the beautiful Vans shoes	0,609	
I love the shape of the Vans shoe logo it has artistic value	0,716	
I love the varied colors of Vans shoes	0,766	
I love the varied shapes of Vans shoes	0,782	
Brand Preference (BP)		0,870
I prefer Vans to other brands	0,814	
I choose Vans over other brands	0,845	
Vans became my first choice when I wanted to buy shoes	0,834	
Brand Trust (BT)		0,784
I believe Vans is the right choice	0,800	
I am confident that Vans can meet my expectations	0,832	
I am confident that Vans can provide a good product	0,575	
Brand Experience (BE)		0,826
Wearing Vans shoes can change my mood	0,684	
I feel comfortable wearing Vans shoes	0,699	
Wearing vans shows my lifestyle	0,737	
Wearing Vans shoes shows my characteristics	0,824	
Repurchase Intention (RI)		0,829
I will buy back the vans shoes	0,800	
I will buy shoes of the same brand	0,880	

Source: SEM-PLS version 3.0 output (Primary Data, 2024)

Table 2 Cross-Loading Values

Size Symbol	PP	AP	BP	BT	BE	RI
PP1	**0,708**	0,147	0,168	0,106	0,190	0,209
PP2	**0,912**	0,291	0,227	0,411	0,460	0,177
AP1	0,091	**0,609**	0,027	0,162	0,214	0,046
AP2	0,116	**0,716**	0,233	0,258	0,262	0,204
AP3	0,181	**0,766**	0,180	0,224	0,417	0,139
AP4	0,365	**0,782**	0,212	0,268	0,382	0,198
BP1	0,198	0,127	**0,814**	0,275	0,387	0,343
BP2	0,207	0,197	**0,845**	0,371	0,340	0,443
BP3	0,207	0,273	**0,834**	0,424	0,319	0,444
BT1	0,250	0,237	0,388	**0,800**	0,365	0,405
BT2	0,268	0,265	0,370	**0,832**	0,435	0,377
BT3	0,322	0,229	0,175	**0,575**	0,271	0,196
BE1	0,279	0,311	0,205	0,207	**0,684**	0,099
BE2	0,237	0,438	0,270	0,321	**0,699**	0,172
BE3	0,367	0,252	0,313	0,350	**0,737**	0,308
BE4	0,372	0,366	0,392	0,493	**0,824**	0,376
RI1	0,211	0,197	0,370	0,335	0,234	**0,800**
RI2	0,174	0,175	0,464	0,426	0,343	**0,880**

Source: SEM-PLS version 3.0 output (Primary Data, 2024)

This study involved a sample of customers who had used Vans shoes at least once with a minimum age of 17 years. This decision is based on empirical data that shows that the majority of Vans shoe customers range from students to the elderly, who are considered to have sufficient cognitive abilities to answer all survey questions conducted. As seen in Table 3, the sample size of this study was set at 120 respondents. Meanwhile, convenience sampling was used to collect respondents' data regarding Vans shoe users' characteristics.

Table 3 Respondent Profile

INFORMATION	SUM	
	PERSON	PERCENTAGE
Gender		
Man	58	48%

Woman	62	52%
Age		
17-21 years old	36	30%
22-26 years old	55	46%
27-31 years old	11	9%
32-36 years old	12	10%
37-41 years old	3	3%
> 41 years old	3	3%
Work		
Students/Students	58	48%
Civil Servants	16	13%
Entrepreneurial	11	9%
Private Employees	31	26%
Other......	4	3%

This study's data type is primary data collected from customers who use and buy Vans shoes. Based on the time horizon in collecting data, this study is classified as a cross-sectional study where data is collected only in a certain period, namely one week. The data collection process is done by distributing questionnaires directly through Google Forms. Variant-based partial least square (PLS) structural equation modeling (SEM) version 3 is used to build and test statistical models. Based on the results of the model fit test using the fit model menu on SEM-PLS, a standardized root mean square residual (SRMR) of 0.090 < 0.10 and a normal fit index (NFI) of 0.542 were between 0.00 to 1.00, which means that the model was declared fit and could be used for further analysis.

RESULTS AND DISCUSSION

Previous information indicates that the proposed model is declared feasible or fit, so it can be used to test statistical hypotheses. The bootstrapping procedure was used to determine the hypothesis status by comparing the t-statistic with the t-table of 1.65 in a one-way test and comparing the p-value with a significance value of 0.05. The results of the twenty tests of statistical hypotheses are shown in Table 4 as follows:

Table 4. Results of Statistical Hypothesis Test

HYPOTHESIS	DESCRIPTION	PATH COEFFICIENTS	T-STATS	P-VALUE	INTERPRETATION
H1	PP → BP	0,082	0,837	0,403	Not supported
H2	PP → BE	0,326	3,800	0,000	Supported
H3	AP → BP	0,104	1,026	0,305	Not supported
H4	AP → BE	0,368	3,811	0,000	Supported
H5	BE → BT	0,488	5,180	0,000	Supported
H6	BT → BP	0,376	4,005	0,000	Supported
H7	BP → RI	0,352	3,607	0,000	Supported
H8	BT → RI	0,262	2,241	0,025	Supported
H9	BE → RI	0,063	0,610	0,542	Not supported
H10	PP → RI	0,014	0,123	0,903	Not supported
H11	AP → RI	0,014	0,148	0,882	Not supported
H12	PP → BP → RI	0,029	0,790	0,430	Not supported
H13	AP → BP → RI	0,037	1,034	0,301	Not supported
H14	BT → BP → RI	0,132	2,622	0,009	Supported
H15	PP → BE → RI	0,020	0,602	0,547	Not supported
H16	AP → BE → RI	0,023	0,575	0,565	Not supported
H17	PP → BE → BT	0,159	3,073	0,002	Supported
H18	AP → BE → BT	0,180	2,613	0,009	Supported
H19	BE → BT → BP	0,183	2,718	0,007	Supported
H20	BE → BT → RI	0,128	1,972	0,049	Supported

Based on the hypothesis test results, it is known that H1 is not supported by empirical data, and price perception does not contribute to the occurrence of brand preference with a path coefficient of 0.082. This means that the findings illustrate that the cost balance with durability and comfort felt by consumers does not have an impact on the occurrence of liking Vans, the willingness to choose Vans, and the willingness to make Vans the first choice compared to other brands. Meanwhile, the results of the H2 test are supported by empirical data, which shows that price perception contributes to the emergence of brand experience with a path coefficient of 0.326. This means that the findings illustrate that the cost balance

with durability and comfort felt by consumers impacts the impression that wearing Vans shoes can change mood, feel comfortable, show lifestyle, and show consumers' characteristics. The logical inference illustrates that the results of the study support the findings. Ebrahim et al., (2016) and Yasri et al., (2020).

In addition, the results of the H3 test show that empirical data with a path coefficient of 0.104 do not support H3. This means that appearance perception does not contribute to the occurrence of brand preference, which illustrates that the beautiful Vans shoe motif, the Vans shoe logo shape that has artistic value, the varied colors of Vans shoes, and the varied shapes of Vans shoes do not have an impact on the feeling of liking Vans, the willingness to choose Vans, and the feeling of making Vans the first choice compared to other brands. Meanwhile, the results of the H4 test are supported by empirical data, which shows that appearance perception contributes to the emergence of brand experience with a path coefficient of 0.368. This means that the findings illustrate that the beautiful motif of Vans shoes, the shape of the Vans shoe logo that has artistic value, the varied colors of Vans shoes, and the varied shapes of Vans shoes have an impact on the impression that wearing Vans shoes can change mood, feel comfortable, show lifestyle, and show the personal characteristics of consumers. The logical inference illustrates that the results of the study support the findings. Ebrahim et al., (2016) and Yasri et al., (2020).

Then, the results of the H5 test show that there is empirical data support with a path coefficient of 0.488. Thus, brand experience contributes to the emergence of brand trust. This means that the findings illustrate the impression that wearing Vans shoes can change

mood, feel comfortable, show lifestyle, and show that consumers' characteristics have an impact on the emergence of consumer confidence in Vans as the right choice, can meet expectations, and confidence that Vans can provide the best product. The logical inference illustrates that the study's results support the findings of Ang & Keni (2021). Referring to the results of the H6 test, it is known that H6 is supported by empirical data with a path coefficient of 0.376, where brand trust contributes to the emergence of brand preference. The findings illustrate that consumers' confidence in Vans as the right choice, can meet expectations, and the belief that Vans can provide the best product has an impact on the occurrence of likes, willingness to choose, and the feeling to make Vans the first choice over other brands. The logical inference illustrates that the study's results support the findings of Falah et al. (2022) and Ang & Keni (2021).

Furthermore, H7 and H8 are supported by empirical data with path coefficients of 0.352 and 0.262, respectively. Thus, brand preference and brand trust partially contribute to the occurrence of repurchase intention. The findings illustrate that the liking for Vans, the willingness to choose Vans, and the feeling of making Vans the first choice over other brands impact the willingness to buy back Vans shoes and buy shoes of the same brand. Also, consumer confidence in Vans, which is the right choice, can meet expectations and provide the best product, impacting the willingness to buy back Vans shoes and shoes with the same brand. The logical inference illustrates that the results of the study support the findings. Yasri et al., (2020) and Soedionon et al., (2020). Meanwhile, the results of the H9, H10, and H11 tests are not supported by empirical data with path coefficients of

0.063, 0.14, and 0.14, respectively, which brand experience, price perception, and appearance perception do not contribute to the occurrence of repurchase intention. The findings illustrate that wearing Vans shoes can change the mood, make them feel comfortable, show lifestyle, and show that consumers' characteristics do not impact the willingness to buy back Vans shoes and buy shoes of the same brand. Then, the cost balance with durability and comfort felt by consumers does not impact the willingness to buy back Vans shoes and buy shoes of the same brand. Also, the beautiful Vans shoe motifs, the Vans shoe logo shape that has artistic value, the varied colors of Vans shoes, and the varied Vans shoe shapes do not impact the willingness to buy back Vans shoes and buy shoes of the same brand.

Furthermore, the results of the H17 and H18 mediation tests found that price perception and appearance perception indirectly affect brand trust through brand experience with path coefficients of 0.159 and 0.180, respectively. Then, in H20, it was known that brand experience indirectly affected repurchase intention through brand trust with a path coefficient of 0.128. The hypothesis test results illustrate that price perception and appearance perception indirectly affect repurchase intention through brand experience and brand trust. The results illustrate that the cost balance with the durability and comfort felt by consumers as well as the beautiful Vans shoe motifs, the shape of the Vans shoe logo that has artistic value, the varied colors of Vans shoes, and the varied shape of Vans shoes have an impact on the willingness to buy back Vans shoes and buy shoes of the same brand through the impression that wearing Vans shoes can change the mood. A sense of comfort, lifestyle, and personal characteristics of consumers, as

well as consumer confidence in Vans, which is the right choice, can meet expectations and provide the best products. The logical inference illustrates that the results of the study support the findings. Yovan & Yasri (2022), Yasri et al., (2020), Ebrahim et al., (2016) and Ang & Keni (2021).

CONCLUSION AND SUGGESTION

This study found that price and appearance perceptions indirectly affect repurchase intention through brand experience and trust. On the other hand, brand preference and brand trust have a direct effect on repurchase intention. Then, brand preference plays a role in mediating the influence of brand trust on repurchase intention. In addition to brand preference, brand experience mediates the relationship between price perception and appearance perception of brand trust. Meanwhile, brand trust mediates the influence of brand experience on brand preference and repurchase intention. The limitation of this study is that sampling with convenience sampling techniques cannot represent the entire population. The locus of this research is the city of Bandung. Then, in H1 and H3, it was found that price perception and appearance perception did not affect brand preference, respectively. Thus, researchers can then use different sampling techniques and locations, and it is suggested that future researchers explore other variables as antecedents of repurchase intention. In addition, researchers can further explore other variables as mediators between price perception and appearance perception variables on brand preference. In a study conducted by Walker (2000), it was found that price perception had a positive effect on perceived value, and in Cuong Tri (2020), it was found that perceived value had a positive effect on brand

preference. From the results of the study, it can be concluded that there is a suspicion that perceived value plays a role in mediating the influence of price perception on brand preference. Price perception arises as a result of consumer interaction with prices. Likewise, appearance perception arises from consumer interaction with the product. Both price and product are elements of the marketing mix. Therefore, appearance perception can be hypothesized to affect perceived value positively. Based on these deductive arguments, the perceived value variable can be hypothesized as an intervening variable in mediating the influence of price perception and appearance perception on brand preference in future studies.

This study aims to solve the low repurchase intention of Vans shoes. Therefore, it is essential to understand the factors that can increase repurchase intention for Vans shoe companies. The results of this study show that repurchase intention is indirectly influenced by price perception and appearance perception through brand experience and brand trust. First, Vans shoes can design a marketing program relevant to price perception. Price perception is measured by consumer perception of each element of Vans shoes. This perception arises as a result of consumer interaction with Vans shoes. The price perception measure consists of the costs incurred by the durability and comfort of Vans shoes. Therefore, the program designed by Vans shoe management to increase price perception is to improve the quality of shoe materials such as the outsole, midsole, double foxing, and upper with the best materials to increase the durability of Vans shoes. Then, the insole can use soft and soft materials to increase comfort when using shoes. These programs are carried out to increase the

impression of Vans shoe users that the cost incurred is worth the durability and comfort of Vans shoes. Furthermore, the size of appearance perception consists of motifs, logo shapes, colors, and shapes of Vans shoes that have appeal. The construct of appearance perception is also measured by consumer perception of each element of Vans shoes. This perception arises as a result of consumer interaction with Vans shoes. Therefore, the program's design suggested to the Vans management to increase appearance perception to innovate in shoe motif design by creating designs that interest consumers in various circles and countries, such as creating batik motifs on shoes to attract consumers in Indonesia. Furthermore, Vans shoe management can innovate with a different logo shape than before, such as using a dynamic logo with additional icons, colors, and fire elements on the shoe logo that gives an impression of energy, courage, and high spirit, so it is very suitable for use in sports activities and other activities. In addition, the management can create shoes with innovations in the use of shoe colors, such as applying color blocks that use a combination of several colors in shoes to give a confident and creative impression, the use of several colors in shoes can also make it easier for consumers to adjust their dressing style. Then, the management can innovate in creating shoe shapes with the type of logan mules that have a shoe shape like a slip-on but use straps on the upper of the shoe, in addition to its unique shape, the shape of the shoe is very rare in the shoe industry and can be an opportunity for Vans to attract consumers and potential consumers. These programs are carried out to increase the impression of Vans shoe users that the motif, logo shape, color, and shape of Vans shoes are

attractive and have beautiful artistic value.

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