

The Influence of Marketing Mix and Students' Sense of Belonging Mediated by Attitude on Purchase Intention for ITB Press Merchandise

Reyna Aszzura Rasyida¹, Atik Aprianingsih²

Institut Teknologi Bandung, Indonesia^{1,2}

Email: felicia_fajr@sbm-itb-ac.id

Keywords:

University Merchandise, Marketing mix, Sense of belonging, Customer Attitudes, Purchase Intention.

Abstract: Promotional merchandise has become a popular promotional tool in various sectors, including education. With more than twenty thousand students at each Indonesian university and high turnover each year, the market and potential demand remain highly promising. ITB Press, which are currently in their second year as the official merchandise seller for ITB, struggle with low sales and awareness among students. This indicates a need for improved market penetration. This study examines the predictors of purchase intention among their target market, which includes ITB students and alumni, focusing on 4Ps of marketing mix (product, price, place, promotion) and students' sense of belonging, mediated by attitudes. A comprehensive quantitative approach with path analysis on SPSS was conducted to analyze the relationship between variables. By distributing questionnaires, 221 respondents consisting of ITB active students and alumni were gathered in this research. The findings show that, except for Place, all predictors significantly influence purchase intention, with attitudes serving as a mediating variable. The study reveals that ITB Press merchandise has a positive product perception among students. The primary motivation for purchasing merchandise is the students' pride and connection with ITB and the product itself, with most attention on the design, quality, and variety. Consequently, ITB Press should focus on creating appealing products that fit student preferences to maintain the positive perception, while maintaining a balance between price and promotions. This study highlights the importance of understanding the motivations and perceptions of both students and alumni, providing valuable insights for ITB Press to refine their marketing approach.

This is an open access article under the CC BY License (<https://creativecommons.org/licenses/by/4.0>).



Copyright holders:

Reyna Aszzura Rasyida, Atik Aprianingsih (2024)

INTRODUCTION

Promotional merchandise has become a widespread tool across various sectors, allowing companies, organizations, and communities to diversify their revenue streams by selling branded products. Starbucks, for instance, is well-known not only for its beverages but also for its merchandise, particularly tumblers. These products enhance brand presence, promote exclusivity through seasonal designs, and encourage the use of reusable items. This strategy is also evident in the sports, music, and film industries, where merchandise sales generate significant revenue and foster a deeper connection with fans.

In the educational sector, universities have also embraced promotional merchandising to strengthen their brand presence. University-branded products like tote bags, T-shirts, and keychains serve as both memorabilia and promotional tools. With a large student population, the market for university merchandise is promising, especially with the rise of digital marketing channels. Universities are increasingly utilizing online platforms such as Shopee, Tokopedia, and social media to expand their merchandise sales.

Institut Teknologi Bandung (ITB) has recently entered this market through ITB Press, a business entity launched in September 2022. ITB Press, originally established as ITB Publisher in 1971, has evolved into a limited liability company offering official ITB merchandise, printing services, and publishing services. Despite its potential, ITB Press has struggled to penetrate the market, with awareness and sales levels remaining below expectations. A preliminary survey revealed that many students are unaware of ITB Press's offerings, and only a small percentage have made purchases.

The research seeks to understand the factors influencing students' purchase intentions for ITB Press merchandise. It focuses on the 4Ps of marketing (Product, Price, Place, Promotion) and the concept of student self-belonging. The study aims to explore how these variables, mediated by students' attitudes, impact their willingness to purchase ITB-branded products. By uncovering these relationships, the research intends to inform marketing strategies that could enhance the appeal and sales of ITB Press merchandise. However, the study is limited to the merchandise business and focuses solely on the ITB student population, excluding financial and organizational performance metrics.

Literature Review

Company Profile

ITB Press, formerly known as Penerbit ITB, has been operating for 51 years and has transformed into a limited liability company to expand its market and improve services. ITB Press now offers a broader range of digital printing services and is the official merchandise provider of ITB.

Understanding Consumers

This research adopts Kotler and Armstrong's simple model of consumer behavior, which includes the buyer's environment, internal processes (black box), and buyer responses. The study focuses on the influence of the marketing mix (4Ps) and the sense of belonging on students' attitudes and purchase intentions toward ITB Press merchandise.

ITB Press Merchandise Marketing Mix

The ITB Press marketing mix includes products (merchandise such as t-shirts, jackets, and promotional items), pricing (cost-plus pricing strategy), place (physical and online distribution), and promotion (advertising and sales promotions).

Sense of Belonging to the University

Social Identity Theory suggests that students' sense of belonging to their university can enhance engagement and participation in campus activities and influence their purchase decisions regarding university merchandise.

Customer Attitudes

Students' attitudes towards ITB Press merchandise are analyzed through the Tricomponent Model of Attitudes, which includes cognitive, affective, and behavioral intention aspects.

Purchase Intention

Purchase intention is influenced by attitudes, subjective norms, and perceived behavioral control, in line with the Theory of Planned Behavior. The study indicates that attitudes are a significant predictor of purchase intention.

Marketing Mix and Customer Attitudes

The marketing mix (4Ps) influences customer attitudes, which in turn affects purchase decisions. The research hypothesis posits that the marketing mix and sense of belonging have a positive relationship with attitudes, which subsequently influence purchase intention.

Theoretical framework

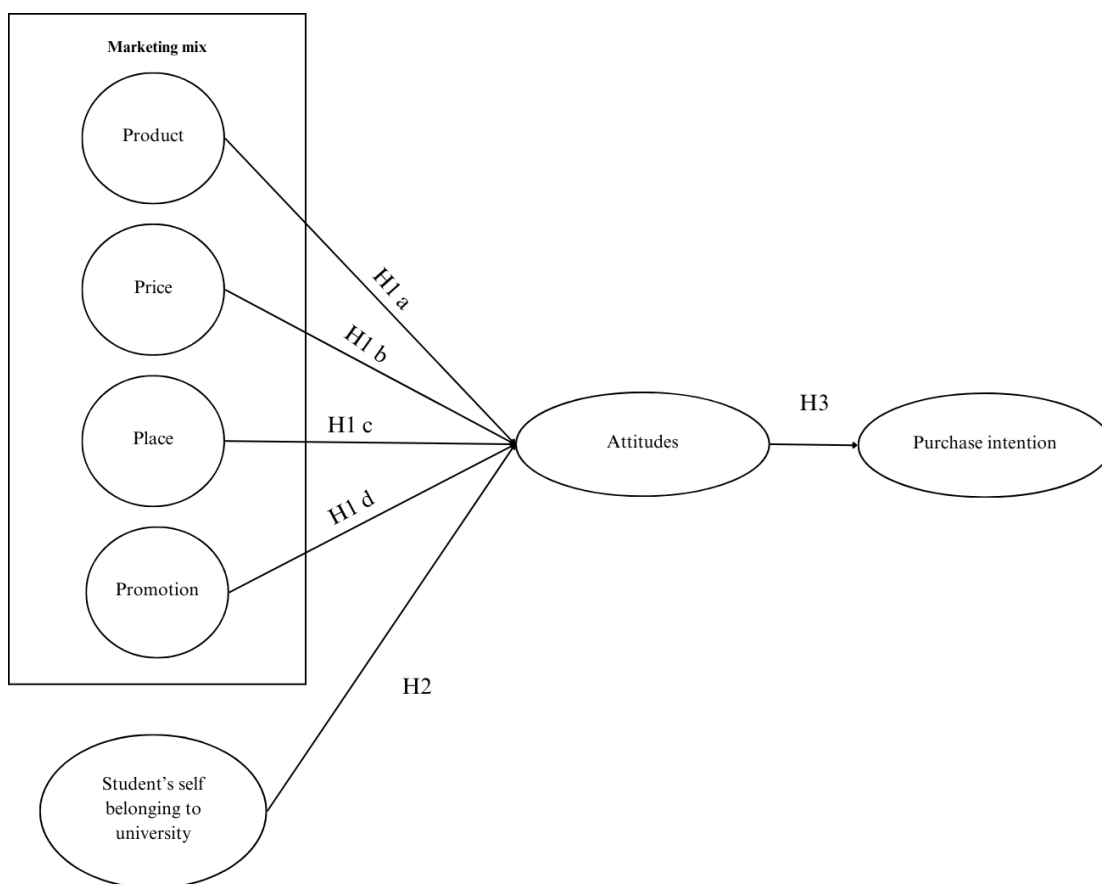


Figure 1. Proposed Theoretical Framework

To depict the relationship between the 4Ps of the marketing mix and students' sense of belonging to the university, and how this relates to attitude and purchase intention, the proposed framework for this study and the hypotheses development is illustrated as seen on the image X. This study aims to investigate whether the marketing mix and students' sense of belonging

<https://journal.institutemandalika.com/index.php/mjbm>

influence the purchase intention of ITB Press' merchandise, mediated by attitudes towards the product. The first hypothesis (H1) seeks to examine the possible positive relationship between the marketing mix and each variable inside it, leading to attitudes. The second hypothesis (H2) aims to explore the potential positive relationship between students' sense of belonging and attitudes. Lastly, H3 intends to demonstrate the positive relationship from attitudes to the purchase intention of ITB Press merchandise.

METHOD

This study began with the identification of issues related to the low sales performance of ITB Press merchandise, as indicated by the low levels of engagement, awareness, and purchases among ITB students. Initial observations revealed these problems, which were then validated through preliminary questionnaires and interviews with the head of marketing at ITB Press. To narrow the scope of the study, specific research objectives and questions were formulated, as detailed in the first chapter.

Subsequently, a comprehensive literature review was conducted, referencing academic journals, books, and additional sources such as blogs and websites. Based on the insights gained from the literature review, research hypotheses were developed. To test these hypotheses, a quantitative research method was selected that aligned with the study's objectives. A questionnaire was then designed to collect the necessary data, which would later lead to the study's findings.

Methodology

1) Population

The population of this study consists of individuals who are currently or have previously studied at the Bandung Institute of Technology (ITB). According to the Higher Education Database (PDDIKTI) up to the first semester of the 2023 academic year, the number of active students at ITB reached 26,697, consisting of undergraduate, graduate, and doctoral programs. Meanwhile, alumni were not limited by a specific graduation year, as they remain an important part of the university community that provides ongoing engagement. Furthermore, ITB Press has only been in operation for two years, so older alumni have the same opportunity to visit and purchase merchandise as recent graduates.

2) Sampling Method

This study employed a non-probability sampling method, specifically convenience-judgmental sampling. Convenience sampling involves selecting a sample that is easily accessible to the researcher, while judgmental sampling allows the researcher to use knowledge and judgment to select a sample that meets specific criteria. This method was chosen because it allows for the selection of respondents based on specific characteristics relevant to the study, namely current ITB students or alumni. By using this approach, the study can focus on the targeted population that provides meaningful insights for the research objectives.

3) Sample Size and Data Collection

The sample size for this study was determined based on guidelines from Malhotra et al. (2017), who suggested a sample size of between 200 and 500 for marketing research studies. This number was considered sufficient to achieve a balance between statistical reliability and practical limitations. Data was collected through a survey questionnaire distributed via Google Forms. Before the main questionnaire, a pre-testing phase was

conducted with 30 respondents to assess the accuracy of the questionnaire. Although the original questionnaire was in English, an Indonesian translation was used to ensure clarity for the respondents.

Questionnaire Development

To ensure that respondents' answers were clearly directed, the survey was designed with a 6-point Likert scale. As recommended by Kusmaryono et al. (2022), the elimination of a neutral option on a 6-point Likert scale can facilitate clearer distinctions for the researcher. This scale measures attitudes and opinions, ranging from 1 (strongly disagree) to 6 (strongly agree). The questionnaire consists of 48 questions divided into five sections, including screening questions covering the customer purchase process, opinions on ITB Press's marketing mix, students' sense of belonging to ITB, their attitudes toward ITB Press merchandise, and future purchase intentions.

Data Validation

Validity and Reliability Testing: Validity testing was conducted to ensure that the measurement instrument, in this case, the questionnaire questions, successfully captured the desired behavior. This validity test is important to assess whether the measurements used align with the research objectives, thus ensuring that the findings are valid. In this study, content validity was tested to ensure that the original English questionnaire questions were comprehensible in the Indonesian translation.

Reliability testing was conducted to ensure measurement consistency. Reliability was calculated using Cronbach's Alpha, which measures how reliable the measurement scale used is. A Cronbach's Alpha value of 0.7 or higher is considered an indication of adequate reliability, with higher values indicating better reliability.

Data Analysis

1) Software Used

Microsoft Excel Office 2019 was used to input data from Google Forms and process raw data before being analyzed with SPSS. SPSS (Statistical Package for the Social Sciences) version 25 was used in this study because it offers the necessary tools for reliability testing, validity, regression, and path analysis.

2) Path Analysis

Path analysis was used to model complex causal relationships among variables based on linear regression models. This method allows for the evaluation of direct and indirect effects among variables, providing a comprehensive view of how variables influence each other. In this study, independent variables (elements of the 4P marketing mix: product, price, place, promotion, and students' sense of belonging) and dependent variables (attitudes and purchase intentions toward ITB Press merchandise) were identified, with their influence estimated using path coefficients from regression analysis. The results of this analysis will help to understand the impact of the marketing mix elements and students' sense of belonging on their attitudes and purchase intentions toward ITB Press merchandise

RESULTS AND DISCUSSION

Assess Current Website Marketing Strategy

Respondent profile

The survey received 232 responses, consisting of 191 ITB active students and 41 alumni. Among them, 154 or 80% were undergraduates, while the remaining 20% were pursuing master's degrees. A significant majority, 90% of respondents, were aware of ITB Press, although awareness dropped to 78% when specifically asked whether they know ITB Press selling official ITB merchandise. It indicates that ITB Press could increase more of their branding as the official ITB merchandise seller.

Despite this awareness, 95% or 221 respondents expressed interest in purchasing ITB merchandise, which this number will be used in further analysis. Both active students and alumni showed strong interest, with 96% of current students and 93% of alumni desire to have university-related merchandise. However, more than half of the respondents, 65%, admitted to never having bought any merchandise from ITB Press. These findings reinforce the initial findings and underscore the need for deeper analysis into purchase intentions among both Students and alumni. To have a better picture of the respondent profile, more detailed questionnaire results and graphs are available on the appendix 2.

Respondent Behavioral profile

The survey included questions to identify the typical behavior of respondents in seeking information about ITB Press merchandise. Once a problem is recognized or an interest in university-related merchandise arises, consumers typically proceed to the information search stage. In this section, respondents could select multiple statements, as some questions offered checkboxes for answers. Most respondents, on average, searched for information about ITB Press through 1-2 promotional channels. The most common way respondents discovered ITB Press was through social media, particularly Instagram, which is the primary platform ITB Press uses for promoting its products and services. The second most common method was visiting the offline store, followed closely by campus events and word of mouth. The university website, however, has not proven to be an effective method for promoting the presence of ITB Press and its merchandise.

In the third stage of evaluating alternatives, 66% of respondents expressed a willingness to buy the merchandise despite the same functionality as other alternatives. Meanwhile, around 27% would purchase a product if it fits their preferences, and 7% of respondents are not inclined to buy ITB merchandise solely due to the ITB branding but more for its functionality. Most respondents (80%) perceived that the current price of ITB Press merchandise is reasonable compared to other similar products. This indicates a high potential demand for ITB merchandise among students and alumni, which could be further supported by appealing products that fit student preferences.

In the purchase decision stage, about 74% of respondents cited design as their primary motivation for purchasing merchandise. This was followed by their connection to ITB (65%), then 54% on the quality, and the variety of products offered. Affordable prices accounted for 42% of responses, indicating that while price is a consideration, it is not the top priority. Additionally, 70% of respondents, or 156 individuals, indicated that they might purchase ITB merchandise in the near future.

Lastly, in the post-purchase behavior stage, 95% of respondents who had purchased ITB Press merchandise were satisfied with the products. Moreover, 88% of respondents felt that buying university merchandise increased their sense of belonging to the university. This indicates a positive perception of ITB Press merchandise among its customers. To have a better picture of the respondent behavioral profile, more detailed questionnaire results and graphs are available on the appendix 2.

Descriptive Statistics Analysis

Dimension	Label	Min	Max	Mean	Mode	Std dev
Product	Pd1	1	6	4.8	5	0.93
	Pd2	1	6	4.7	5	1.07
	Pd3	1	6	4.7	5	1.12
	Pd4	2	6	4.5	5	0.99
				Mean	4.68	5.00

Table 1. Product descriptive analysis

Dimension	Label	Min	Max	Mean	Mode	Std dev
Price	Pl1	1	6	4	4	1.22
	Pl2	1	6	4.3	4	1.11
	Pl3	1	6	4	4	1.35
	Pl4	1	6	4.2	5	1.26
				Mean	4.13	4.25

Table 2. Price descriptive analysis

Dimension	Label	Min	Max	Mean	Mode	Std dev
Place	Pc1	1	6	5	6	1.03
	Pc2	1	6	4.9	6	1.16
	Pc3	1	6	5.1	6	0.94
	Pc4	1	6	4.8	6	1.12
				Mean	4.13	6

Table 3. Place descriptive analysis

Dimension	Label	Min	Max	Mean	Mode	Std dev
Promotion	Pm1	1	6	4	6	1.86

	Pm2	1	6	2.8	2	1.61
	Pm3	1	6	3.3	1	1.74
	Pm4	1	6	3	2	1.71
	Pm5	1	6	3.7	4	1.36
	Pm6	1	6	3.5	3	1.42
			Mean	3.38	3.00	1.62

Table 4. Promotion descriptive analysis

Dimension	Label	Min	Max	Mean	Mode	Std dev
Self Belonging	SB1	1	6	5.5	6	0.79
	SB2	1	6	4.5	4	1.21
	SB3	1	6	4.4	5	1.39
	SB4	1	6	4.9	6	1.13
				Mean	4.83	5.25

Table 5. Sense of belonging descriptive analysis

Dimension	Label	Min	Max	Mean	Mode	Std dev
Attitudes	A1	1	6	4.4	4	1.23
	A2	1	6	4.7	6	1.18
	A3	1	6	4.6	6	1.2
	A4	1	6	3.3	2	1.66
	A5	1	6	3.1	1	1.69
	A6	1	6	3.7	4	1.54
	A7	1	6	4.7	5	1
	A8	1	6	4.4	4	1.12
	A9	2	6	4.9	5	0.91

			Mean	4.2	4.1	1.3
--	--	--	-------------	-----	-----	-----

Table 6. Attitudes descriptive analysis

Dimension	Label	Min	Max	Mean	Mode	Std dev
Purchase Intention	PI1	1	6	4.8	6	1.1
	PI2	1	6	4.7	5	1.18
	PI3	1	6	4.3	6	1.44
	PI4	1	6	4.2	4	1.45
			Mean	4.5	5.3	1.3

Table 7. Purchase Intention descriptive analysis

	Mean	Mode	Standard deviation
Min	2.8	1	0.79
Max	5.5	6	1.86
Average	4.3	4.5	1.26

Table 8. Summary of descriptive analysis of the questionnaire

Based on the 221 responses gathered, it is evident that respondents exhibit a range of perceptions regarding ITB Press merchandise. The standard deviation of responses varies from 0.79 to 1.86, with an average of around 1.26, indicating considerable variability in individual responses. This suggests that while some respondents strongly agree or disagree with the statements, others have more moderate opinions.

To make the findings more meaningful, the researcher divided the mean responses into six blocks corresponding to the Likert scale, ranging from "Strongly disagree" to "Strongly agree." The divisions were based on the minimum and maximum means (2.8 and 5.5) found in the questionnaire results:

	Strongly disagree (1)	Disagree (2)	Slightly disagree (3)	Slightly agree (4)	Agree (5)	Strongly agree (6)
Mean range	2.8 - 3.25	3.26 - 3.71	3.72 - 4.17	4.18 - 4.63	4.64 - 5.09	5.10 - 5.5

Table 9. Adjusted scale for mean

High Sense of Pride

The statement "I am proud to be an ITB student" on SB1, has the lowest standard deviation (0.79), an average response of 5.5, and a mode of 6. This high average score indicates a very strong sense of pride and belonging among students towards ITB, suggesting a solid emotional connection to the university.

Variability in Awareness

Conversely, the statement "I am aware of ITB Press Instagram" shows the highest variability with a standard deviation of 1.86 and an average response of 4. This indicates that ITB Press's promotion through Instagram has not reached the target audience uniformly. While some respondents are aware of ITB Press, many are not familiar with it, highlighting the need for more consistent promotional strategies.

Positive Perception of Place

All indicators in the "place" dimension have a mode of 6, with average scores ranging from 4.8 to 5.1. This suggests that most respondents agree that there are no significant issues with the distribution channels (offline store, Tokopedia, and official website) of ITB Press merchandise.

Areas for Improvement

Indicators such as Pm3 ("I am aware of ITB Press' merchandise bundling offer") and A5 ("I often visit the ITB Press store or online platform to check for new merchandise") have a mode of 1, indicating strong disagreement. This correlation suggests that because students and alumni do not frequently visit the store or online platforms, they are unaware of the bundling offers and promotions. This points to a need for better communication and promotion of these offers.

Positive Perception and Trust

Statements like A2 ("ITB Press merchandise makes me proud of my university"), A7 ("I believe that ITB Press merchandise is of high quality"), and A9 ("I consider ITB Press merchandise to be a good representation of the university's image") have average responses of 4.7, 4.7, and 4.9, respectively. These findings indicate a positive perception and high trust in ITB Press merchandise, suggesting a competitive advantage for ITB Press as a ITB merchandise seller.

Purchase Intention for personal use

The statement PI1 ("I am interested in purchasing ITB Press merchandise for myself") has a mode of 6, an average response of 4.8, and a relatively low standard deviation of 1.10. This suggests strong interest among students and alumni in purchasing ITB Press merchandise for personal use. Similarly, the statement P2 ("I intend to purchase ITB Press merchandise in the near future for myself") also indicates a positive intention to purchase in the near future.

Validity and reliability test

The validity and reliability tests were initially performed to ensure that the developed questionnaire was suitable for distribution to respondents. A pilot test involving 30 respondents was conducted, and the results are shown in Appendix I. After gathering 221 responses, the validity test was recalculated as follows. With this sample size, the estimated R table value at a 5% significance level is approximately 0.113 - 0.138, based on samples of 200 - 300.

Validity Test Convergent Validity

Variables	Average Variance Extracted (AVE)	Validity
Product	0.729	Valid

Price	0.830	Valid
Place	0.699	Valid
Promotions	0.723	Valid
Sense of Belonging	0.598	Valid
Attitudes	0.636	Valid
Purchase Intention	0.713	Valid

Table 10. Convergent validity test result

Convergent validity testing was employed to assess the degree to which the operational measures reflected their intended theoretical constructs. This is indicated by the Average Variance Extracted (AVE) value. An AVE value of 0.5 or higher is considered acceptable, demonstrating that the variance in a set of indicators can be attributed to the underlying construct rather than measurement error. The analysis revealed that all constructs in the model possessed AVE scores exceeding 0.5, suggesting that the chosen measures successfully captured the intended theoretical constructs. Thus, the indicators are well-suited to represent the underlying concepts they were designed to assess.

Discriminant validity

Table 11. Discriminant validity test result

Constructs	Pd	Pc	PI	Pm	SB	A	PI
Pd	0.854						
Pc	.539**	0.911					
PI	.604**	.454**	0.836				
Pm	.509**	.382**	.394**	0.850			
SB	.512**	.404**	.401**	.467**	0.773		
A	.637**	.533**	.453**	.679**	.649**	0.797	
PI	.532**	.518**	.427**	.456**	.547**	.787**	0.844

Discriminant validity is a cornerstone of construct validity in research. It assesses the degree to which measures designed to capture distinct constructs are truly unrelated. The Fornell-Larcker criterion was used in this research. This approach compares the square root of the AVE values of each construct with the correlations between the constructs. Preliminary evidence for discriminant validity was observed, as the diagonal elements in the correlation matrix (representing the square roots of the AVE values) were higher than the off-diagonal elements in their respective rows and columns.

Internal Consistency

Variables	Composite Reliability (CR)	Cronbach Alpha	Internal consistency
Product	0.915	0.873	Good
Price	0.951	0.930	Good
Place	0.903	0.853	Good
Promotions	0.940	0.919	Good
Sense of Belonging	0.854	0.767	Acceptable
Attitudes	0.940	0.920	Good
Purchase Intention	0.908	0.864	Good

Table 12. Internal consistency test result

To examine whether the measurements or indicators would produce consistent scores if used repeatedly, a reliability analysis was conducted. This analysis assessed internal consistency using composite reliability (CR) and Cronbach's alpha. Accepted values for CR and Cronbach's alpha are above 0.7, indicating good internal consistency. According to previous literature in Chapter 3, Cronbach's alpha values ranging from 0.8 to 0.9 indicate good internal consistency. Based on Table 4.5, the internal consistency of the questionnaire is reliable and can be considered good overall.

Collinearity Analysis

Indicators	Collinearity tolerance	Variance Inflation Factors	Indication
Product	0.470	2.127	Acceptable
Price	0.661	1.512	Acceptable
Place	0.602	1.662	Acceptable
Promotions	0.672	1.489	Acceptable
Sense of Belonging	0.662	1.510	Acceptable
Attitudes	0.334	2.997	Acceptable

Table 13. Collinearity test result

To ensure that each variable and indicator were not overlapping in explaining the findings, a collinearity analysis was conducted. Variance Inflation Factors (VIFs) were calculated to assess potential multicollinearity among the independent variables. All VIFs were below 5, indicating no severe collinearity. Additionally, all collinearity tolerances were above 0.1, making them acceptable. However, the VIF for Attitudes (VIF = 2.997) suggested moderate collinearity but not severe enough to invalidate the results.

Path analysis

Path analysis is used to examine the direct and indirect relationships between multiple independent variables and dependent variables in a hypothesized model. In this research, coefficient analysis, model summary, ANOVA, and mediation analysis were used to perform and to assess the significance of each variable.

Coefficient analysis

In the path analysis, standardized coefficients (Beta) and their significance levels (p-values) were examined. The significance level (typically < 0.05) indicates whether the relationship between variables is statistically significant. The standardized coefficient Beta reflects the strength and direction of the relationship.

Coefficient to attitudes					
	Significance	Standard error	Standardized coefficients beta	T statistic	Support Hypothesis
Product → Attitudes	0	0.067	0.217	3.77	Supported
Price → attitudes	0.001	0.044	0.158	3.26	Supported
Place → Attitudes	0.682	0.059	-0.021	-.411	Not Supported
Promotions → Attitudes	0	0.036	0.372	7.74	Supported
Sense of Belonging → Attitudes	0	0.056	0.309	5.52	Supported
Coefficient to purchase intention					
	Significance	Standard error	Standardized coefficients beta	T statistic	Significance
Product → Purchase intention	0.801	0.076	-0.015	-.25	Not significant
Price → Purchase intention	0.018	0.049	0.121	2.37	Significant
Place → Purchase intention	0.152	0.064	0.075	1.43	Not significant
Promotions → Purchase intention	0.004	0.045	-0.162	-2.89	Significant
Sense of Belonging → Purchase intention	0.39	0.067	0.047	.861	Not significant
Attitudes → Purchase intention	0	0.075	0.777	11.11	Significant

Table 14. Predictors to attitudes coefficient result

A significant positive relationship was observed between product perception and attitudes ($p = 0.000$, $\beta = 0.217$). This aligns with expectations, suggesting a positive product perception fosters positive consumer attitudes. Interestingly, the relationship between product and purchase intention was not significant ($p = 0.801$, $\beta = -0.015$), indicating that a positive product perception alone may not translate into purchase behavior.

A significant positive relationship emerged between price and attitudes ($p = 0.001$, $\beta = 0.158$). This counterintuitive finding suggests that higher prices might be associated with perceived higher quality or exclusivity, leading to more positive attitudes. The relationship between price and purchase intention was also significant and positive ($p = 0.018$, $\beta = 0.121$), indicating that higher prices may also influence purchase intention, possibly due to the quality or exclusivity perception.

A significant positive relationship was observed between promotions and attitudes ($p = 0.000$, $\beta = 0.372$). This suggests that promotions can foster positive attitudes towards the product. However, the relationship between promotions and purchase intention was significant and negative ($p = 0.004$, $\beta = -0.162$). This unexpected finding suggests that promotions might be perceived as a sign of a product not selling well or having a lower-quality version available, ultimately decreasing purchase intention. A strong positive relationship was found between sense of belonging and attitudes ($p = 0.000$, $\beta = 0.309$). This suggests that feeling a sense of belonging to a brand community or group with the product can lead to more positive attitudes towards the product itself. However, the relationship between sense of belonging and purchase intention was not significant ($p = 0.300$, $\beta = 0.047$). A significant positive relationship was observed between attitudes and purchase intention ($p = 0.000$, $\beta = 0.777$). This confirms the central role of positive attitudes in driving purchase intention.

Model summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Residual
4P, SoB → Attitudes	.816 ^a	0.666	0.659	0.59911	0.577
4P, SoB, Attitudes → PI	.806 ^a	0.650	0.640	0.65882	0.591

Table 15. Model summary result

The model summary provides the R-squared value, which explains the proportion of variance in the dependent variable that can be explained by the independent variables. Based on the table, the predictors (Product, Price, Place, Promotion, and Sense of Belonging) explain 66.6% of the variance in Attitudes. Meanwhile, 65% of the variance in Purchase Intention can be explained by the 4Ps, Sense of Belonging, and Attitudes. These findings suggest that the model explains a significant portion of the variance in the dependent variables. This model also provides residual or error terms of the dependent variable. The residual is calculated by square root 1 minus R squared.

ANOVA ^a					
	Sum of Squares	df	Mean Square	F	Sig.

Regression	154.075	5	30.815	85.851	.000 ^b
Residual	77.172	215	0.359		
Total	231.247	220			

Dependent variable : Attitudes

Predictors: (Constant), Product, Price, Place, Promotion, Sense of belonging

Table 16. ANOVA result to attitudes

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	172.376	6	28.729	66.190	.000 ^b
Residual	92.886	214	0.434		
Total	265.262	220			

Dependent variable : Purchase Intention

Predictors: (Constant), Product, Price, Place, Promotion, Sense of belonging, Attitudes

Table 17. ANOVA result to purchase intention

Analysis of variance (ANOVA) was used to examine the overall fit of the regression model and to test the significance of the relationships between the independent and dependent variables. Both of the showcased ANOVA tables show a large F-value and a small p-value (< 0.05), indicating that the model significantly predicts the dependent variable. This means that at least one of the predictors is significantly related to the dependent variable.

Mediation Analysis

In the hypothesized path diagram from the previous chapter, it is proposed that attitudes mediate the relationship between the 4Ps of marketing, students' sense of belonging, and the purchase intention of ITB Press merchandise. To validate this hypothesis, a mediation analysis was conducted using the Sobel test method. The Sobel test was conducted by first examining the standardized coefficient Beta and standard error for each predictor in the path from the independent variable (X) to the mediator (M) and from the mediator (M) to the dependent variable (Y). The P-value was calculated using the Sobel calculator developed by Preacher and Leonardelli.

The Sobel test compares the direct and indirect effects of the predictors on the dependent variable (Purchase Intention). The indirect effect is significant if the p-value of the Sobel test is less than 0.05, indicating that the mediating variable (Attitudes) significantly mediates the relationship. The mediating analysis below revealed that attitudes significantly mediate the relationships between product, price, promotion, and sense of belonging with purchase intention. Only place predictors that is proven remain insignificant to be mediated by attitudes.

Independent Variable	Mediator	Dependent Variable	α	SE α	b	SEb	Sobel value z	p-value	Sig
Product	Attitudes	Purchase Intention	0.217	0.067	0.777	0.075	3.239	0.001	Significant
Price	Attitudes	Purchase Intention	0.158	0.044	0.777	0.075	3.591	0	Significant
Place	Attitudes	Purchase Intention	-0.021	0.059	0.777	0.075	-0.356	0.722	Not significant
Promotion	Attitudes	Purchase Intention	0.372	0.036	0.777	0.075	10.334	0	Significant
Sense of Belonging	Attitudes	Purchase Intention	0.309	0.056	0.777	0.075	5.518	0	Significant

Table 18. Sobel test result

Adjusted Path Diagram

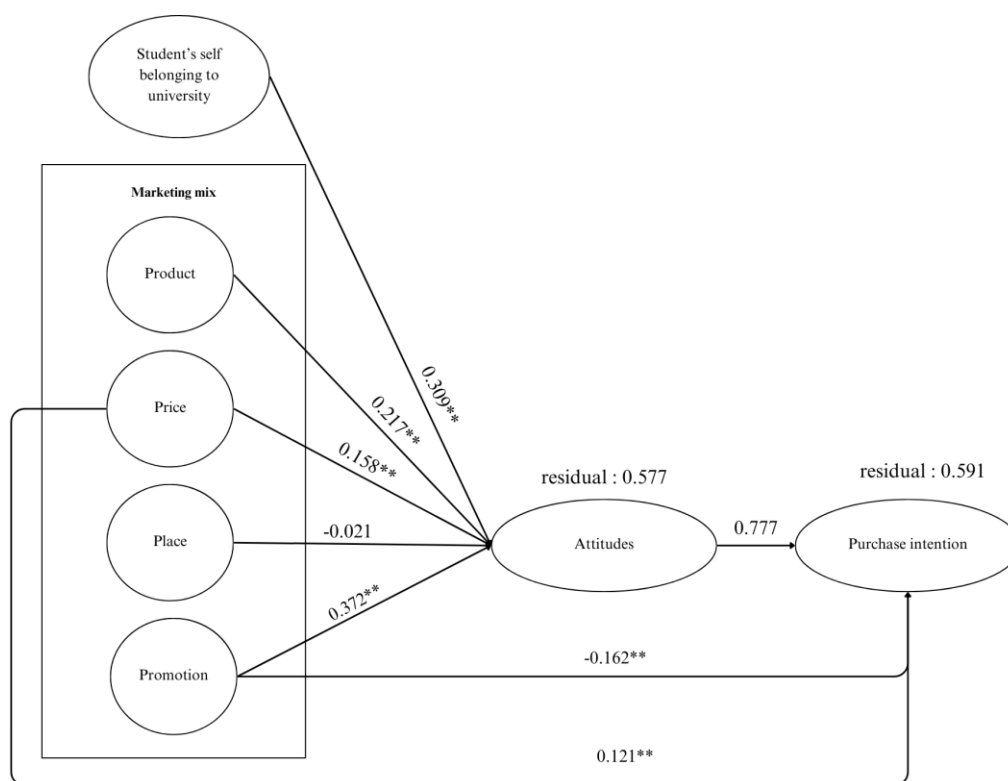


Figure 2. Adjusted path diagram

The results indicate a complex relationship between the variables in the model. Almost all the independent variables demonstrate a strong and positive relationship with attitudes, except for the place variable, which remains insignificant and negative. While attitudes are shown to mediate the relationship between the other variables and purchase intention, the direct paths from price and promotion to purchase intention remain significant. The relationship between price and purchase intention is significant and positive ($p = 0.018$, $\beta = 0.121$), suggesting that higher prices may enhance purchase intention, possibly due to perceptions of higher quality or exclusivity. Conversely, the relationship between promotions and purchase intention is significant and

negative ($p = 0.004$, $\beta = -0.162$), implying that aggressive promotions might decrease purchase intention, potentially due to a perceived devaluation of the merchandise. These findings indicate that price and promotion influence purchase intention through both direct and indirect paths. However, the path from place to attitudes does not have a strong impact on attitudes as it is not significant.

Hypothesis testing

H1: Marketing mix has a positive influence on customers' attitudes.

H1a: Product has a positive influence on customers' attitude.

Result: Significant and positive. Hypothesis supported, thus null hypothesis is rejected.

These findings align with previous research by Guan et al. (2020) and Bahl & Chandra (2018), which stated that product quality directly influences customer attitudes and perceptions. This study also found that a high-quality perception of the merchandise likely influences favorable customers' beliefs and thoughts about the items, reinforcing the findings from Guan et al. (2020).

H1b: Price has a positive influence on customers' attitude.

Result: Significant and positive. Hypothesis supported, thus null hypothesis is rejected.

These findings are consistent with the literature from Aime et al. (2022) on how attractive pricing that balances cost and perceived benefits shapes students' attitudes. This study found that higher prices might be associated with perceived higher quality or exclusivity, leading to more positive attitudes.

H1c: Place has a positive influence on customers' attitude.

Result: Not significant and negative. Hypothesis not supported, thus fail to reject null hypothesis.

Research by Rizky et al. (2024) found that place in the marketing mix significantly influences customer attitudes towards purchase intention. However, in this study, while students and alumni perceive the distribution channel of ITB Press merchandise as overall convenient, it is not a primary driver of attitudes. The lack of significance may be due to these factors. The negative beta coefficient, though not significant, could hint at a scenario where increasing the number or types of distribution channels might lead to a perception of lower exclusivity or quality. This finding aligns with the study in social commerce by Aime et al. (2022), which stated that place indicators do not significantly impact attitudes towards purchase intention.

H1d: Promotion has a positive influence on customers' attitude.

Result: Significant and positive. Hypothesis supported, thus null hypothesis is rejected.

The findings suggest that students' and alumni's attitudes are influenced by promotions. This aligns with studies by Rini et al. (2024) and Dinh et al. (2023), which suggest consumers are more inclined to make a purchase when attractive promotional offers are available.

H2: Student sense of belonging has a positive relationship with attitudes.

Result: Significant and positive. Hypothesis supported, thus null hypothesis is rejected.

The positive and significant result for H2 confirms that a higher sense of belonging positively affects customer attitudes. High pride among students leads to positive attitudes towards university merchandise, aligning with Carlson et al. (2008), which states that brands can serve as a means for individuals to identify themselves personally.

H3: Customer attitudes have a positive relationship with purchase intention.

Result: Significant and positive. Hypothesis supported, thus null hypothesis is rejected.

The positive and significant result for H3 supports the hypothesis that favorable customer attitudes lead to a higher purchase intention. Research conducted by Nabot et al. (2014) indicates that attitudes towards behavior are significant factors directly and indirectly influencing purchase intention. The findings strengthen the previous research and application of the theory of planned behavior about the effect of attitudes on purchase intention.

KESIMPULAN

The study sought to understand the factors that influence ITB students' and alumni's intentions to purchase ITB Press merchandise. The findings reveal that nearly all independent variables, such as product, price, promotion, and sense of belonging, have a positive impact on attitudes, which in turn significantly influence purchase intentions. However, the "place" variable did not show a significant effect on attitudes. The research also sheds light on the overall perceptions of current students and alumni regarding ITB Press merchandise, their buying behaviors, and the key factors that influence their purchasing decisions. It identifies both the strengths and weaknesses of ITB Press, providing valuable insights for future improvements.

One of the key findings of the study is the significant and positive relationship between the product and students' attitudes towards purchasing ITB Press merchandise. The analysis indicates that respondents perceive the merchandise favorably, as evidenced by the high average scores on product-related statements, which subsequently enhance their attitudes. These positive perceptions suggest that when students believe in the quality of the merchandise, their attitudes towards purchasing it become more favorable. Therefore, maintaining and effectively communicating high product quality is essential for fostering positive attitudes, which in turn influence purchase intentions.

Pricing also plays a crucial role in shaping students' attitudes toward purchasing ITB Press merchandise. The analysis reveals a significant positive relationship between price and purchase intention, suggesting that higher prices might enhance purchase intention due to perceived quality or exclusivity. However, this relationship must be carefully balanced, as excessively high prices could deter cost-sensitive students. The average scores indicate that students generally find the current pricing reasonable, which positively influences their attitudes. Thus, ITB Press should aim to maintain competitive pricing while highlighting the quality and exclusivity of their products to sustain positive attitudes.

On the other hand, the distribution channels, including the offline store, Tokopedia, and the official website, generally do not have a significant impact on students' attitudes towards purchasing ITB Press merchandise. The analysis shows that the "place" variable has an insignificant and negative relationship with attitudes. Despite the lack of a strong impact, it is important to note that respondents did not perceive major issues with the current distribution channels. The convenience of online purchases and payments likely contributes to this perception. Nonetheless, it is crucial for ITB Press to ensure that these channels remain accessible and efficient.

Promotional strategies, while important, must be carefully managed, as they significantly influence students' attitudes towards purchasing ITB Press merchandise, but not always positively. The analysis reveals a significant negative relationship between aggressive

promotions and purchase intention. This suggests that while promotions are necessary, they must be strategically designed to avoid devaluing the merchandise in the eyes of the students. Effective promotional strategies should focus on enhancing brand value and quality perception rather than simply offering discounts or engaging in aggressive sales tactics. Ensuring that promotions are informative and engaging can positively influence students' attitudes without undermining the perceived value of the merchandise.

A strong sense of belonging to ITB plays a crucial role in shaping students' attitudes towards purchasing ITB Press merchandise, which further influences their purchase intentions. The high average responses to statements reflecting pride and connection to the university, such as "I am proud to be an ITB student," indicate that this sense of belonging translates into positive attitudes towards purchasing ITB Press merchandise. Students and alumni view these products as symbols of their affiliation with the university. ITB Press can leverage this emotional connection by emphasizing the unique identity of ITB through their merchandise, thereby fostering even stronger positive attitudes and purchase intentions.

Overall, students' attitudes towards ITB official merchandise have a direct and significant impact on their willingness to purchase these products. Positive attitudes, driven by perceptions of high quality, reasonable pricing, sufficient promotions, and a strong sense of belonging, lead to higher purchase intentions. The analysis shows that a substantial percentage of respondents are interested in purchasing ITB Press merchandise for personal use, indicating that favorable attitudes directly translate into purchasing behavior. This underscores the importance of continuously nurturing positive attitudes through quality products, effective communication, and strategies that reinforce the emotional connection students have with ITB

BIBLIOGRAPHY

- Adeoye, M. A. (2023). Review of Sampling Techniques for Education. *ASEAN Journal for Science Education*, 2(2), 87-94.
- Aimé, R. S. M., Premananto, G. C., & Rakotoarisoa, S. (2022). The Marketing Mix, Customers' Attitude, and Purchasing Intention in Social Commerce with Internet Access as a Moderating Variable. *Jurnal Manajemen Teori dan Terapan*, 15(1).
- Ajzen, I. (2006). Constructing a theory of planned behavior questionnaire.
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314-324.
- Allen, K. A., Kern, M. L., Vella-Brodrick, D., & Hattie, J. A. (2021). Belonging: A review of conceptual issues, an integrative framework, and directions for future research. *Journal of Educational Psychology*, 113(4).
- Amirrudin, M., Nasution, K., & Supahar, S. (2021). Effect of variability on Cronbach alpha reliability in research practice. *Jurnal Matematika, Statistika dan Komputasi*, 17(2), 223-230.
- Becker, S., D'Auria, G., & Thiel, A. (2024, January 30). Time to move : Sporting Goods 2024. McKinsey Report.
<https://www.mckinsey.com/industries/retail/our-insights/sporting-goods-industry-trends>
- Darmoyo, S., & Suhaily, L. (2017). Effect of product quality, perceived price and brand image on purchase decisions mediated by customer trust (study on Japanese brand electronic product). *Jurnal manajemen*, 21(2), 179-194.
- Dinh, et al., (2023). Toward Sustainable Development and Consumption: The Role of the Green Promotion Mix in Driving Green Brand Equity and Green Purchase Intention. *Journal of Promotion Management*, doi: 10.1080/10496491.2023.2165209
- Fan study, merch edition: Your music and merch are better together, and we have the data to prove it – spotify for artists. (2021, November 8) Spotify for Artists 2021.
<https://artists.spotify.com/en/blog/fan-study-merch-edition-music-data-infographic>
- Golzar, J., Noor, S., & Tajik, O. (2022). Convenience sampling. *International Journal of Education & Language Studies*, 1(2), 72-77
- Guan, L. P., Yusuf, D. H. M., & Ghani, M. R. A. (2020). Factors
<https://journal.institutemandalika.com/index.php/mjbm>

- influencing customer purchase intention towards insurance products. *International Journal of Business and Management*, 4(5), 70-79.
- Hausmann, L. R. M., Schofield, J. W., & Woods, R. L. (2007). Sense of Belonging as a Predictor of Intentions to Persist Among African American and White First-Year College Students. *Research in Higher Education*, 48(7), 803-839
- Hayes, A. F. (2019). *Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-Based Approach* (2nd ed.). Guilford Press
- Juarez, L. (2021). Student belonging in higher education: Understanding the impact on retention and success. *Journal of Student Affairs Research and Practice*, 58(1), 77-89.
- Kartawinata, B. R., Maharani, D., Pradana, M., & Amani, H. M. (2020). The role of customer attitude in mediating the effect of green marketing mix on green product purchase intention in love beauty and planet products in indonesia. In *Proceedings of the International Conference on Industrial Engineering and Operations Management* (Vol. 1, pp. 3023-3033).
- Kim, J., & Lennon, S. J. (2013). Effects of reputation and website quality on online consumers' emotion, perceived risk, and purchase intention: Based on the stimulus-organism-response model. *Journal of Research in Interactive Marketing*, 7(1), 33-56.
- K. J. Preacher and G. J. Leonardelli. (2010). Calculation for the Sobel Test: An Interactive Calculation Tool for Mediation Tests. Online software. <http://www.people.ku.edu/~preacher/sobel/sobel.htm>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. Pearson.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing research*. Pearson UK.
- Purnomo, E., & Syafwandi. (2019). The Power of Merchandise in Building the Image of Universitas Negeri Padang. In *Eighth International Conference on Languages and Arts (ICLA-2019)* (pp. 343-346). Atlantis Press.
- Rini, N. et al., (2024). Analysis of The Influence of Online Selling, Digital Brand Image and Digital Promotion on Purchase Intention of Instant Noodle Products. *Jurnal Sistem Informasi dan Teknologi*, doi: 10.60083/jsisfotek.v6i1.340
- Rizky, S. S. & Aprianingsih, A. (2024). The Influence of Marketing Mix on Purchase Intention with Customer Attitude as a Mediating Variable (A Case Study of a New Men's Fashion Retail Business in Surabaya). *Ekombis Review : Jurnal Ilmiah Ekonomi dan Bisnis*, doi: 10.37676/ekombis.v12i2.5333
- Phillips, J. M, Roundtree, R. I, & Kim, D. (2014). Mind, body, or spirit? An exploration of customer motivations to purchase university licensed merchandise. *Sport, Business and Management: An International Journal*, 4(1), 71-87.
- Schabasser, C. (2023). Increasing product variety: Conflicts in shelf space allocation. *Eurasian Journal of Higher Education*, (7), 8-20.
- Solomon, M. R., Bamossy, G., Askegaard, S., & Hogg, M. K. (2016). *Consumer Behaviour: A European Perspective*. Pearson, 140-156.
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of current issues & research in advertising*, 26(2), 53-66.
- Sürücü, L. & Maslakçı, A. (2020) Validity And Reliability In Quantitative Research, *BMIJ*, 8(3): 2694-2726,
- Taber, K. S. (2018). The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. *Research in Science Education*, 48, 1273-1296
- Tajfel, H., & Turner, J. C. (1985). The Social Identity Theory of Intergroup Behavior. In S. Worchel & W. G. Austin (Eds.), *Psychology of Intergroup Relations* (pp. 7-24). Nelson-Hall.
- Tong, X. (2014). Factors affecting purchase intention of university-licensed apparel. *Family and Consumer Sciences Research Journal*, 43(2), 160-172..