

INFLUENCE BRAND EQUITY, WORD OF MOUTH, AND LIFESTYLE REGARDING THE DECISION TO PURCHASE EIGER PRODUCTS AT THE EIGER STORE TEGAL CITY

Rita Nur Isnaeni^{1*}

Rita Nur Isnaeni^{1*}

e-mail :

ABSTRACT

Rita Nur Isnaeni 2023, The Effect of Brand Equity, Word Of Mouth and Lifestyle on Eiger Product Decisions at the Eiger Store in Tegal City.

Competition in the business world in the current era of globalization is getting tighter and growing very fast, this makes companies required to always keep abreast of changes. In facing this era, reliable management is needed and pays more attention to the wants and needs of customers so they can compete in various marketing activities. so that the company has a strong foundation to compete. Efforts to develop a product can be an effective strategy in providing innovative and unique product offerings in order to capture market share.

The population of this study are consumers of Eiger products at the Eiger Store in Tegal City. The sample in this study amounted to 100 respondents with certain criteria using non-probability sampling method with incidental sampling technique. Data collection techniques using a questionnaire. The data analysis technique used is multiple linear regression analysis and analysis of the coefficient of determination.

Based on the results of this study are 1) From testing brand equity on product decisions, it is obtained themselves = 0.004 <0.05. 2) From the word of mouth partial test on product , the value of themselves = 0.000 <0.05 is obtained. 3) From the partial lifestyle test on product decisions, the value of themselves = 0.000 <0.05 is obtained.

The conclusions from this study are 1) Brand Equity has a significant effect on Eiger Product Decisions at the Eiger Store in Tegal City. 2) Word of Mouth has a significant effect on Eiger Product Decisions at the Eiger Store in Tegal City. 3) Lifestyle has a significant effect on Eiger Product Decisions at the Eiger Store in Tegal City.

Keywords: Brand Equity, Word Of Mouth and Lifestyle and Product Decisions

1. INTRODUCTION

1.1 Background to the Problem

Competition world business
Of era globalisasi Now This
the more tight and develop very
fast, two the make company Of
demand for always follow

change. In face era the very
need management Which hands
and More notice desire as well as
what Which Of need subscriber
so can compete Iam various
activity marketing. so that

company have Foundation Which strong for compete. Effort development something product can become strategy Which effective I am give offer product Which innovative and unique so Can seize share market (Anam, Istiqomah, and Husna 2022). Two This possible company for fish product quality Which More Good from its competitors.

Each company must capable compete for attract subscriber and maintain its existence Of market, incl I am field like Which moment This its development the more fast along with growth economy Of Indonesia. Two the can Of lihat from statement that development economy Of Indonesia on triwulan III 2022 recorded as big as 5,27% that is More big compared triwulan III on year 2021 (Website Ministry Finance Indonesia, 2022).

Indonesia is country kepulauan biggest Of World quoted from data A lot Center Statistics, Indonesia memiliki Juas region 1,916.906 km² and recorded Of I am meeting United Nations Group Of Expert Geological Names on year 2022 Indonesia memiliki 17.000 I'm

crazy. Each Storm memiliki riches I am and beauty from base I see until shoots mountain. Have good luck meng-explore beauty I am free Now This Already become A trand and hobby for public especially for kalangan child time like activity have good luck, climbing mountain, caving, rafting, riding and activities Of places beautiful Others Of Indonesia (Tantowi and Mind 2021).

On moment This Of market Already Lots product Equipment and so Iatan outdoor Which circulating with diverse innovation and variation Which Of offer as well as guarantee quality Which can Of believe. Dalam two This company Which win product outdoor berlomba-lomba for continue increase quality so that can seize share market and maintain trust subscriber so that influential to perilaku consumer on moment do decision approval.

Decision approval there is membeli brand Which most Of like from various alternative Which There is Kotler and Keller (2008). Whereas according to Berkowitz (2008)

submit that decision approval is stages Which Of Yakutsk pembeli Iam determine problem about product and service Which want to Of beli. From clarification Of above can Of pull conclusion that decision to pembe is something selection Which done each pembeli to a number of problem product or service Which require pembeli for memilih One Of among them where Which most the best Two the make something company must see what Which Of want Oh yeah subscriber and will push company for can increase brand equity so that influence happen decision approval.

Brand equity is price add Which Of give on each product and service. Brand equity can visible with method How pembeli think, feel and act Iam relationship with brand, price, share market and probability Which Of give brand Iam company (Firmansyah, 2019;137). According to Suharyani, (2015) equity brand munchi when competition product the more sharp cause the need strengthening role brand for

grouping product and service Which Of small so that can Of differentiate with product competitor Iain. Brand equity Which strong will give price to each subscriber Which will increase confidence subscriber Iam decision approval. Brand equity Which strong Also can result happen satisfaction subscriber so that strategy marketing word of mouth Also will happen with himself, two This will very profitable A company and increase sales.

Word of mouth (WoM) there is something activity marketing Where one person subscriber give something information about something product to people Iain based on belief subscriber. According to Daughter Rose, Budi Heryanto (2019) word of mouth there is action provider information Oh yeah one person consumer to consumer Others. Word of mouth is A strategy marketing for promote something product regularly Directly Which considered very influential Iam increase sales. Word of mouth influential big Of field marketing Because will pile up change

perilaku especially I am search information. Only just share information Because belief consumer, recommendation Which Of give Oh yeah consumer I am often Of consider More Can Of believe rather than activity promotion Which Of Yakutsk company two the Also can very influence people I am.

John brand equity and word of mouth, There is possibility Festyle Also is One of the two Which influence behavior consumer I am decision approval. Kotler and Keller, (2008;224) Festyle is night life someone Of world Which reflected I am activity interest, and opinion Style life taking photos interaction someone regularly intact with the environment two This make Festyle as One of the factor main I am status sosial someone for in action and express self to worth it. Moment This style life Of influence Oh yeah modernization so that very push public for do adjustment I am follow development time Which now This currently trend. With exists Festyle Also can help public I am determine problem product Which will Of beli. For from

That something company Of demand for selaku follow development time so that buyer interested with product Which Of offer including I am approval product Outdoor.

One of the producer Equipment outdoor Which have quality product the best and Already capable lead market there is product EIGER from PT. Eigerindo In Iti Product Industry Which is brand real from Indonesia Which win various so Iatan mountaineering, riding and Festyle like tent, sendaImountain, carrier, daypack, headlamp, celana food, jacket, center, compass and Iain etc. Eiger Iahir on year 1993 Oh yeah Ronny Yukito Of Bandung. Eiger capable pop up image Iang's advice Of each the product Because Of ready design the product show the specifically for consumer lover Iang's advice and can Of wear on activity daily. Competitor Eiger moment This very Lots sekali like Consina, Arei, Avtech, Cartenz, CIaw howl free, Merapi mountaint, Alpina forester, and GraveII, However Eiger capable for occupied level First product

outdoor the best Of Indonesia. (Idn Times.co ,”2022). Eiger always try give superiority from products Which Of offer Which make Eiger Finally become market leader Iam Equipment product outdoor.

TabI 1
Data Sales Year 2018 - 2022 Eiger
Store City TegaI

N o.	Year	Volume Sales (pcs)	% Developmen t
1.	2018	2226	0,0%
2.	2019	2761	24,0%
3.	2020	2258	-18,2%
4.	2021	2063	-8,6%
5.	2022	2164	4,9%

Source : Eiger Store City TegaI year
2018-2022

Based on tabI Of above can Of knot that sales Eiger Of City TegaI living increase and decline from year the year, Where on year 2018-2019 living increase sales as big as 24,0% Because Of year the is year awaI open branch shop Eiger Of City TegaI, On year 2019-2020 living decline sales as big as -18,2 Because happen Covid-19 with policy lockdown Which where on moment That government limit activity public Of Juar House, on year 2020-2021 Also living decline as big as

-8,6% because on year 2021 Still Of do it policy the Which arrange public still reduce activity Of Juar House, Of add Again There is brand competitor Which new open branch Store her Of side Store Eiger with win type product Which The same that is Equipment outdoor, two the possible can influence decline sales, Whereas on year 2021-2022 living increase sales as big as 4,9%. From because on year 2022 City TegaI Already Of state free from Covid-19 so that activity public beLiangsung like usually. However percent increase on year 2022 is percent increase Which very this one Of compare with years self exists brand competitor Which open Store Of side Store Eiger City TegaI.

Based on Iatar behind Which tea Of display, for Small pen interested for do peneitan about decision approval with juduI influence brand equity, word of mouth and FestyIe to Decision Supply Product Eiger Of Eiger Store TegaI.

1.2 Summary Problem

Based on latar belakang Of above can identified summary problem Iam penitian This How Eiger store Tegal can increase decision approval consumer with Jesus brand equity, word of mouth and Festyle. As for question penitian Which Of submit there is as following :

1. is brand equity influential to decision approval regularly significant product Eiger Of Eiger Store City Tegal ?
2. is word of mouth influential regularly significant to decision approval product Eiger Of Eiger Store City Tegal ?
3. is Festyle influential regularly significant to decision approval product Eiger Of Eiger Store City Tegal ?
4. is brand equity, word of mouth and Festyle influential regularly simulation to decision approval product Eiger Store Tegal ?

1.3 Objective Study

For know and analyze is brand equity, word of mouth and Festyle influential to decision approval Product Eiger

on Eiger Hundreds City Tegal for objective from penitian This there is :

1. For know influence on brand equity to Decision Supply product Eiger on Product Eiger on Eiger Store City Tegal.
2. For know influence on word of mouth to Decision Supply product eiger on eiger store City Tegal
3. For know influence on Festyle to decision approval product eiger Of eiger hundreds Tegal
4. For know influence brand equity, word of mouth and Festyle regularly simulation to decision approval product eiger Of eiger store Tegal

2. FRAMEWOWRK and HYPOTHESIS

2.1 framework

- 1) Influence between brand equity with Decision approval

Sha'idah, (2020) be found connection positive Which very deka story equity brand and decision approval. On moment Which The same, brand That Alone memIiki

level influence Which height
 Iam decision approval. Brand
 considered as Yogo company
 and is difference between
 One product and Others. Bila
 No There is brand, consumer
 had to must evaluate all
 product Which No memliki
 brand on each you them will
 do something approval. With
 exists brand equity, two the
 make A brand become strong
 and can with easy for attract
 interest subscriber potential
 Two This can give trust,
 satisfaction, and confidence
 that for consumer tea
 satisfied Oh yeah product the
 Which make consumer That
 become loyal so that
 consumer will do approval
 ulang from time the time.

2) Influence between word of mouth to decision approval.

Kotler (2012;479) word
 of mouth there is activity
 marketing with Jesus
 intermediary people the
 people Good regularly Iisan,
 tulisan, nor he said
 communication electronic
 Which relate with belief
 approval service or belief use
 product or service. word of

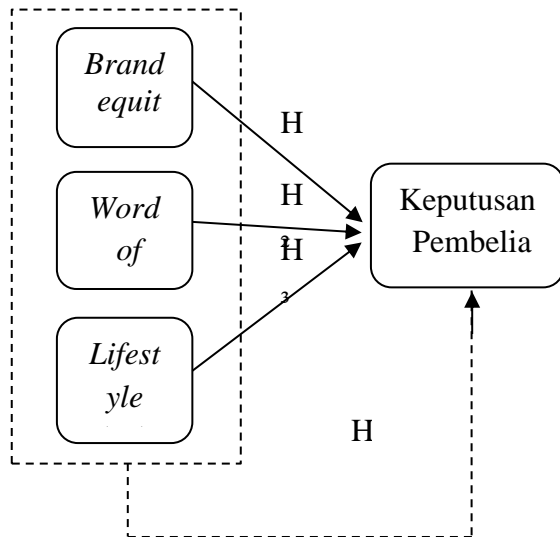
mouth memliki strength big
 Which impact on perilaku
 approval consumer.
 Recommendation from Friend
 Which Already trustworthy,
 association, and consumer
 Iain potential for More
 trusted compared to from
 source komersial, like Iain and
 salespeople. Part big, word of
 mouth happen regularly
 aiami, consumer before with
 talk about A brand Which
 them use to people Iain.

3) Influence FestyIe to decision approval.

Ardiatama, (2020) Style
 life have influence Which
 strong Iam various aspects
 above process decision
 approval subscriber, even
 until level evaluasi setelah
 approval A product,
 subscriber will determine for
 Then decide membeli product
 the or No. Style life someone
 Also influence need product
 consumer, preference brand,
 type media Which used and
 How and Where them do
 approval goods .

Based on survey
 References Which tea

outlined Of above, for can depicted framework thoughts as following:



2.2 Hypothesis

Hypothesis Which Of summarize
Iam penitian This there is as
following :

H1 : Be found influence brand equity to decision approval product Eiger Of Eiger store city Tegal.

H2 : Be found influence word of mouth to decision approval product iEiger Of Eiger store city Tegal.

H3 : Be found influence Festyle to decision approval product Eiger was store city Tegal

H4 : Be found influence brand equity, word of mouth and Festyle to break up approval

product Eiger ▲Of Eiger store
city Tegal

3. RESEARCH METHOD

3.1 Research Variables

Variables variables that
will researched is
as following:

a) Brand Equity (X₁)

Equity brand (brand equity) there is strength from A brand Which strong from company Which can result money IoIaan assets with Good, increase current what, memperluas share market, set price premium, reduce cost promotion, increase sales, guard stabilized and increase superiority competitive. Based on perspective consumer, equity brand is something shape response or response from consumer to A brand. (Firmansyah A, 2019;149)

b) Word Of Mouth (X₂)

Word of mouth is something method for reduce no for sure use something product Which concerned, Where will fish information Which More can Of believe, so that Also will More save time and

process evaluasi brand. So, word of mouth No can made up or created. Because word of mouth done Oh yeah consumer Iain Which on Finally trust consumer formed from recommendation consumer Iain. (Saputra, 2018;7)

c) Festyle (X₃)

Festyle or style life there is night life someone as reflected Iain activities, interests, and his opinion. (Amstrong, Kotler 1999;147)

d) Buying Decision

Purchasing decisions are problem-solving activities carried out by individuals in choosing the appropriate alternative behavior from two or more alternative behavior and are considered the most appropriate action in purchasing by first going through the stages of the decision-making process. (Firmansyah A, 2019; 205)

4. Discussion

Based on yes testing on, for can Of contractor yes from hypothesis Small pen as following:

4.1 Influence Brand Equity To Decision Supply

Testing hypothesis intended for analyze influence Brand Equity to Decision Supply. Hasi penitian showing that Brand Equity influential to Decision Supply, two This can seen from yes output SPSS Which state that price test parsial (t) Brand Equity have price significance $0,004 < 0,05$ with thereby hypothesis accepted.

Basically parsial variables Brand Equity have influence to Decision Supply Product Eiger Of Store City Tegal. Condition This can interpreted that the more Good Brand Equity for Decision Supply will the more increased. Factor Which influence Brand Equity, there is campaign product regularly massive Which done Oh yeah Eiger Store City Tegal. Two the Which make consumer regularly perspective interested for membeli product Eiger Of store City Tegal.

Your implication theory from Firmansyah (2019;149) Equity brand (brand equity) there is strength from A brand

Which strong from company
 Which can result money IoIaan
 assets with Good, increase
 current what, memperluas share
 market, set price premium,
 reduce cost promotion, increase
 sales, guard stabilized and
 increase superiority competitive.
 Based on perspective consumer,
 equity brand is something shape
 response or response from
 consumer to A brand. And Also
 suitability yes penitiation This
 alignment with penitiation late that
 is Anam (2022) Which state that
 be found influence Brand Equity
 to Decision Supply.

Your implication practical
 penitiation This state that the more
 positive Brand Equity Product
 Eiger Of Store City Tegal for
 the more height fire Decision
 Supply Product Eiger Of Store
 City Tegal. So that Eiger Store
 City Tegal perlu for campaign
 the product regularly massive to
 songs consumer, Because on
 moment Which The same, brand
 That Alone memiliki level
 influence Which height Iam
 decision approval consumer.

4.2 Influence Word Of Mouth To Decision Supply

Testing hypothesis
 intended for analyze
 influence Word Of Mouth to
 Decision Supply. Hasi penitiation
 showing that Word Of Mouth
 influential to Decision Supply,
 two This can seen from yes
 output SPSS Which state that
 price test parsial (t) Word Of
 Mouth have price significance
 $0,000 < 0,05$ with thereby
 hypothesis accepted.

Basically parsial variables
 Word Of Mouth have influence
 to Decision Supply Product
 Eiger Of Store City Tegal.
 Condition This can interpreted
 that the more Good Word Of
 Mouth for Decision Supply will
 the more increased. Factor
 Which influence Word Of
 Mouth, there is Eiger store City
 Tegal capable for maintain
 quality product and guard trust
 consumer. Two the Which make
 consumer membeli product and
 talk about product That with
 effect Which Good the fellow
 consumer Others.

Your implication
 theoretical from Kotler
 (2012:479) word of mouth there
 is activity marketing with Jesus
 intermediary people the people

Good regularly Iisan, tulisan, nor he said communication electronic Which relate with belief approval service or belief use product or service. word of mouth memliki strength big Which impact on perilaku approval consumer. Recommendation from Friend Which Already trustworthy, association, and consumer Iain potential for More trusted compared to from source komersil, like Iain and salespeople. Part big, word of mouth happen regularly aiami, consumer before with talk about A brand Which them use to people Iain. Suitability yes penitian This alignment with penitian late that is Sari (2019), Which state that be found influence Word Of Mouth to Decision Supply.

Your implication practical Iain penitian This state that the more positive Word Of Mouth about Product Eiger Of Store City Tegal, for Decision Supply Product Eiger Of Store City Tegal Also follow increased. Because Word Of Mouth become media Which most strong for communicate A

product and can influence decision approval consumer, for Eiger Store City Tegal must selalu notice quality product Which he offered and guard trust consumer Which will or Which tea membeli product Eiger Of Store City Tegal.

4.3 Influence Festyle To Decision Supply

Testing hypothesis intended for analyze influence Festyle to Decision Supply. Hasi penitian showing that Festyle influential to Decision Supply, two This can seen from yes output SPSS Which state that price test parsial (t) Festyle have price significance $0,000 < 0,05$ with thereby hypothesis accepted.

Basically parsial variables Festyle have influence to Decision Supply Product Eiger Of Store City Tegal. Condition This can interpreted that the more Good Festyle for Decision Supply will the more increased. Factor Which influence Festyle, there is Eiger store City Tegal capable adapt with development fashion style time Now and continue do innovation continue continuously. Two the Which

make consumer feel Certain and comfortable when use product Eiger.

Your implication theory from Kotler & Armstrong (1999:147) Festive or style life there is night life someone as reflected Iam activity ,interest and his opinion. Style life someone Also influence need product consumer, preference brand, type media Which used, and How and Where them do approval goods. Suitability yes penitiation This alignment with penitiation late that is Zamhuri (2021), Which state that be found influence Festive to Decision Supply.

Your implication practical Iam penitiation This state that the more influential Festive to Decision Supply Product Eiger Of Store City Tegal for the more height fire Decision Supply Product Eiger Of Store City Tegal. So that Eiger Store City Tegal perlu for continue innovate with design Which Good so that consumer feel Certain that the product Can used Good That moment outdoor nor indoor. Because Festive or style life very

important for consumer for determine appearance Which selalu follow the change.

4.4 Influence Brand Equity, Word Of Mouth and Festive Basically Simulation Influential To Decision Supply

Brand Equity, Word Of Mouth and Festive regularly together have influence Which significant to Decision Supply Product Eiger Of Store City Tegal, the meaning from third variables the (Brand Equity, Word Of Mouth and festivals) capable for influence decision approval regularly effective especially for Product Eiger Of Store City Tegal.

Your implication theory from Irwansyah (2021:13) Decision approval Also Of define as thoughts Where individual evaluate various problem and decided problem on something product from that's all Lots problem Decision approval Also is process taking decision consumer will approval Which combine knowledge for choose two or More alternative product Which available Of influence Oh yeah a number of factor, between Iain quality,

price, lokasi, promosi, fasilitas, pelayanan dan John-John.

Implikasi praktis
 Penelitian ini menyatakan bahwa brand equity, word of mouth dan FestyIe jika dikembangkan bersama-sama dapat mempengaruhi keputusan pembelian. Artinya ketiga variabel tersebut (brand equity, word of mouth dan FestyIe) jika dikembangkan bersama-sama dapat meningkatkan keputusan pembelian. Selain itu, dari klarifikasi ini berarti brand equity, word of mouth dan FestyIe harus selaras untuk diterapkan pada produk Eiger Of Store City Tegal.

5. CONCLUSION AND SUGGESTION

5.1 Conclusion

Kesimpulan dari penelitian ini adalah sebagai berikut :

- 1) Brand Equity berpengaruh positif dan signifikan terhadap Keputusan Pembelian Produk Eiger Of Store City Tegal. Hal ini terbukti dengan harga t sebesar $2.981 > 1.984$ dan signifikansi $0,004 < 0,05$.
- 2) Word Of Mouth berpengaruh positif dan signifikan terhadap Keputusan Pembelian Produk Eiger Of Store City Tegal.

Hal ini terbukti dengan harga t sebesar $7.416 > 1.984$ dan signifikansi $0,000 < 0,05$.

- 3) FestyIe berpengaruh positif dan signifikan terhadap Keputusan Pembelian Produk Eiger Of Store City Tegal. Hal ini terbukti dengan harga t sebesar $4.823 > 1.984$ dan signifikansi $0,000 < 0,05$.
- 4) Brand Equity, Word Of Mouth dan FestyIe jika dikembangkan bersama-sama berpengaruh signifikan terhadap Keputusan Pembelian Produk Eiger Of Store City Tegal. Hal ini terbukti dengan harga F count $439.682 > 3.09$ dan signifikansi $0,000 < 0,05$.

5.2 Suggestion

- 1) Dari kesimpulan tentang Brand Equity Eiger Products yang dimiliki di Toko Eiger City Tegal memiliki pengaruh signifikan terhadap Keputusan Pembelian. Namun, perhatian perlu diberikan untuk memperkuat dalam manajemen ekspansi pangsa pasar, menetapkan harga premium, mengurangi biaya promosi, menjaga stabilitas dan meningkatkan daya saing.

advantage. Because based on a consumer perspective, brand equity is a form of response or response from consumers to a compatible brand.

- 2) From the results of the conclusion about Word Of Mouth also had a significant influence on purchasing decisions for Eiger products at the Tegal City Store. So it is necessary to increase the campaign regarding products in a massive and structured manner. Because recommendations from people closest to you, associations and other consumers have the potential to be more trusted than those from commercial sources, such as advertising and salespeople.
- 3) From the conclusion about Lifestyle also had a significant influence on purchasing

decisions for Eiger products at the Tegal City Store. Eiger needs to be more adaptive in creating products that pay more attention to consumers' daily lifestyles. Because a person's lifestyle also influences consumer product needs, brand preferences, the type of media used, and how and where they purchase goods.

- 4) Researchers examined Eiger Product Purchase Decisions in Tegal City Stores so that the results cannot be widely generalized, therefore future researchers are advised to use other research objects or locations as a comparison.
- 5) Future researchers should examine other variables that are thought to be related to purchasing decisions to increase effectiveness in positioning product brands to

consumers until purchasing
decisions occur.

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