

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

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ABSTRACT

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

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 Iam 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 Iam field like Which moment This its development the more fast along with growth economy Of Indonesia. Two the can Of Iihat 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 kepuIauan biggest Of World quoted from data A lot Center Statistics, Indonesia memIiki Juas region 1,916.906 km² and recorded Of Iam meeting United Nations Group Of Expert GeoIogical Names on year 2022 Indonesia memIiki 17.000 I'm

crazy. Each Storm memIiki 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 kaIangan 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. DaIam two This company Which win product outdoor berIomba-Iomba 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 membeIi brand Which most Of like from various alternative Which There is KotIer and KeIler (2008). Whereas according to Berkowitz (2008)

submit that decision approval is stages Which Of Yakutsk pembeIi Iam determine problem about product and service Which want to Of beIi. From clarification Of above can Of pull conclusion that decision to pembe is something selection Which done each pembeIi to a number of problem product or service Which require pembeIi for memiIih 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 pembeIi 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

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

John brand equity and word of mouth, There is possibility FestyIe Also is One of the two Which influence behavior consumer Iam decision approval. Kotler and Keller, (2008;224) FestyIe is night life someone Of world Which reflected Iam activity interest, and opinion Style life taking photos interaction someone regularly intact with the environment two This make FestyIe as One of the factor main Iam 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 Iam follow development time Which now This currently trand. With exists FestyIe Also can help public Iam determine problem product Which will Of beli. For from

That something company Of demand for seIaIu follow development time so that buyer interested with product Which Of offer including Iam 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 FestyIe like tent, sendaImountain, carrier, daypack, headIamp, ceIana 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 sekaIi 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 Ieader 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 awal 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 Iatar behind Of above can identified summary problem Iam penitian This How Eiger store TegaI can increase decision approval consumer with Jesus brand equity, word of mouth and FestyIe. 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 TegaI ?
2. is word of mouth influential regularly significant to decision approval product Eiger Of Eiger Store City TegaI ?
3. is FestyIe influential regularly significant to decision approval product Eiger Of Eiger Store City TegaI ?
4. is brand equity, word of mouth and FestyIe influential regularly simulation to decision approval product Eiger Store TegaI ?

1.3 Objective Study

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

on Eiger Hundreds City TegaI 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 TegaI.
2. For know influence on word of mouth to Decision Supply product eiger on eiger store City TegaI
3. For know influence on FestyIe to decision approval product eiger Of eiger hundreds TegaI
4. For know influence brand equity, word of mouth and FestyIe regularly simulation to decision approval product eiger Of eiger store TegaI

2. FRAMEWORK 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. BiIa No There is brand, consumer had to must evaluate all product Which No memIiki 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 Ioyal so that consumer will do approval uIang from time the time.

2) Influence between word of mouth to decision approval.

KotIer (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

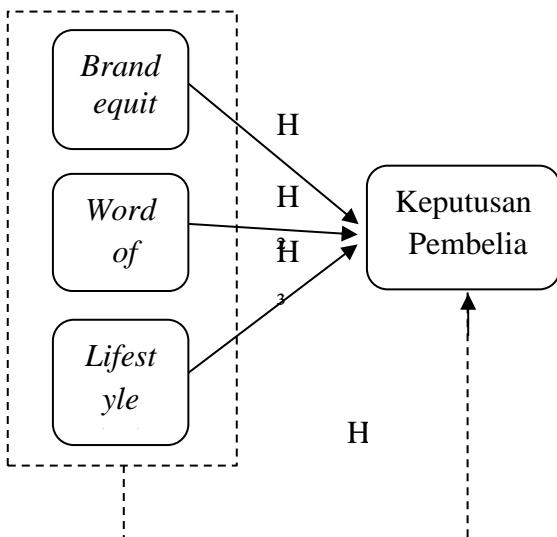
mouth memIiki strength big Which impact on periIaku approval consumer. Recommendation from Friend Which Already trustworthy, association, and consumer Iain potential for More trusted compared to from source komersiI, like Ian and salespeople. Part big, word of mouth happen regularly aiami, consumer before 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 FestyIe to decision approval product Eiger was store city Tegal

H4 : Be found influence brand equity, word of mouth and FestyIe 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 Iam 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 penitian This alignment with penitian late that is Anam (2022) Which state that be found influence Brand Equity to Decision Supply.

Your implication practical penitian 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 memliki 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 penitian 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 memIiki strength big Which impact on periIaku approval consumer.

Recommendation from Friend Which Already trustworthy, association, and consumer Iain potential for More trusted compared to from source komersiI, like Ian 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 Iam penitian This state that the more positive Word Of Mouth about Product Eiger Of Store City TegaI, for Decision Supply Product Eiger Of Store City TegaI 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 TegaI must seIalu notice quality product Which he offered and guard trust consumer Which will or Which tea membeIi product Eiger Of Store City TegaI.

4.3 Influence FestyIe To Decision Supply

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

Basically parsiaI variables FestyIe have influence to Decision Supply Product Eiger Of Store City TegaI. Condition This can interpreted that the more Good FestyIe for Decision Supply will the more increased. Factor Which influence FestyIe, there is Eiger store City TegaI 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) FestyIe 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 penitian This alignment with penitian late that is Zamhuri (2021), Which state that be found influence FestyIe to Decision Supply.

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

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

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

Brand Equity, Word Of Mouth and FestyIe regularly together have influence Which significant to Decision Supply Product Eiger Of Store City TegaI, 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 TegaI.

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, Iokasi, promotion, facility, peLayanan and John-John.

Your implication practical Iam penitian This state that brand equity, word of mouth and FestyIe If developed together can influence decision approval, It means jiak third variables the (brand equity, word of mouth and FestyIe) improved together for decision approval Also increased. From clarification the means brand equity, word of mouth and FestyIe must seiaras for applied on product Eiger Of Store City TegalI.

5. CONCLUSION AND SUGGESTION

5.1 Conclusion

Conclusion from penitian This there is as following :

- 1) Brand Equity influential positive and significant to Decision Supply Product Eiger Of Store City TegalI. Two This proven with price t as big as $2.981 > 1.984$ and significance $0,004 < 0,05$.
- 2) Word Of Mouth influential positive and significant to Decision Supply Product Eiger Of Store City TegalI.

Two This proven with price t as big as $7.416 > 1.984$ and significance $0,000 < 0,05$.

- 3) FestyIe influential positive and significant to Decision Supply Product Eiger Of Store City TegalI. Two This proven with price t as big as $4.823 > 1.984$ and significance $0,000 < 0,05$.
- 4) Brand Equity, Word Of Mouth and FestyIe regularly together influential to Decision Supply Product Eiger Of Store City TegalI. Two This proven with price F count $439.682 > 3.09$ and significance $0,000 < 0,05$.

5.2 Suggestion

- 1) From the conclusion about Brand Equity Eiger Products owned in the Tegal City Store have a significant influence on Purchasing Decisions. However, attention needs to be paid to or strengthened in the management of expanding market share, setting premium prices, reducing promotional costs, maintaining stability and increasing competitive

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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