

The Influence of Brand Image on The Purchase Decision of Eiger Products Study of Students of The Faculty Of Social Sciences & Law Universitas Negeri Makassar

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ABSTRACT

This study aims to determine how much influence Brand Image Influence has on Eiger Product Purchase Decisions (Case Study of Students of the Faculty of Social Sciences and Law, State University of Makassar). This study uses a quantitative method with a type of quantitative descriptive research. Data collection techniques used are observation, questionnaires and documentation. The population in this study was 4,160 people. The sampling method used was using the random sampling formula, which was narrowed by 100 people. The data obtained from the research results were processed using the SPSS 25 application which consisted of validity and reliability tests, descriptive data analysis techniques and regression tests. Based on the research results obtained from the descriptive analysis that the Brand Image variable is in the very good category with supporting indicators namely brand identity, brand personality, brand associations, brand attitudes and behavior, and brand benefits and advantages. For the Purchase Decision variable which is in the very high category, most choose to agree on indicators of stability in a product, habits in buying products, providing recommendations to others, and making repeat purchases. Based on the test of the coefficient of determination R² is at a very high interval, which means that brand image has a very high influence on the Eiger Bag Purchasing Decision for Students of the Faculty of Social Sciences and Law, Makassar State University.

Keywords: Brand image, Purchasing Decision, Bag, Eiger

INTRODUCTION

Basically giving a name to a product is important. Because the name attached to the product is an identity that becomes a reminder item for consumers when buying the product. In simple terms, the name attached to the product is called a brand. In detail, a brand is a sign that distinguishes a product from other products. A brand can be a name, symbol or symbol, or something else that will become an icon for the product. When consumers decide to buy a product, they actually have certain reasons for choosing a product, for example, they are satisfied with the quality and service offered by the product. There are also consumers who buy goods based on the need for an item and not a few consumers who buy a product spontaneously, that is, consumers buy the product without any plans to buy beforehand or without any special considerations when deciding to buy. If consumers have no experience with a product, brands tend to trust brands that are liked or well known. This reason encourages companies to strengthen their brand position in order to create a positive brand image because through brand image, consumers are able to recognize a product, evaluate quality, reduce purchase risk, and gain experience and satisfaction from certain product differentiation. brands tend to trust well-liked or well-known brands. This reason encourages companies to strengthen their brand position in order to create a positive brand image because through brand image, consumers are able to recognize a product, evaluate quality, reduce purchase risk, and gain experience and satisfaction from certain product differentiation. brands tend to trust well-liked or well-known brands. This reason encourages companies to strengthen their brand position in order to create a positive brand image because through brand image, consumers are able to recognize a product, evaluate quality, reduce purchase risk, and gain experience and satisfaction from certain product differentiation.

Brand is something that is always in the minds of consumers. Many consumers are loyal to the brand, so the brand is a sign of an item. According to (Sudaryono, 2016) Brand (brand) is a symbol of all information related to products or services. A brand usually consists of a name, logo and all other visual elements such as color typography and symbols. The brand is also a visualization of the image that you want to instill in the minds of consumers. Brand image is built by incorporating a personality or image into a product or service, then it is inserted into the consumer's subconscious. Kotler and Armstrong (2008) Explain that a brand is a name, term, sign, a symbol or design or a combination of all that shows the identity of the product or service of one seller or group of sellers and can differentiate that product from competitors' products. Meanwhile, according to Kotler & Keller (2008) a brand is a term name, sign, symbol or design or a combination of all, which is intended to identify the goods or services of a seller or a group of sellers and to differentiate them from goods or services.

According to Rangkuti (2009) brand image is a set of brand associations that are formed in the minds of consumers who are accustomed to using certain brands tend to have consistency with brand image or this is also called brand personality. According to Kotler & Keller (2012) "Brand image is the perception and belief made by consumers, as reflected in the associations that occur in consumer memory". According to Keller

(2008) a positive brand image is created through marketing communication programs that link strong, favorable, and unique associations to the brand, memory or memories. Brand image according to Gifani (2017) in Aris Baharuddin (2022) is a set of memories in the minds of consumers about a brand, both positive and negative. A positive brand image provides benefits for producers to be better known by consumers, in other words consumers will make their choice to buy products that have a good brand image. Brand image (brand image) is a representation of the overall perception of the brand and is formed from information and past experience of the brand. Brand image is related to attitudes in the form of beliefs and preferences towards a brand, which makes it more likely to make a purchase. Brand image refers to a memory scheme for a brand, which contains consumer interpretations or attributes, advantages, uses, situations, users and marketer characteristics or manufacturer characteristics of the product or brand. Brand image is what consumers think and feel when they hear or see a brand name (Firmansyah, 2018).

According to Hasan (2013) in Rawung et al (2015) defines a brand is a performance indicator value that is developed through appropriate strategies, programs and values given to consumers: a) a combination of designs, symbols (logos), signs and names that identify and differentiate products company from competitors. b) an unwritten contract regarding the intrinsic value and superiority of the product with the user. c) efforts to demonstrate the integrity of the company's products. d) the seller's promise to consistently deliver a certain set of features, benefits, and services to buyers. e) a statement of trust and risk reduction for customers. From the above understanding it can be concluded that brand image is a series of names, logos or symbols that consumers believe about a particular brand so that the brand association sticks in the minds of consumers and these consumers tend to have consistency with a brand. Brands that are recorded in the minds of consumers certainly have a strong positive image that is not easily forgotten. This brand image is a guide for consumers to evaluate products when they do not have sufficient knowledge about a product. There is a tendency for consumers to choose products based on the experience of using the product and based on information obtained from various sources.

Purchasing decisions make consumers decide on alternative choices to be chosen, and include decisions about what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it. According to Kotler & Keller (2012), purchasing decisions are a buying decision process consisting of five stages carried out by a consumer before arriving at a purchasing decision and then post-purchasing. Furthermore Sangadji & Sopiah (2013) defines a decision as "choosing an action from two or more alternative choices. A consumer who wants to choose must have an alternative choice.

Purchasing decisions, is at the evaluation stage, consumers arrange brands in the set of choices and form the value of the purchase. Usually consumers will choose the

preferred brand but there are also influencing factors such as other people's attitudes and unforeseen circumstances. Consumer purchasing decisions often have more than two parties in the exchange or purchase process, people who have a good perception of an item will also have an influence on the purchase decision of that item. According to Ferinda Dewi (2009) argues that brand image is a concept created by consumers for subjective reasons and personal emotions. Added brand image is the perception of a brand that is described by brand associations that exist in consumers' memories. A good brand image for an item will also increase a good perception of someone. Thus a good brand image for Nike brand shoes will influence a person's purchasing decision for Piaggio Vespa brand shoes.

Eiger is a product of PT. Eigerindo Multi Industrial Products and including native Indonesia. Its founder is Ronny Lukito, founded in Bandung in 1993. This research takes Eiger products from PT. Eigerindo Multi industrial product which is the first brand issued by the company. This product has adventure equipment and daily equipment that tries to maintain brand images in the eyes of consumers. Eiger is also able to create an adventurous impression on its products because it has been specially designed for adventure-loving consumers and can also be used in daily activities. Eiger always provides the latest innovations to improve the quality of its products and collaborates with experts from various countries.

The researchers' initial observations on January 5-7 2022 found that market competition conditions were getting tougher with many competitors, as for one of the competitors for the eiger bag, namely a bag with the consina brand which was also in demand by many people and among Makassar State University students. This research looks at studies on consumers of Eiger bags at the Faculty of Social Sciences and Law, especially students. The researcher conducted a pre-survey by asking 30 students, and 20 of them said they had Eiger bags. So this indicates a high level of use of Eiger Products among students of the Faculty of Social Sciences and Law, Makassar State University. The number of competitors also does not make this eiger company backwards in continuing to introduce its products at home and abroad. Eiger products always prioritize quality, perfect products, always innovate, and always try to get closer to consumers. Makassar City itself Eiger has 3 branch stores to market its products, one of which is Eiger Adventure Flagship Store Makassar which is located on Jl. Andi Djemma, No.82, Banta-Bantaeng, Kec. Rappocini, Makassar City, South Sulawesi 90222, Indonesia. From the observation results, it was found that there was a decrease in the number of consumers shopping at the Eiger Adventure Flagship Store Makassar each month. This happened because the Covid-19 virus is still a pandemic in Indonesia, especially in the city of Makassar. On the other hand, new brands are also starting to emerge in the same industry, resulting in more and more Eiger challenges in the midst of competition. and always try to get closer to consumers. Makassar City itself Eiger has 3 branch stores to market its products, one of which is Eiger Adventure Flagship Store Makassar which is located on Jl. Andi Djemma, No.82, Banta-Bantaeng, Kec. Rappocini, Makassar City, South Sulawesi 90222, Indonesia. From the observation

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One of the most popular product brands is a bag that is well-known in Indonesia and the one that is most in demand by consumers, especially students, is a bag with the

Eiger brand. One of the bags that has the best product quality and has been able to lead this market is Eiger, which is a product of PT. Eigerindo Multi Industrial Products and is an original Indonesian brand that tries to maintain a brand image in the hearts of consumers, Eiger bag products are no less competitive than other bag products that are of interest to consumers, especially students. On the other hand, Eiger creates the latest innovations in its products, such as watches, shirts, bracelets, hats and others. With the increasing number of outdoor product competitors from other brands and companies, PT Eigerindo Multi Produk Industri always tries to offer the advantages of its products with the hope of being able to dominate market share and become the market leader in outdoor equipment and equipment for consumers to maintain its image. Based on the description above, the writer is interested in conducting research with the title "The Influence of Brand Image on Eiger Product Purchase Decisions (Studies in Students of the Faculty of Social Sciences and Law, Makassar State University)".

RESEARCH METHOD

The research was conducted using a quantitative type approach. Where in the research carried out using variables that describe a situation in reality based on the phenomena that occur, and using data in the form of numbers obtained from the results of research instruments, namely questionnaires or questionnaires. This research was conducted with the intention to see and measure how much influence is given by the brand image on purchasing decisions. Quantitative data processing can be categorized as a research method based on philosophy positivism, in which the method is used to observe and research a population of objects or a particular sample, using research instruments to collect data, as well as data analysis techniques that are characterized by quantitative or statistical methods with sample collection techniques which are generally carried out randomly to test a hypothesis that has been determined (Sugiyono, 2012).

RESULTS OF RESEARCH AND DISCUSSION

1. Brand Image Level of Eiger Products for Students of the Faculty of Social Sciences and Law, Makassar State University

Brand Image is measured using indicators proposed by (Kotler & Keller, 2013) that there are five indicators namely Brand Identity, Brand Personality, Brand Association, Brand Attitudes and Behavior, and Brand Benefits and Excellence. The indicators were translated into 17 questions on the questionnaire which were distributed to student respondents at the Faculty of Social Sciences and Law, Makassar State University. The results of the descriptive analysis show the Eiger Bag Brand Image as follows (a) Brand Identity. Based on the score of the data results table using the level of achievement scores on the Brand Identity indicator, a percentage of 86.93% is obtained in the very high category, which means Faculty of Science Students Makassar State University Social & Law. so that consumers can easily recognize and differentiate it

from other brands or products, such as logos, colors, packaging, location, corporate identity that covers them, slogans, and others. (b) Brand Personality. Based on the score of the data results table using the level of achievement scores on the brand association indicator, a percentage of 81.6% is in the very high category, which is also an indicator of the biggest contributor to influence. so that the consumer audience can easily distinguish it from other brands in the same category, for example, the character is firm, rigid, authoritative, creative, independent, and so on. (c) Brand Association, based on the score of the data result table using the level of attainment score on the quality perception indicator to get a percentage of 81.86% in the very high category, where the respondent's perception of specifics that are appropriate or always associated with a brand, can arise from the unique offering of a product, repetitive and consistent activities for example in terms of sponsorship or social responsibility activities, issues that are very strong related to the brand, or person. (d) Brand Attitude & behavior (Brand Attitude and Behavior), Based on the score of the data results table using the level of achievement scores on the brand loyalty indicator, a percentage of 82.1% is obtained in the high category. The majority of respondents are committed to subscribing or repurchasing Eiger products. Often a brand uses methods that are inappropriate and violate ethics in communicating, poor service so that it affects public views on the attitudes and behavior of the brand, or vice versa, Sympathetic attitude and behavior, honest, consistent between promises and reality, good service and concern for the environment and the wider community also form a good perception of the attitude and behavior of the brand. So brand attitude & behavior includes attitudes and communication behavior, activities and attributes attached to the brand when dealing with consumer audiences, including the behavior of employees and brand owners. (e) Brand Benefit & Competence (Brand Benefits and Excellence), Based on the score of the data results table using the level of achievement scores on the brand loyalty indicator, a percentage of 81.45% is obtained in the high category. Brand benefits and competence are the unique values and advantages offered by a brand to consumers that make consumers feel the benefits because of their needs, desires, dreams and obsessions realized by what it has to offer. Based on the discussion of the indicators above, the total percentage of Brand Image as a whole is 82.78% in the very high category where these results can describe a high Brand Image on Eiger Products. Simply put, the marketing strategy used by Eiger Products to attract consumers has been firmly entrenched in the mind, so that is what makes Eiger Products have a very high image. This is supported by the opinion put forward by Kotler & Keller (2012) as a term name, sign, symbol or design or a combination of all, which is intended to identify the goods or services of a seller or a group of sellers and to differentiate them from goods or services.

2. Income Level of Fishermen at Lake Tempe in Anitue Village, Marioriawa District, Soppeng Regency

According to Kotler & Keller (2012), purchasing decisions are a buying decision process consisting of five stages carried out by a consumer before arriving at a purchasing decision and then post-purchasing. The indicators were translated into 8 statements in the questionnaire which were distributed to student respondents at the Faculty of Social Sciences and Law, Makassar State University. The results of the descriptive analysis show the Eiger Bag Purchasing Decision as follows: (a) Stability in a product. Based on the score of the data result table using the level of achievement of the score on the selected product indicator, this can be seen from the results obtained in this study showing a percentage achievement rate of 81.1% with a very high category. These results illustrate that respondents have considered various information that supports decision making. When making a purchase, consumers choose one of several alternatives, the choices that are based on quality, quality and other factors provide stability for consumers to buy the product they need. (b) Habits in buying products, Based on the score of the data results table using the level of attainment of the score on the selected brand indicator, this can be seen from the results obtained in this study showing a percentage achievement rate of 77.8% in the very high category. other products. (c) Providing Recommendations to Others, Based on the score of the data results table using the level of attainment of the score on the indicator for determining the time of purchase, this can be seen from the results obtained in this study showing the attainment of a percentage of 78% in the high category, which means that respondents have assess to convey product information to others to be recommended based on experience in using products or services. Based on the results of the descriptive analysis of Purchasing Decisions, it shows that the average level of achievement obtained from all indicators used in this study to measure the Eiger Product Purchase Decision variable for Students of the Faculty of Social Sciences and Law, Makassar State University produces a percentage of 78.75% which is in the very high category. This is supported by the opinion put forward by Kotler & Keller (2012), purchasing decisions are the process of purchasing decisions consisting of five stages carried out by a consumer before arriving at a purchasing decision and then post-purchasing.

3. The Great Influence of Lake Tempe Revitalization on Fishermen's Income in Anitue Village, Marioriawa District, Soppeng Regency

The Effect of Brand Image on Eiger Product Purchasing Decisions for Students of the Faculty of Social Sciences and Law, Makassar State University involved 100 respondents. Based on the results of the validity test, it is known that all statement items are declared valid because they have $r_{hitung} > r_{tabel}$ of 0.1966. While the results of the reliability test were found r_{hitung} Brand Image (X) is 0.953 and Purchase Decision (Y) is 0.917 so that each variable can be said to be reliable. Based on the results of the correlation test between Brand Image and Eiger Product Purchase Decision, a Pearson

correlation of 0.842 was obtained, meaning that Brand Image has a very high significant relationship to Purchase Decision. And to measure the percentage of influence that is given, a coefficient of determination test is carried out, in this test an R square of 0.709 is obtained, which means that the magnitude of the discordant influence of Brand Image on Eiger Product Purchasing Decisions is 70.9% while the remaining 29.1% is influenced by other factors which have not been examined in this study. The results of this study are in line with the research of Kurniawan, Sutrisno & Damayanti (2020) which produces "Brand images influence purchasing decisions by 63.1%, while 36.9% are influenced by other factors outside the research model". Furthermore, in line with this research, it is reinforced by Herawaty's research (2021) that "Brand images have direct relationship with decision making and has a contribution to decision making. So the results of this study concluded that brand image on purchasing decisions on eiger products for students of the Faculty of Social Sciences and Law, Makassar State University was stated to have a significant effect

CONCLUSION

This discussion will present conclusions based on the overall results of the research to answer the problem formulation. Based on the results of an analysis of the Effect of Brand Image on Eiger Product Purchasing Decisions for Students of the Faculty of Social Sciences and Law, Makassar State University, the results of the study are summarized as follows: (1) The Brand Image of Eiger Products, Faculty of Social Sciences and Law, Makassar State University is in the very high category because the average respondent chooses to agree in a statement based on five indicators on brand image variables, namely brand identity, brand personality, brand associations, brand attitudes and behavior, and brand benefits and advantages. (2) The Eiger Product Purchase Decision, Faculty of Social Sciences and Law, Makassar State University is in a very high category based on 4 indicators on purchasing decision variables, namely stability in a product, habits in buying products, providing recommendations to others, and making repeat purchases. (3) The results of the study show that brand image influences the decision to purchase Eiger products at the Faculty of Social Sciences and Law, Makassar State University, this is evidenced from the results of the coefficient of determination test, it is known that the influence given by brand image to purchase decisions is in the very high category.

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