

The Influence of Lifestyle, Brand Image, and Brand Equity on Eiger Purchasing Decisions (Case Study on Eiger Consumers in Madiun)

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ABSTRACT (9 pt)

General Background: The decision-making process of consumers is influenced by various factors, including lifestyle, brand image, and brand equity. **Specific Background:** For Eiger, a well-known outdoor equipment brand, understanding these influences is crucial, particularly in the context of its consumer base in Madiun. **Knowledge Gap:** Despite the significance of these factors, limited research has been conducted on their specific impacts on purchasing decisions in the Eiger brand context, especially in Madiun. **Aims:** This study aims to analyze the influence of lifestyle, brand image, and brand equity on the purchasing decisions of Eiger consumers in Madiun, employing a quantitative approach. **Results:** The study reveals that lifestyle has a negative and significant impact on purchasing decisions, brand image does not significantly affect purchasing decisions, and brand equity has a positive and significant influence on purchasing decisions. **Novelty:** These findings provide new insights into the varying impacts of these factors within the Eiger brand, particularly the unexpected negative influence of lifestyle on purchasing decisions, which contrasts with conventional expectations. **Implications:** The results suggest that Eiger should re-evaluate its marketing strategies in Madiun, particularly by focusing on enhancing brand equity while reconsidering how lifestyle factors are addressed in their promotional efforts. This research contributes to a deeper understanding of consumer behavior in niche markets and offers practical implications for brand management and marketing strategy formulation.

INTRODUCTION

Along with the times, the competition in the business world in Indonesia is getting tighter, each company competes to attract the attention of consumers or customers and maintain its existence in the market. Including in the sale of outdoor equipment which is currently growing rapidly along with the increasing economic growth in Indonesia. The more outdoor equipment in Indonesia, the more competition.

The behavior of people in Indonesia who are busy having this outdoor hobby is a great opportunity for outdoor equipment business people. Business people are competing to improve the brand image of Eiger's own products. Like the Eiger, Consina, Arei, Cartenz, Avtech, Merapi Mountain, Hikemore, Kalibre brands that have competed with each other will certainly do various ways so that their brand image is in the increasingly competitive outdoor equipment business competition.

In these conditions, the decision to choose a brand also plays a role in modern lifestyles, so that the desire to buy branded products also colors one's consumption patterns ((Rohmatillah et al., 2019). In business competition, the condition for a company to be successful in this competition is to try to achieve the goal of creating and retaining consumers. In order for this goal to be achieved, each company must be able to produce and deliver the goods that consumers want according to their needs and desires.

Many people's mindsets influence shopping, especially among young people or students who live in this modern era. Currently, people are faced with a wide selection of well-known brands from within and outside the country. Behind it all, companies must continue to create the latest ideas periodically in order to continue to compete to follow the mindset and needs or market demand (consumers) to continue to attract and maintain their existence in the market. Attracting consumers in determining purchasing decisions is not easy, it takes hard work and planned innovations from time to time from each company to attract consumer buying interest (Budi and Khuzaini 2020).

Activities that are trending and favored by young people today are outdoor activities such as traveling, hiking and many other similar outdoor activities. Many companies take advantage of this opportunity as producers of activities that are currently popular among young people, activities that cannot be carried out with bare hands, let alone rely solely on physical strength without completing the equipment needed when the activity is running.

Consumer attitudes in determining the decision to buy a product are very calculated. A purchase decision is a condition where consumers determine whether they want to buy the product offered. On the other hand, experts say that purchasing decisions are a problem-solving process and can be resolved through a process of problem recognition, information seeking, alternative assessment, purchase decisions and post-purchase evaluation (Wiranata et al., 2021).

Because there are so many factors that determine the purchasing decision of a consumer, the company must be able to create a strategy to be able to sell its products to consumers, apart from that, the things that influence purchasing decisions are several factors from marketing, quality, and how well-known the product and the company itself are.

The phenomenon that is currently happening in society is a change in lifestyle, especially style and fashion. Lifestyle is how a person lives his life including what products they buy, how to use them and what they think and feel after using these products or lifestyle related to the actual reaction to purchases that consumers make.

Lifestyle describes a person who can help interact with his environment and is one of the determinants for consumers in buying a product (Sugiharti 2022).

Brand image is what consumers think and feel when they hear or see a brand name. A positive consumer image of a brand is more likely to allow consumers to make purchases. A better brand is also the basis for building a positive company image. Brand image is the consumer's assessment of the brand in a market. This creation can be created based on personal experience or hearing its reputation from other people or the media (Fatmaningrum, Susanto, and Fadhilah 2020).

In addition, companies must also be able to maintain and increase the value of brand strength (brand equity) owned by the product. Brand equity is a series of brand assets and liabilities associated with a brand, name, and symbol that add or reduce the value provided by a product or service to the company and or the company's customers (Tantowi and Saino 2021).

Many young people, especially students, make Eiger their style and fashion in the campus environment as well as a lifestyle or style in their daily lives, ranging from clothing (t-shirts, shirts, flannel, and jackets), jeans, cargo pants, watches and shoes. Eiger used to be better known as a provider of outdoor equipment and along with the times, Eiger has a new image as a manufacturer that produces in the field of fashion.

One of the Eiger product outlets is located in the center of Madiun, precisely on Jl. Colonel Marhadi No.15, Pangongangan, Kec. Manguharjo, Madiun City, East Java 63129. In terms of area, the Eiger Madiun outlet is very strategic because it is in the city center and close to Madiun Square, this can make it easier for consumers to make purchases because it is very easy to reach. In addition, the variety of products available at Eiger Madiun outlets is very complete, so consumers will tend to choose Eiger Madiun outlets because the goods are definitely there.

The focus of this research is to discuss the decision to purchase eiger products at the Madiun outlet, while the independent variables chosen are lifestyle variables (X1), brand image (X2), brand equity (X3).

By understanding the background and complexity of the problems faced above, researchers have an interest in conducting research to find out about the influence of lifestyle, brand image, and brand equity on purchasing decisions at the Eiger store in Madiun. With the hope that its implementation can find out what can influence purchasing decisions at the Eiger Store Madiun. So that research was conducted, namely "THE INFLUENCE OF LIFESTYLE, BRAND IMAGE, AND BRAND EQUITY ON PURCHASE DECISIONS FOR EIGER PRODUCTS IN MADIUN".

RESEARCH METHOD

This research uses quantitative research because it has a clear problem background, a large population, and aims to test the hypothesis. The target studied was Eiger consumers in Madiun. The population used in this study were 170 Eiger consumers in Madiun. The sampling technique chosen in this study was to use non-probability sampling. The criteria set are as follows: People who have bought Eiger products in Madiun. This study uses the following independent variables and dependent variables:

Lifestyle (X1)

Lifestyle is how a person lives his life including what products they buy, how to use them and what they think and feel after using these products or lifestyle related to the actual reaction to purchases that consumers make.

Brand Image (X2)

Brand image is the way people actually perceive them, so that the correct image can be embedded in the minds of customers marketers must see showing brand identity through all available communication suggestions and brand contacts.

Brand Equity (X3)

Brand equity is a set of brand assets and liabilities associated with a brand, name, symbol that is able to add and reduce the value provided by a service product.

Purchase Decision (Y)

Purchasing decisions are a reason that drives how consumers make choices about purchasing a product as needed.

Data collection in this study uses primary data. The primary data for this study comes from a questionnaire in the form of questions to respondents to be filled in directly online via google form. The questionnaire will be distributed to Eiger consumers in Madiun as research respondents.

The data analysis technique used in this research is Multiple Linear Regression. Before data analysis is carried out, it is necessary to test the question instrument using the validity test and reliability test, then test the hypothesis using multiple linear regression analysis with the T test, F test and test the coefficient of determination (R²).

RESULTS AND DISCUSSION

Based on the characteristics of the respondents, it was found that the number of male respondents amounted to 78 people or 45.9%, while female respondents amounted to 99 people or 54.1%. It can be concluded that the female gender dominates as a consumer of Eiger in Madiun.

Based on the age of the respondents aged 15-20 years, there were 11 people, while aged 21-23 years were 133 people, aged 26-30 years were 23 people and aged 31-35 were 3 people. So it can be concluded that respondents who dominate the purchase of Eiger in Madiun generation Z 21-25 years.

Based on income where the most income is <Rp 1,000,000 as many as 75 people, income of Rp 1,000,000 - Rp 2,000,000 as many as 43 people, income of Rp 2,000,000 - Rp 4,000,000 as many as 28 people and > Rp 4,000,000 as many as 24 people. So it can be concluded that the income of Eiger consumers around Ponorogo is around IDR 1,000,000 - IDR 2,000,000. Based on the choice of purchasing motives at Eiger Madiun, namely as a sports need as many as 46 people, as a traveling need, as a work outfit as many as 14 people, as a daily style as many as 47 people. So it can be concluded that respondents who dominate purchases at Eiger Madiun with the motive for purchasing traveling needs.

1. Validity Test

According to Sugiyono (2019: 175) Research results are valid if there is a similarity between the data collected and the data that actually occurs on the object under study. A valid instrument means that the measuring instrument used to obtain the data is valid. Valid means that the instrument can be used to measure what should be measured. Valid shows the degree of accuracy between the data that actually occurs on the object and the data that can be collected by the researcher.

The r table criteria with a significance level of 5% where $N = 170 - 2 = 168$ and obtained an r table value of 0.1506. The results of the validity test of this research questionnaire are as follows:

Table 1 : Validity Test Result

Variabel	Indikator	r Hitung	r Tabel	Keterangan
Gaya Hidup	X1.1	0,802	0,1506	VALID
	X1.2	0,842	0,1506	VALID
	X1.3	0,827	0,1506	VALID
<i>Brand Image</i>	X2.1	0,732	0,1506	VALID
	X2.2	0,800	0,1506	VALID
	X2.3	0,776	0,1506	VALID
	X2.4	0,804	0,1506	VALID
	X2.5	0,723	0,1506	VALID
<i>Brand Equity</i>	X3.1	0,757	0,1506	VALID
	X3.2	0,821	0,1506	VALID
	X3.3	0,812	0,1506	VALID
	X3.4	0,802	0,1506	VALID
Kepustusan Pembelian	Y.1	0,790	0,1506	VALID
	Y.2	0,740	0,1506	VALID
	Y.3	0,861	0,1506	VALID
	Y.4	0,786	0,1506	VALID

Based on table 1 above, it can be seen that the value of r count for each indicator of the lifestyle variable statement (X1), brand image (X2), brand equity (X3), and purchasing decisions (Y) is greater than the r table value of 0.1506. The statement indicator is declared valid, meaning that the questionnaire statement indicator is feasible and can be used in this study because it is able to measure what should be measured.

2. Reliability Test

Reliability test is a tool for measuring a research questionnaire which is an indicator of a variable. The reliability test is also used to test the consistency of data owned within a certain period of time, namely to determine the extent to which the measurements that can be used are reliable and trusted. According to

Ghozali in research (Ardista, 2021). A questionnaire is considered reliable if the individual's response to the statement is consistent or stable over time. Reliability measurement is carried out by means of one shot (one-time measurement), namely the measurement is carried out only once and then the results are compared with other questions or the correlation between question answers.

The level of reliability of a research variable is seen from the results of the Cronbach Alpha statistical test > 0.06 . The closer to number one, the alpha value indicates that the level of reliability of the variable is getting higher. (Ghozali, 2018).

Table 2 : Reliability Test Result

Variabel	Cornbach's Alpha	Kriteria	Keterangan
Gaya Hidup	0,760	0,60	Reliable
Brand Image	0,822	0,60	Reliable
Brand Equity	0,808	0,60	Reliable
Keputusan Pembelian	0,802	0,60	Reliable

Based on table 2, it can be concluded that the Cronbach's Alpha value of the lifestyle variable (X1) is 0.760, brand image (X2) is 0.822, brand equity (X3) is 0.808, and purchasing decisions (Y) are 0.802, where the value is greater than 0.60, which means that the questionnaire statement indicators are declared reliable. All statement indicators are declared consistent in their measurements and are suitable for use in this study.

3. Multiple Linier Regression Analysis

Based on data from respondents' answers processed using SPSS, the results of multiple linear regression analysis testing of lifestyle variables (X1), brand image (X2), brand equity (X3), and purchasing decisions (Y), adjusted for the formula above, obtained output or data output which can be seen in the following table:

Table 3 : Multiple Linier Regression Analysis
Coefficients^a

Model	Unstandardized		Standardiz	t	Sig.
	B	Std. Error	ed		
	Coefficients		Coefficients		
1 (Constant)	4.971	1.094		4.545	.000
Gaya Hidup	-1.049	.276	-.732	-3.795	.000
<i>Brand Image</i>	.252	.225	.274	1.119	.265
<i>Brand Equity</i>	1.144	.362	1.017	3.164	.002

a. Dependent Variable: Keputusan Pembelian.

Sumber : Data Primer di Olah, 2024

The processed data in table 16 above, if entered into the formula, the following equation will be obtained:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 4.971 + (-1.049) X_1 + (0.252) X_2 + (1.144) X_3 + e$$

Based on the regression model and table 13 above, the multiple regression results can be explained in the following conclusions:

1. Constant (a)

Based on the results of the analysis, the multiple linear regression equation above is known to have a constant of 4.971. The amount of the constant shows that if the independent variables (lifestyle, brand image, brand equity) are assumed to be 0, then the dependent variable (purchase decision) increases by 4.971.

2. Lifestyle Coefficient Value (X1)

Based on the results of the analysis, the coefficient of the lifestyle variable (X1) is -1.049 with a negative nature, meaning that if the lifestyle variable (X1) decreases by one unit, the purchasing decision (Y) at the Eiger Store decreases by -1.049 where other factors are constant. This means that there is a negative influence, meaning that the more the lifestyle decreases, the purchasing decision at Eiger will decrease.

3. Brand Image Coefficient Value (X2)

Based on the results of the analysis, the coefficient of the brand image variable (X2) is 0.252, which means that if the brand image variable (X2) increases by one unit, the purchasing decision (Y) at the Eiger Store will increase by 0.252 where other factors are constant. This means that there is a positive influence, meaning that the more brand image increases, the purchasing decision at Eiger will increase.

4. Brand Equity Coefficient Value (X3)

Based on the results of the analysis, the coefficient of the brand equity variable (X3) is 1.144, which means that if the brand equity variable (X3) increases by one unit, the purchasing decision (Y) at the Eiger Store will increase by 1.144 where other factors are constant. This means that there is a positive influence, meaning that the more brand equity increases, the purchasing decisions at Eiger will increase.

4. Analysis of the Coefficient of Determination

Based on the results of the analysis, the coefficient of the brand equity variable (X3) of 1.144 means that if the brand equity variable (X3) increases by one unit, the purchasing decision (Y) at the Eiger Store increases by 1.144 where other factors are constant. This means that there is a positive influence, meaning that the more brand equity increases, the purchasing decisions at Eiger will increase.

Table 4 : Analysis of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.636 ^a	.404	.394	2.16042

Based on the data in table 17 above, the R² / Square value is 0.404. This shows that the percentage of the influence of the independent variables (X1, X2, and X3) on the dependent variable (Y / Purchase Decision) is 0.404 or 40.4% or it can be stated that the independent variations used in the model (The influence of lifestyle, brand image, and brand equity) are able to explain the percentage of the relationship between lifestyle, brand image, and brand equity on the dependent variable (purchase decision) by 40.4%. While the remaining 59.6% is influenced or explained by other variables not examined in this study. This means that the decision to purchase Eiger products, apart from being caused by lifestyle variables, brand image, and brand equity, is also influenced by other things not examined in this study, such as product quality and service quality.

5. T Test

The T test is used to test the significant level of the effect of the independent variable partially on the dependent variable. Testing can be done by comparing the t value and t table, if t count > t table and the significance value is < 0.05 then the independent variable partially has a significant effect on the dependent variable. The results of the T test in this study can be seen in the following table:

Table 5 : T Test Result
Coefficients^a

Model	Unstandardized		Standardized		t	Sig.
	B	Std. Error	Beta	ed		
1 (Constant)	4.971	1.094			4.545	.000
Gaya Hidup	-1.049	.276	-.732		-3.795	.000
<i>Brand Image</i>	.252	.225	.274		1.119	.265
<i>Brand Equity</i>	1.144	.362	1.017		3.164	.002

a. Dependent Variable: Keputusan Pembelian.

Sumber : Data Primer di Olah, 2024

The t table value in this study is at $\alpha = 5\%$ or 0.05, the α value is divided by two 0.025 because it uses a two-way hypothesis, and $N = 170$, where N is the amount of data and $k = 3$, where k is the number of independent variables so that the df is obtained $(N-k) = 170-3-1 = 166$, the t table value is 1.974.

The following is an explanation of the T test in table 18:

1. Testing the First Hypothesis (H1)

Based on the calculation of the regression analysis of the effect of lifestyle on purchasing decisions for Eiger products, the t value is $(-3.795) < t$ table 1.974. While the significant value is $0.00 < 0.05$, so it can be concluded that the lifestyle variable has a negative and significant effect on purchasing decisions on Eiger products.

2. Second Hypothesis Testing (H2)

Based on the calculation of the regression analysis of the effect of brand image on purchasing decisions for Eiger products, the t value is $1.119 < t$ table 1.974. while the significant value is $0.265 > 0.05$, so it can be concluded that brand image has no significant effect on purchasing decisions on Eiger products.

3. Third Hypothesis Testing (H3)

Based on the calculation of the regression analysis of the effect of brand equity on purchasing decisions for Eiger products, the t value is $3.164 > t$ table 1.974. while the significant value is $0.02 < 0.05$, so it can be concluded that brand equity has a significant effect on purchasing decisions on Eiger products.

6. F Test

The F test is used to test whether the independent variable (X) can affect the dependent variable (Y). The F test was conducted to determine the effect of all independent variables (X) together on the dependent variable (Y). The magnitude

used in this study is 0.05. If the significant value of $F < 0.05$, it can be said that the independent variable (X) simultaneously affects the independent variable (X) and vice versa (Ghozali 2016). ANOVA statistical testing is a form of hypothesis testing where conclusions can be drawn based on the data or statistical groups that are concluded. Decision making seen from this test is done by looking at the F value contained in the ANOVA table, the significance level used is 0.05.

Table 6 : F Test Result
ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	525.799	3	175.266	37.551	.000 ^b
	Residual	774.790	166	4.667		
	Total	1300.588	169			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), BRAND EQUITY, GAYA HIDUP, BRAND IMAGE

Based on the results of table 19 of the F test above, the calculated F value is 37,551 with a significance value of 0.000 then at a significance level of 5% and $df-k: (N-k) = (170-3) = 167$, the F table value is 2.66. The conclusion from the above results is that the significance value for the simultaneous influence of X1, X2, and X3 on Y is $0.000 < 0.05$ and the value of F count $37.551 > F$ table 2.66 so it can be concluded that the variables of lifestyle, brand image, and brand equity have a simultaneous influence on variable Y purchasing decisions.

1. The Effect of Lifestyle on Purchasing Decisions at the Eiger Store.

Based on the results of multiple linear regression testing, a multiple linear regression equation is obtained on the lifestyle variable which shows a value of -1.049. In submitting the t test hypothesis, the calculated t value $(-3,795) > t$ table 1,974 and a significant value of $0.00 < 0.05$. Based on the research results or data analysis above, it can be concluded that lifestyle has a significant negative effect on purchasing decisions at the Eiger Store.

Based on the research results that lifestyle is not one of the important factors that can trigger consumers in making purchasing decisions for Eiger products. From this statement, it shows that the decision to buy Eiger products is due to an interest in a particular thing. In this case what is meant is that consumers buy Eiger products not because of lifestyle, but have an interest or need to buy these

products, or it could also be due to FOMO. A person's lifestyle can be seen through the activities carried out, interest in something continuously, and consumer opinions or perceptions of a situation or event. Through lifestyle a person can make purchasing decisions.

The results of this study are supported by Wina Antonia, Harrie Lutfie (2018), where the findings of this study indicate that lifestyle variables on purchasing decisions have a negative and significant effect on purchasing decisions.

2. Influence of Brand Image on Purchase Decisions at Eiger Store

Based on the results of multiple linear regression testing, the multiple linear regression equation for the brand image variable shows a value of 0.252. In the t-test hypothesis testing, the calculated t-value is 1.119, which is less than the t-table value of 1.974, and the significance value is 0.265, which is greater than 0.05. Based on the results of this research or data analysis, it can be concluded that brand image does not significantly influence purchase decisions at Eiger Store. This indicates that brand image is one of the factors that does not affect purchase decisions in this study.

According to the research results, brand image is not an important factor that can trigger consumers to make purchase decisions for Eiger products. This finding explains that brand image cannot serve as an additional reference for prospective consumers and is not a consideration for the desired product. Eiger's brand is already well-known among the public and is considered to have a good brand image, so the public no longer considers it in making purchase decisions. For consumers, a good brand image does not necessarily make them willing to buy or try the product. Some consumers consider other factors, such as product quality, recommendations from friends, or personal preferences.

This research is supported by Siti Nurhayati (2017), whose findings indicate that the brand image variable does not significantly influence purchase decisions.

3. Influence of Brand Equity on Purchase Decisions at Eiger Store

Based on the results of multiple linear regression testing, the multiple linear regression equation for the brand equity variable shows a value of 1.144. In the t-test hypothesis testing, the calculated t-value is 3.164, which is greater than the t-table value of 1.974, and the significance value is 0.02, which is less than 0.05. Based on the results of this research or data analysis, it can be concluded that brand equity has a significant influence on purchase decisions at Eiger Store. This indicates that brand equity is one of the factors influencing purchase decisions in this study.

According to the research results, brand equity is an important factor that can trigger consumers to make purchase decisions for Eiger products. This finding explains that brand equity can serve as an additional reference for prospective consumers and is a consideration for the desired product. Eiger's brand has good brand equity, including its name and product types being easy to remember, having a perception of good quality, an impressive brand image, and patent rights, so the public no longer considers it in making purchase decisions.

This research is supported by Ferlita, Frederik, and Fitty (2022), whose findings indicate that the brand equity variable significantly influences purchase decisions.

4. Influence of Lifestyle (X1), Brand Image (X2), Brand Equity (X3) on Purchase Decisions (Y)

Based on the results of the F-test (Simultaneous Test), the variables of Lifestyle (X1), Brand Image (X2), and Brand Equity (X3) simultaneously have a positive and significant influence on Purchase Decisions (Y) at Eiger Store, with an F-value of 37.551 and an F-table value of 2.66, with a significance level of 0.00, which is less than 0.05. From this explanation, it can be concluded that the hypothesis stating that Lifestyle (X1), Brand Image (X2), and Brand Equity (X3) simultaneously have a positive and significant influence on Purchase Decisions (Y) at Eiger Store is accepted.

CONCLUSION

Fundamental Finding: This study concludes that lifestyle negatively influences Eiger's purchasing decisions in Madiun, while brand image shows no significant effect, and brand equity has a positive and significant impact. **Implication:** These results suggest that Eiger should prioritize enhancing brand equity and reconsider how lifestyle factors are addressed in their marketing strategies. **Limitation:** The study's scope is limited to Eiger consumers in Madiun, which may not fully represent broader consumer behavior in different regions. **Further Research:** Future studies could explore these variables across different geographic locations and incorporate additional factors such as consumer loyalty and brand trust to gain a more comprehensive understanding of purchasing decisions.

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