THE EFFECT OF BRAND IMAGE, BRAND LOVE, BRAND EQUITY, AND PRICE ON THE PURCHASING DECISION FOR SWEATER PRODUCTS OF ERIGO'S BRAND

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ABSTRACT

The emergence of modernity has made various sectors of human life, including the business sector, especially fashion, experience rapid development, as well as the business competition that is getting tougher every day. Not only does business competition provide opportunities, but it also creates challenges. This is based on the concept of seizing and maintaining market share. Therefore, companies must be able to compete and find ways to win market share for their products or services. One brand that offers up-to-date fashion trends is the Erigo brand. Erigo is the brand that is most in demand and sought after by the public during the COVID-19 pandemic, it has several types of products, such as sweaters, etc. The purpose of the research with this type of explanatory research and quantitative approach is to find out and analyze the effect of brand image, brand love, brand equity, and price on purchasing decisions for Erigo brand sweater products. The Malhotra formula was used to sample students from the Faculty of Economics and Business at the Islamic University of Malang, yielding a sample of 100 respondents. This research method uses multiple linear regression analysis with the SPSS analysis tool. This study shows that brand image, brand love, brand equity, and price have a simultaneous effect on purchasing decisions in the test carried out with the partial test, two independent variables have a negative and insignificant effect on the dependent variable, both of which are the brand image variable and the brand love variable.

***Keywords**: Fashion; Brand Image; Brand Love; Brand Equity; Price; Purchasing Decision*

INTRODUCTION

Today, the era of modernization has made various sectors of human life, including the business sector, experience rapid development, as well as business competition that is getting tougher day by day. Not only does business competition provide opportunities, but it also creates challenges. This is based on the concept of seizing and maintaining market share. One industry that is experiencing rapid and drastic development is the fashion industry. The impact of this rapid development is seen in changes in lifestyle, trends, and people's creativity. The emergence of influence from the fashion industry increased the level of one's interest in paying attention to appearance, not only as clothing but also in being fashionable or trendy (Putri and Fitriani, 2022).

According to the Central Statistics Agency (BPS) and the Creative Economy Agency, fashion in 2020 occupies the second position out of 17 creative economy sub-sectors, with 23% of 19.2 million people working in the creative economy sector (Ekraf, 2020). This condition indicates that the Indonesian people, especially in certain creative economy areas, are aware of the current fashion trends (Kartadinata and Yassar, 2020). One phenomenon that occurs as a result of changes in fashion trends in Indonesian society is the "fashion week" phenomenon. The phenomenon of fashion week in Indonesia is popularized by a group of teenagers who are gathering in the SCBD (Sudirman Central Business District) area on Jalan Sudirman, Central Jakarta. This phenomenon can become a public concern for the Indonesian people, and cannot be separated from the development of information and communication technology which can help disseminate information quickly and accurately so that this phenomenon becomes a trending topic in several social media timelines that make information dissemination fast, one of which is the spread of changes in fashion trends from the fashion week phenomenon to various regions in Indonesia.

One of the strongest factors for the success of a marketing strategy is establishing communication between consumers and a brand by strengthening the brand itself. Along with the many similar competitors in the same industry, competition is no longer focused on the superiority of a product, but companies must be able to strengthen the company's brand. This is caused by the stronger the brand built by a company, the higher the positive perception that exists in the minds of consumers that can benefit the company. A positive perception of a brand is very important and is the most basic manner for a company. This is because the positive perception of a brand can influence the purchasing decision. (Kotler and Keller, 2009:346). Consumers who have a history of transactions with a brand will develop a high level of consistency in their attitude toward the brand image.

Not only the influence of a brand can influence customer purchasing decisions for a product, but the price can also determine the selection of choices in the decision-making process. Kotler and Armstrong (2009: 439) explain that appropriate pricing is a determining factor that can determine market demand. The higher the level of purchasing decisions, if consumers feel suitable for a price offered by the product. Pricing in the fashion industry is an important thing to consider. If there is an error in determining the price, it will have big impacts and consequences that must be borne by a company. The impact of pricing errors is that there is an attitude of rejection from consumers in the form of rejection of a product.

One of the brands that offer up-to-date fashion trends to meet the market demand of the fashion industry is Erigo. Erigo is a local brand that can keep up with the times in the fashion industry and can compete with local and international brands. Then in 2021, Erigo surprisingly managed to appear in New York Time Square and appear at one of the biggest fashion events in the world, New York Fashion Week, which at that time could shake up the local fashion world in Indonesia (Putri and Fitriani, 2022).

Based on the background described above, the researcher focused on the research with the research title namely The Influence of Brand Image, Brand Love, Brand Equity, and Price on Purchasing Decisions on Erigo Brand Sweater Products. To support this research case study, researchers researched students of the Faculty of Economics and Business, Islamic University of Malang, class of 2019.

THEORETICAL BASIS

a. Purchasing Decision

Schiffman and Kanuk (2008: 485) explain that purchasing decisions are determining the best choice of several alternative purchase options, so consumers are required to have choices for purchasing decisions. Kotler and Armstrong (2012: 226), before entering the purchasing decision stage, of course, consumers have collected information related to the product to be purchased. After the information is collected and convinced of the product, a decision action arises.

Based on this definition, researchers can conclude that purchasing decisions are ways that confront consumers with several choices of settlement in the final stage, namely a decision. Furthermore, consumers can also evaluate the selected choices and determine the next steps to be taken. In the research put forward by Kotler (2009: 204) there are five purchasing decision processes passed by consumers starting from the introduction of needs to post-purchase. These five processes are as follows:

1. Requirement Identification
2. Information Search
3. Alternative Evaluation
4. Purchasing Decision
5. Behavior After Purchase

b. Brand Image

According to Kotler and Keller (2009: 346), brand image is a response and trust that is properly and directly stored in consumers' memories by the experience of shopping at a brand. A Brand image will be formed in the memory of consumers as a result of the feelings that arise towards a particular brand. The emergence of positive feelings from consumers towards a product's image can be an advantage for the company, it can be a bridge in disseminating information from consumers to other consumers about a brand.

c. Brand Love

Brand love can be interpreted as the level of a strong emotional connection that is attached to the minds of consumers towards a sense of satisfaction after consuming or owning a product, the final step of every act of brand love (brand love) is repeat purchase and spreading positive information to others (Carroll and Ahuvia, 2006). Furthermore, Luliawati (2018) also explained that brand love is a form of affection from consumers for the brand they own to create a love mark experience to establish a loyalty relationship.

Based on several theories related to brand love above, has made brand love one of the top priorities for the company. Therefore, there must be alignment between the company's performance and customer expectations as the main step to creating a love for the brand.

Ahuvia (2005) describes five important things in brand love, namely:

1. Passion for the brand
2. Brand ties
3. Positive evaluation of the brand
4. Positive emotion in response to the brand
5. Declaration of love for the brand

d. Brand Equity

Brand equity can be defined as a combination of several associations that are interconnected and will later generate perceptions and feelings when you hear a company name (Islam, 2020). According to Aaker (2013), brand equity is a collection of brand assets and obligations for a brand, as well as a collection of them that can add or subtract value from the company's product or service offered to customers. Kotler and Keller (2012: 263) also explain the components contained in brand equity, including the following:

1. Differentiation
2. Relevance
3. Energy
4. Pride
5. Information

These several components indicate that brand equity can affect brand strength and brand reputation and can increase the selling value of a product.

e. Price

Kotler & Armstrong (2016) explain Price is the amount of money charged for a product or service or the sum of the value that customers exchange for the benefits of having or using the product or service. Another definition of price, according to Tjiptono (2016), is that price is a marketing element that brings income to the company. It can be concluded that price is the only important factor in buying and selling transactions because they cannot be carried out without it. Pricing is one of the strategies carried out by companies to attract consumers by considering value pricing (a certain value), as well as a means of competition in the market.

HYPOTHESES

Arikunto (2002: 64) explains that a hypothesis is a temporary answer from a study that describes a research problem so that it can be proven by previously collected data. Based on the study of the theories and problems above, researchers can make research hypotheses as follows:

H1: Brand Image, Brand Love, Brand Equity, and Price have a simultaneous influence on Purchasing Decisions for sweater products of Erigo's brand.

H2: Brand Image has a partial influence on Purchasing Decisions for sweater products of Erigo's Brand.

H3: Brand Love has a partial influence on Purchasing Decisions for sweater products of Erigo's Brand.

H4: Brand Equity has a partial influence on Purchasing Decisions for sweater products of Erigo's Brand.

H5: Price has a partial influence on Purchasing Decisions for sweater products of Erigo's Brand.

METHOD

This research uses explanatory research with a quantitative approach. Explanatory research emphasizes theories that can be used as a reference to explain and test several variables and the relationship between variables (Sugiyono, 2012:21). Furthermore, this study uses survey research on primary data by distributing questionnaires that examine several populations. Meanwhile, the population of this study included all customers from the Faculty of Economics and Business at the Islamic University of Malang's Class of 2019 who had purchased sweater products from Erigo's brand.

Based on the case study regarding sampling caused by the uncertainty of the population size, the researcher used the Malhotra formula. This study uses non-probability sampling research methods and uses purposive sampling as a sampling technique with an analytical tool in the form of SPSS 29.0 and multiple linear regression analysis.

RESULTS AND DISCUSSION

a. Validity Test

Table 1

The output of the Validity Test

Variable	Items	R Values	R Table N=100, a=5%	Information
Brand Image	X1.1	0,557	0,195	VALID
	X1.2	0,534	0,195	VALID
	X1.3	0,631	0,195	VALID
	X1.4	0,710	0,195	VALID

Variable	Items	R Values	R Table N=100, a=5%	Information
Brand Love	X2.1	0,820	0,195	VALID
	X2.2	0,755	0,195	VALID
	X2.3	0,643	0,195	VALID
	X2.4	0,746	0,195	VALID
Brand Equity	X3.1	0,720	0,195	VALID
	X3.2	0,705	0,195	VALID
	X3.3	0,681	0,195	VALID
	X3.4	0,764	0,195	VALID
Price	X4.1	0,702	0,195	VALID
	X4.2	0,671	0,195	VALID
	X4.3	0,586	0,195	VALID
	X4.4	0,691	0,195	VALID
Purchasing Decision	Y1	0,607	0,195	VALID
	Y2	0,677	0,195	VALID
	Y3	0,521	0,195	VALID
	Y4	0,561	0,195	VALID

Source: Primary data processed in November 2022

Based on table 1 with 100 respondents and using a significance level (alpha) of 5%, all statement items or instruments of each variable obtain a value of r values > r table of 0.195. It can be concluded that each statement that will be tested on respondents is either accurate or valid.

b. Reliability Test

Table 2

The output of the Reliability Test

Variable	Instrument	Reliability Coefficient	*cronbach's alpha*	Information
X1	Brang Image	0,758	0,60	Reliable
X2	Brand Love	0,842	0,60	Reliable

Variable	Instrument	Reliability Coefficient	*cronbach's alpha*	Information
X3	Brand Equity	0,794	0,60	Reliable
X4	Price	0,742	0,60	Reliable
Y	Purchasing Decision	0,722	0,60	Reliable

Source: Primary data processed in November 2022

Based on Table 2, the value of each variable X and Y shows a reliability coefficient value > Cronbach's alpha of 0.60. This indicates that each variable X and Y, or each instrument of the reliable variable, is used for repeated tests.

c. Normality Test

Table 3

The output of the Normality Test

	Unstandardized Residual
N	100
Test Statistic	.084
Asymp. Sig. (2-tailed) c	.076

Source: Primary data processed in November 2022

That can see from the normality test output table that the significance of the residual variance is asymptotically greater than an alpha value of 0.76 and greater than 5%. As a result, the data can be said to be regularly distributed.

d. Multiple Linear Regression Test

Table 4

The output of the Multiple Linear Regression Test

Model		*Unstandardized Coefficients*	
		B	*Std. Error*
1	*(Constant)*	3.031	1.375
	Brand Image	-.015	.099
	Brand Love	-.098	.096
	Brand Equity	.545	.121
	Price	.386	.115
a. *Dependent Variable:* Keputusan Pembelian			

Source: Primary data processed in November 2022

Table 4 shows that the equation for linear regression is as follows:

Y= a + β1X1 + β2X2 + β3X3 + β4X4 + e

Y= 3,031 – 0,015 X1 – 0,098 X2 + 0,545 X3 + 0,386 X4 + e

Following is an analysis based on the multiple linear regression model:

1. Y, the purchase decision is the dependent variable in this study, and its value will be predicted by the independent variables price, brand equity, brand love, and brand image.
2. With an alpha value of 3.031, this equation's alpha value is positive. This shows that the independent and dependent variables are directly impacted by the constant value.
3. The coefficient X1 has a negative value of 0.015, which can mean that it is moving in the opposite direction of the Y value. The dependent variable in this study, brand image, shows the opposite effect on purchasing decisions.
4. The coefficient value of variable X2 revealed the same results, and it has a negative value of 0.098, indicating that brand loyalty has the opposite influence on variable Y, namely purchasing decisions. expanded by 0.098.
5. The coefficient X3 has a positive value of 0.545, indicating that brand equity has a direct impact on consumer purchasing decisions.
6. The price-related coefficient X4 has a value of 0.386 (positive). Price has a unidirectional impact on purchasing decisions, as evidenced by the positive side of the coefficient value. Accordingly, if the price rises by 1%, the choice to buy will similarly rise by 0.098.

e. Multicollinearity Test

Table 5

The output of the Multicollinearity Test

Independent Variable	*Tolerance*	*VIF*	Information
Brand Image	0,500	2,002	Non-Multicollinearity
Brand Love	0,323	3,099	Non-Multicollinearity
Brand Equity	0,305	3,280	Non-Multicollinearity
Price	0,395	2,533	Non-Multicollinearity

Source: Primary data processed in November 2022

Based on table 5, the results of the multicollinearity test show that none of the X factors, including brand image, brand love, brand equity, and pricing, exhibit any signs of multicollinearity or correlation. This is demonstrated by the tolerance test value > 0.1 and the value VIF >10, which demonstrate that the data in a regression model are not multicollinear.

f. Heteroscedasticity Test

Table 6

The output of the Heteroscedasticity Test

Model		*Unstandardized Coefficients*		Sig.
		B	*Std. Error*	
1	*(Constant)*	1.243	.865	.154
	Brand Image	-.041	.062	.515
	Brand Love	.050	.060	.409
	Brand Equity	-.020	.076	.795
	Price	.008	.072	.915
a. Dependent Variable: abs_res				

Source: Primary data processed in November 2022

As can be observed from the significant value of the independent variables on the absolute residual value > alpha value of 5%, the heteroscedasticity test results in table 6 demonstrate that all independent variables are free from heteroscedasticity symptoms. The significance values for brand love, brand equity, and pricing are each 0.409, 0.795, and 0.915 respectively. The specification value for variable X, which includes brand image, is 0.515. Therefore, it may be said that none of the independent variables exhibit any signs of heteroscedasticity.

g. F-Test

Table 7

The output of the F-Test

Model		*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	*Regression*	243.601	4	60.900	30.045	.001[b]
	Residual	192.559	95	2.027		
	Total	436.160	99			
a. Dependent *Variable*: Purchasing Decisions						
b. *Predictors: (Constant), Price, Brand Image, Brand Love, Brand Equity*						

Source: Primary data processed in November 2022

Comparing F-Values to the F-Table reveals that variable X influences simultaneously variable Y as the value of F Values > F table in the F test is 30.045 > 2.47. By paying attention to the alpha value, the number of independent variables, and the number of samples minus the number of independent variables, one may determine the value of the F table itself, yielding an F table value of 2.47.

h. T-Test

Table 8

The output of the T-Test

Model		t	Sig.
1	*(Constant)*	2.205	.030
	Brand Image	-.155	.878
	Brand Love	-1.022	.309
	Brand Equity	4.485	001
	Price	3.368	.001
a. *Dependent Variable:* Purchasing Decisions			

Source: Primary data processed in November 2022

However, each brand image and brand love partially have a negative and not significant effect on purchasing decisions on Erigo brand sweater products. While each brand equity and price partially have a positive and significant influence on purchasing decisions on Erigo brand sweater products.

CONCLUSION

Based on the results of the research and discussion conducted in the previous chapter, the results show that brand image, brand love, brand equity, and price have a positive and significant simultaneous effect on purchasing decisions on Erigo brand sweater products. However, each brand image and brand love partially have a negative and not significant effect on purchasing decisions on Erigo brand sweater products. While each brand equity and price partially have a positive and significant influence on purchasing decisions on Erigo brand sweater products.

As for the suggestions that the researcher can give in terms of the perfection of the research that will be carried out next, namely: firstly, for the company, for Erigo's brand to increase the brand image, brand love of the company and maintain the strength of the company's brand equity and price. This needs to be considered because it can be a long-term investment for the company to get more value so that it can compete positively in the same industry, namely fashion. Secondly, future researchers, along with the limitations generated by the variables in this study, it is expected to add other variables outside the independent variables in this study that can influence purchasing decisions such as lifestyle, brand identity, brand trust, marketing strategy, and so on.

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