

# THE INFLUENCE OF BRAND IMAGE, ELECTRONIC WORD OF MOUTH, AND CELEBRITY ENDORSEER ON PURCHASING DECISIONS OF EIGER DAYPACK IN BEKASI

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# THE INFLUENCE OF BRAND IMAGE, ELECTRONIC WORD OF MOUTH, AND CELEBRITY ENDORSER ON PURCHASING DECISIONS OF EIGER DAYPACK IN BEKASI

## Abstract

This study aimed to analyze the effect of brand image, electronic word of mouth (e-wom), and celebrity endorsers on purchasing decisions for the Eiger daypack. The 97 respondents who participated in this study were surveyed by using the purposive sampling method. Data collection Using multiple linear regression analysis techniques, distributed questionnaires and processing were carried out. SPSS version 25 is used as an analytical tool. The results showed that all independent variables (brand image, electronic word of mouth, and celebrity endorser) were partially stated to have a positive relationship, and there was a significant influence with a strong correlation on consumer purchasing decisions for Eiger daypack products in Bekasi.

**Keywords:** brand Image, e-wom, celebrity endorser, purchase decision

## Introduction

In daily activities, many people like outdoor sports activities. It is because people have become aware of the various benefits of exercise. Many people live a healthy lifestyle by exercising, for example, outdoor hiking, badminton, healthy walking, basketball, soccer, and futsal. Outdoor sports are currently in great demand or favored by various circles of society, both men and women. Daypack manufacturers are very tightly competing to attract consumer interest by competing to create daypack products. However, competition is still carried out fairly, and there is no cheating or mutual knocking down between companies. Currently, there are many daypack manufacturers, which results in very diverse daypack products ranging from brands, colors, shapes, technological sophistication, and quality. The brands on the market come from various countries such as Asia, America, and Europe, with brands such as Lowe Alpine, Nepa, The North Face, Deuter, Columbia, Etc. These brands are in great demand by the people of Indonesia because they trust in the quality of these brands. However, Indonesian or local products are no less competitive even though many enthusiasts, such as the Consina, Avtech, and Arei brands, exist. Many Indonesians today also use local products because, in addition to the affordable price, the quality is not much different from foreign products. Therefore, local products are on the rise, and there are more and more models.

One of the well-known daypack product brands in Indonesia and the most in-demand by consumers is the Eiger daypack which has the best product quality and has been able to lead the market today, namely Eiger. Eiger is a product of PT. Eigerindo Multi Product Industry and an original Indonesian brand that tries to maintain a brand image in the hearts of consumers, Eiger daypack products are no less competitive with other daypack products that consumers demand. This reason encourages companies to strengthen their brand position to create a positive brand image because, through brand image, consumers can recognize a product, evaluate quality, reduce purchase risk, and gain experience and satisfaction from specific product differentiation. Brand image or brand description describes consumer associations and beliefs in certain brands (Tjiptono, 2005). Kotler (2002) states that a brand image is several beliefs about a brand. Brand image is considered "how consumers perceive a brand." About perception, according to What kind of market competition we see today is getting fiercer, even the development of the business world is getting faster. Marketing is one of the media for a company to achieve predetermined goals, including streamlining marketing activities to achieve the available costs with optimal results. To achieve these goals, companies must strive to produce and deliver goods and services consumers desire at reasonable or appropriate prices through *electronic words of mouth*, such as *websites*, Instagram, social

media, and marketplaces.

Cheung and Lee (2012) suggest that electronic *word of mouth* is the communication and exchange of information between old and new consumers, using technological developments such as online discussion forums, electronic bulletin boards, *newsgroups*, blogs, *review sites*, and social media networking sites that facilitate the exchange of information among communicators. Daypack manufacturers also use various ways to win this very tight competition, one of which is *celebrity endorsers*. *Celebrity endorsers* are advertising figures or actors, entertainers, or athletes known to the public for their achievements in different fields of the class of products supported (Shimp, 2003). When consumers decide to buy a product, they have specific reasons for choosing a product, for example, being satisfied with the quality and service offered by the product. Some consumers buy goods based on the need for an item, and not a few consumers buy a product spontaneously, meaning that consumers buy the product without any plans to buy before or without special considerations when deciding to buy.

### Conceptual Framework

This study uses several independent variables that will be analyzed to see the influence of the independent variable on the dependent variable. The independent variables are brand image, electronic word of mouth, and celebrity endorsers. At the same time, the dependent variable is the purchase decision. The following is a picture of the frame of thought, which is as follows.

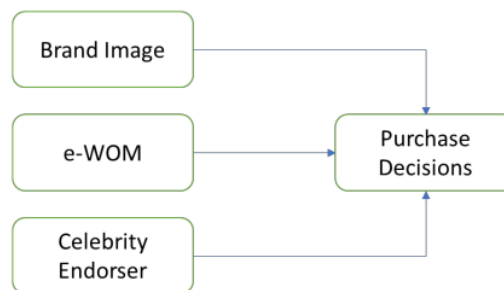


Figure 1. Research Framework

### Method

In this study, the population is consumers of Eiger daypack products in Bekasi City, the population number is unknown in this study. To determine the sample size or many samples whose population size is unknown using the Lemeshow formula (Ferdinand, 2014). The minimum sample needed in this study was 97 respondents.

Data testing techniques can be interpreted as analyzing data, answering research questions, or testing research hypotheses. In processing this data, researchers use IBM SPSS Version 25. Research instrument tests are carried out with validity, reliability, classical assumption, normality, multicollinearity, and heteroscedasticity tests. Data analysis tools were carried out in simple correlation analysis tests, multiple linear regression analysis, coefficient of determination analysis, and partial hypothesis test.

### Result

Based on Table 1, the constant 2.408 means that if competence (X1), electronic word of mouth (X2), and celebrity endorser (X3) is 0, then Purchase decision (Y) is 2.408. The regression coefficient of the brand image variable (X1) of 0.150 is positive, meaning that an increase in the competency value by 1 unit will result in an increase in purchasing decisions (Y) by 0.150 or 15%,

assuming the value of the other independent variable is fixed. So, the better the brand image (X1), the better the purchase decision (Y).

The regression coefficient of the electronic word of mouth (X2) variable of 0.205 is positive, meaning that an increase in the value of Electronic word of mouth (X2) by 1 unit will result in an increase in purchasing decisions (Y) by 0.205 or 20.5% assuming the value of the other independent variable is fixed. So the better Electronic word of mouth, the better the purchase decision.

The regression coefficient of the Celebrity endorser variable (X3) of 0.240 is positive, meaning that an increase in the value of the Celebrity endorser (X3) of 1 unit will increase purchase decision (Y) of 0.240 or 24%, assuming the value of another independent variable is fixed. So the better the celebrity endorser (X3), the better the purchase decision (Y).

**Table 1. Regression Test Result**

Model		Coefficients <sup>a</sup>						Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance		
		B	Std. Error	Beta					
1	(Constant)	2.408	1.172		2.055	.043			
	Brand Image	.150	.047	.260	3.192	.002	.774	1.293	
	Electronic Word of Mouth	.205	.070	.230	2.907	.005	.822	1.216	
	Celebrity Endorser	.240	.049	.429	4.920	.000	.675	1.482	

It can be seen that the result of the coefficient of determination or Adjusted R Square of 0.506 or 50.6% can be interpreted as 50.6% purchase decisions (Y) are influenced by brand image (X1), Electronic word of mouth (X2), and celebrity endorser (X3). In comparison, the remaining 49.4% is influenced by other factors or variables not included in the study.

**Table 2. Coefficient of Determination**

Model Summary <sup>b</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.722 <sup>a</sup>	.522	.506	.811	.522	33.828	3	93	.000	2.419

a. Predictors: (Constant), Celebrity Endorser, Electronic Word of Mouth, Brand Image

**Table 3. Hypothesis Result**

Model		Coefficients <sup>a</sup>						Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance		
		B	Std. Error	Beta					
1	(Constant)	2.408	1.172		2.055	.043			
	Brand Image	.150	.047	.260	3.192	.002	.774	1.293	
	Electronic Word of Mouth	.205	.070	.230	2.907	.005	.822	1.216	
	Celebrity Endorser	.240	.049	.429	4.920	.000	.675	1.482	

There is a calculated value for the brand image variable of 3.192 and a significant value of 0.002. To find the t-table's value is searched with an error rate of 10% (0.1) and df = 93 (number

of samples – number of variables), then the t-table's value is 1.661. The value is calculated as  $3.192 > t\text{-table } 1.661$ , and the value of Sig.  $0.002 < \text{an error rate of } 10\% (0.1)$ . Based on this fact,  $H_0$  is rejected, and  $H_1$  is accepted; that is, there is a significant influence between the brand image on purchasing decisions.

There is a calculated value for the Electronic word-of-mouth variable of 2.907 and a value of Sig. 0.005. To find the value of the t table is searched with an error rate of 10% (0.1) and  $df = 93$  (number of samples – number of variables), then a t table value of 1.661 is obtained. The value count is  $2.907 > t\text{ table is } 1.661$ , and the value is Sig.  $0.005 < \text{an error rate of } 10\% (0.1)$ . Based on this fact,  $H_0$  is rejected, and  $H_2$  is accepted; that is, Electronic word of mouth has a significant influence on purchasing decisions.

There is a calculated value for the Celebrity endorser variable of 4.920 and a value of Sig. 0.000 To find the t table's value is searched with an error rate of 10% (0.1) and  $df = 93$  (number of samples – number of variables), then a t table value of 1.661 is obtained. The value is calculated as  $4.920 > t\text{ table } 1.661$ , and the value of Sig.  $0.000 < \text{an error rate of } 10\% (0.1)$ . Based on this fact,  $H_0$  is rejected, and  $H_3$  is accepted; that is, there is a significant influence between *celebrity endorsers* on purchasing decisions.

### **Conclusion**

Based on the results of the study concluded as follows:

1. *Brand Image* has a significant effect on Purchase Decisions.
2. *Electronic Word of Mouth* significantly influences Purchasing Decisions.
3. *Celebrity Endorser* has a significant effect on Purchase Decisions.

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