THE INFLUENCE OF BRAND EQUITY AND PRICE ON CONSUMER PURCHASE INTENTIONS OF EIGER OUTDOOR EQUIPMENT IN KARAWANG REGENCY

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Keywords:	Abstract
Brand Equity, Price, Purchase Intention, Outdoor Equipment, Eiger, Karawang Regency.	*This study aims to examine and analyze the influence of brand equity and price on consumer purchase intentions of Eiger outdoor equipment in Karawang Regency. Brand equity is considered one of the important factors influencing purchase decisions, while price is often a primary consideration for consumers when choosing a product. The research method used is descriptive quantitative. The sample in this study consisted of 400 respondents using purposive sampling as the sampling technique. Data analysis was conducted using SPSS software, and the analytical techniques used included reliability testing, descriptive analysis, t-tests, and multiple linear regression analysis. The results showed that brand equity has a positive and significant influence on consumer purchase intentions. This is indicated by a positive and significant regression coefficient at a 95% confidence level. Price also has a significant influence on purchase intentions. Overall, brand equity and price simultaneously have a significant influence on the purchase intentions of Eiger outdoor equipment in Karawang Regency.*

INTRODUCTION

As the trend of outdoor activities grows, the business of outdoor equipment providers is rapidly expanding in Indonesia. This aligns with the public's need for outdoor products to support their activities. One of the largest outdoor equipment companies dominating the local market is PT Eigerindo Multi Produk Industri, known as Eiger. Eiger was founded in 1989 in Bandung. The name Eiger is inspired by Mount Eiger, located in the Bernese Alps, Switzerland, standing at 3,970 meters above sea level and known as the third "most difficult mountain to climb" in the world.

Eiger is listed among the Top 250 Indonesia Original Brands by a renowned business magazine. Eiger's presence is evident through the Top Brand Award, which is given to brands that achieve the top ranking. This ranking is determined through a national-scale survey. The Top Brand Award is based on research conducted with Indonesian consumers. Here are the achievements Eiger received in the Top Brand

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Award for 2021-2022:

The increasing competition among brands to become market leaders has led each brand to introduce new innovations to attract consumers. One aspect of this competition is pricing. According to Kotler and Armstrong, the relationship between price and purchasing decisions is that price influences consumers' purchasing decisions; the higher the price, the lower the purchase decision, and conversely, the lower the price, the higher the purchase decision. Below is a list comparing the prices of local outdoor products in Indonesia:

In terms of price, Eiger products are much more expensive compared to other outdoor products. Customers who visit Eiger stores always mention that Eiger products are expensive, considering that the quality of Eiger products is much higher than other outdoor products (Firman, 2019). Eiger's competition with its competitors in Karawang is quite tough. Competitors have the advantage of more affordable prices while maintaining reasonably good quality. This can affect the purchase interest in Eiger brand outdoor equipment. (Karim, 2018) conducted previous research titled "The Influence of Brand Equity and Price on Purchase Interest in Indihome Products" with the result that brand equity has a positive and significant influence on purchase interest. Price also has a positive and significant influence on purchase interest. Brand equity and price have a positive and significant influence on purchase interest. This means that a prestigious brand and appropriate pricing can increase purchase interest.

Based on the above explanations, the researcher is interested in examining in more depth how the independent variables, including brand equity and price, affect the dependent variable, which is purchase interest. Therefore, the researcher decided to study the issue with the title "The Influence of Brand Equity and Price on Purchase Interest (Case Study of Eiger Outdoor Equipment in Karawang).

RESEARCH METHODS

In this approach, the author uses quantitative descriptive and verificative methods. The population in this research was taken from the data of the Central Bureau of Statistics in Karawang Regency in 2021, totaling 2,370,488 people. Meanwhile, based on calculations using the Slovin formula with a 5% error rate, the number of respondents to be used as a sample is 399.932, which is then rounded to 400 respondents. In this research, the data collection technique is a questionnaire, where a list of questions is given to several respondents to answer. The answers obtained are

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then collected as data. The criteria for respondents in this research are:

1. Knowledgeable about Eiger products.

2. Domiciled in Karawang Regency.

3. At least 17 years old.

RESULT AND DISCUSSION

Table 1 Validity Test Results for Brand Equity

No	Statement	R table	R count	Description
1	X1I1	0,098	0,604	Valid
2	X1I2	0,098	0,557	Valid
3	X1I3	0,098	0,489	Valid
4	X1I4	0,098	0,103	Valid
5	X1I5	0,098	0,530	Valid
6	X1I6	0,098	0,477	Valid
7	X1I7	0,098	0,547	Valid
8	X1I8	0,098	0,564	Valid
9	X1I9	0,098	0,525	Valid
10	X1I10	0,098	0,608	Valid
11	X1I11	0,098	0,209	Valid
12	X1I12	0,098	0,547	Valid
13	X1I13	0,098	0,524	Valid
14	X1I14	0,098	0,545	Valid
15	X1I15	0,098	0,584	Valid

Source: Researcher's SPSS data processing results

Based on table above, it can be seen that the r-count value for all X1 question items is greater than the r-table value. Therefore, it can be concluded that all instruments are valid and appropriate for measuring the brand equity variable.

Table 2 Validity Test Results for Price Variable

No	Pernyataan	R Tabel	R Hitung	Keterangan
1	X2I1	0,098	0,684	Valid
2	X2I2	0,098	0,673	Valid
3	X2I3	0,098	0,609	Valid
4	X2I4	0,098	0,431	Valid
5	X2I5	0,098	0,629	Valid
6	X2I6	0,098	0,608	Valid
7	X2I7	0,098	0,644	Valid
8	X2I8	0,098	0,636	Valid
9	X2I9	0,098	0,615	Valid
10	X2I10	0,098	0,614	Valid

Source: Researcher's SPSS data processing results

Based on Table above, it can beseen that the r-count value for all X2 question

items is greater than the r-table value. Thus, it can be concluded that all instruments are valid and appropriate for measuring the price variable.

Table 3 Validity Test Results for Purchase Intention Variable

No.	Pernyataan	R Tabel	R Hitung	Keterangan
1	Y1	0,098	0,601	Valid
2	Y2	0,098	0,639	Valid
3	Y3	0,098	0,515	Valid
4	Y4	0,098	0,466	Valid
5	Y5	0,098	0,661	Valid
6	Y6	0,098	0,571	Valid
7	Y7	0,098	0,618	Valid
8	Y8	0,098	0,536	Valid
9	Y9	0,098	0,646	Valid
10	Y10	0,098	0,649	Valid
11	Y11	0,098	0,611	Valid
12	Y12	0,098	0,588	Valid

Source: Researcher's SPSS data processing results

Based on Table above, it can be seen that the r-count value for all Y question items is greater than the r-table value. Therefore, it can be concluded that all instruments are valid and appropriate for measuring the purchase intention variable.

Table 4 Reliability Test Results

Variabel	Cornbach Alpha	N Of Items
Ekuitas Merek	0,749	15
Harga	0,813	10
Minat Beli	0,811	12

Source: Researcher's SPSS data processing results

Based on Table 4.4 above, it is known that the Cronbach's alpha values for all variables (0.749; 0.813; 0.811) are greater than 0.60, so it can be confirmed that all research variables are reliable.

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Table 5 Kolmogorov-Smirnov Test

		RES_1 sqrt
N		178
Normal Parameters[a,b]	Mean	1,4360
	Std. Deviation	,61618
Most Extreme Differences	Absolute	,071
	Positive	,071
	Negative	-,030
Test Statistic		,071
Asymp. Sig. (2-tailed)		,270[c]

Source: Researcher's SPSS data processing results

Based on Table 4.5 above, it is known that the sig. value is 0.270, which means it is greater than 0.05, so it can be confirmed that this study passes the normality test.

Tabel 6 Heteroscedasticity Test Result

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,775	1,266		3,772	,000
	X1	,029	,029	,073	1,001	,318
	X2	-,102	,040	-,187	-2,567	,051
a. Dependent Variable: res2						

Source: Researcher's SPSS data processing results

Based on the Glejser test results, it was found that the sig. value for X1 is 0.318 and for X2 is 0.051, where sig. > 0.05. Thus, it can be concluded that the data does not exhibit heteroscedasticity.

Table 7 Multicollinearity test result

Coefficients[a]			
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	x1	,419	2,389
	x2	,419	2,389
a. Dependent Variable: y			

Source: Researcher's SPSS data processing results

Based on the table above, it is known that the tolerance value is greater than 0.1 and the VIF value is less than 10, so it can be confirmed that this regression model does not contain multicollinearity, or in other words, this regression model meets the multicollinearity assumption.

Based on previous calculations, the t-count of brand equity and the sig. value of brand equity (0.00) < 0.05, meaning brand equity has a partial influence on purchase intention. This research result is supported by previous researchers (Adharani, 2021) and (Wahyuddin et al., 2020) who stated that brand equity has a positive and significant effect on purchase intention. This proves that the better the brand equity a product has, the higher the consumer's purchase intention towards the product. It can be concluded that brand equity influences purchase intention because the community has a good purchase experience, so they consider Eiger products to be of high quality, reliable, and able to meet their needs well. With this positive experience, consumers are more likely to consider the Eiger brand when purchasing similar products in the future. This shows that strong brand equity, formed through product quality and customer satisfaction, plays a vital role in building consumer loyalty and influencing their purchasing decisions.

Based on previous calculations, the sig. value of price (0.00) < 0.05, meaning price has a partial influence on purchase intention. This research result is supported by previous researchers Erista (2019) and Erguiza et al. (2021) who stated that price has a positive and significant effect on purchase intention. Another study by Karim (2018) with the same results stated that price positively affects purchase intention. Price influences community purchase intention because the price of Eiger outdoor equipment is considered appropriate with the quality and benefits provided. Reasonable and competitive prices can increase attractiveness in the eyes of consumers, making them more confident and motivated to make a purchase.

Based on the SPSS output results with the Anova test, with the test criteria sig.(0.0000) < α (0.05), it means H0 is rejected. The total influence of brand equity and price on purchase intention is 0.691. This indicates that the influence of brand equity (X1) and price (X2) on purchase intention (Y) is 0.691

or 69.1%, while the remaining 0.309 or 30.9% is influenced by other variables (e) not studied.

CONCLUSIONS AND SUGGESTIONS

Research show that brand equity has a partial influence on purchase intention for Eiger outdoor equipment in Karawang Regency and price has a partial influence on purchase intention for Eiger outdoor equipment in Karawang Regency. Brand equity and price have a simultaneous influence on purchase intention for eiger outdoor equipment in karawang regency

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