

## **The Effect of Consumer Lifestyle, Product Quality, Brand Equity and Brand Image on Purchase Decisions at Eiger Mojokerto**

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### ***Abstract***

*This study aims to determine the effect of consumer lifestyle, product quality, brand equity and brand image on purchasing decisions at Eiger in Mojokerto, both in terms of partial or simultaneous. The data of this study were obtained from a questionnaire/questionnaire (primary data). The population used in this study were all Eiger members in Mojokerto. While the determination of the sample is done by the technique of incidental sampling. The analysis used is multiple linear regression analysis, t test, F test and determination test. Based on the t test, it shows that the consumer lifestyle variable ( $x_1$ ) has a significant effect on purchasing decisions ( $y$ ), the product quality variable ( $x_2$ ) has a significant effect on purchasing decisions ( $y$ ) and the brand equity variable ( $x_3$ ) has a significant effect on purchasing decisions ( $y$ ). The variable brand image ( $x_4$ ) has a significant effect on purchasing decisions ( $y$ ). The F test results show that the independent variables (consumer lifestyle, product quality, brand equity, brand image) together significantly affect the dependent variable (purchase decision).*

**Keywords:** *consumer lifestyle, product quality, brand equity, brand image, purchasing decisions*

## **1. INTRODUCTION**

Today's business development is growing very fast, therefore companies are required to compete in various marketing activities, including the brand of a product. Companies must always be aware of competitors who are ready to seize market share, therefore the creation of a good brand and easy to remember by consumers is one way so that consumers do not switch to other products.

Competition between brands of each product that is getting tighter indirectly affects a company to maintain its market share. In order to survive, producers are required to pay more attention to the wants and needs of consumers, especially on how to maintain the loyalty of their consumers. The brand is an important thing for every company because a good brand reputation for consumers affects the purchasing decisions made by consumers to use the company's products.

Eiger is a company that produces adventure or climbing equipment such as carrier bags, jackets, tents, hats, etc. with the Export, Eiger, and Bodypack brands which have spread throughout Indonesia. Its store branches, this company were founded by Ronny Lukito who first started his business in 1979 in Bandung West Java, if Mojokerto itself is located on Jln. Hero 15E-15D, 61322.

Seeing the increasing competition and growing sales potential, Eiger must find new ideas in its efforts to get and retain customers. One component in purchasing decisions is a brand, consumers in making decisions to buy a product offered are influenced by several perceptions such as product quality, consumer lifestyle, brand equity and brand image.

According to Kotler and Keller (2016: 192), the notion of lifestyle is a person's pattern of living in the world which is expressed in his activities, interests, and opinions. Kotler and Keller (2016: 164), also add that product quality is the ability of an item to provide results or performance that match or even exceeds what customers want.

Suharyani (2015) states that brand equity arises when product competition is getting sharper causing the need to strengthen the role of brands to group products and services owned so that they can be distinguished from competing products. According to (Aaker, 2018: 09) brand image is a sign in the form of an image or name that is intended to be a differentiator from other competing products.

Based on the background of this research, the objectives of this study are: to analyze the partial influence of consumer's lifestyle on the purchasing decision of Eiger, to analyze the partial effect of product quality on the purchasing decision of Eiger, to analyze the partial influence of brand equity on the purchasing decision of the Eiger, to analyze the influence of partially Partial brand image on Eiger purchasing decisions and analysis of dominant variables of consumer lifestyle variables, product quality, brand equity and brand image variables on Eiger purchasing decisions.

## **2. RESEARCH METHODS**

### **Population and Sample**

According to Herliza and Saputri (2016: 1952). Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions. In this researcher, the population is members or customers of the Mojokerto branch of Eiger. The sample is part of the number and characteristics possessed by the population, Sugiyono (2013:149). The sample size was taken using the Hair Formula. The Hair formula is used because the population size is not known with certainty.

According to Hair (2010:176) that if the sample size is too large for example 400, then the method becomes very sensitive so it is difficult to get good goodness fit measures. So it is suggested that the minimum sample size is 5 observations for each parameter/indicator estimated. The number of indicators/parameters from the results is 23 x 5 so there are 115 populations.

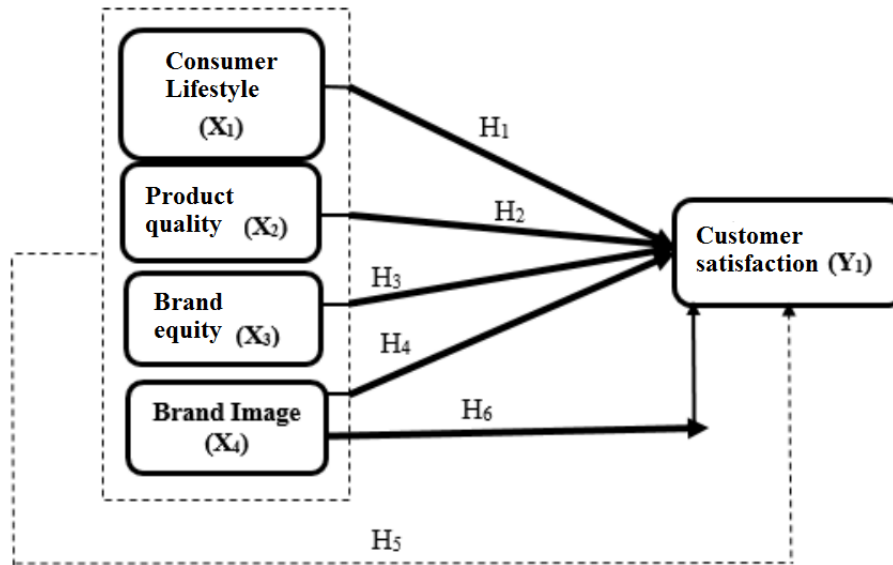
### **Data Types and Sources**

The type of data used in this study is quantitative data, which is the type of data that can be measured and calculated. The data used in this study is primary data. Primary data is data obtained directly from the field through the process of experiments, surveys, and observations.

### Conceptual Framework and Hypotheses

Based on the background and theoretical basis above, the conceptual framework can be described as follows:

**Figure 1. Research concept framework**



Description :

\_\_\_\_\_ : Partially influential

----- : Simultaneously influential

The independent variables are the variables of consumer lifestyle, product quality, brand equity and brand image, while the variable the dependent is the purchase decision variable.

### Hypothesis

Based on the theoretical basis and framework of thought, the following hypotheses can be drawn:

- H1: It is suspected that the consumer's lifestyle has a partial effect on purchasing decisions at the Eiger in Mojokerto.
- H2: It is suspected that product quality has a partial effect on purchasing decisions at Eiger in Mojokerto.
- H3: It is suspected that brand equity has a partial effect on purchasing decisions at Eiger in Mojokerto.
- H4: It is suspected that brand image has a partial effect on purchasing decisions at Eiger in Mojokerto.
- H5: It is suspected that consumer lifestyle, product quality, brand equity and brand image have a simultaneous effect on purchasing decisions at Eiger in Mojokerto.
- H6: It is suspected that the brand image variable is the most dominant in purchasing decisions.

### 3. RESULTS AND DISCUSSION

The results of data collection on the research sample of 115 respondents, it was found that most of the respondents who had customers who become Eiger customers are male as much as 53.1% (60 people), while the number of female respondents is less than male, which is 46.9% (53 people) female. most of the respondents were aged 18-25 years as many as 55.8% (63 people), the two groups of 26-30 years were 41.6% (47 people), the three groups of respondents with other age ranges were 2.7% (3 people). most of the respondents were employed as many as 35.4% (40 people), the two members were students as many as 61.1% (69 people), the three other members were 3.5% (4 people).

#### Validity test

A validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. If  $r$  count is greater than  $r$  table and the value is positive, then the item or question or indicator is declared valid.

Table 1. Consumer Lifestyle Validity Test Results

Item of questionnaire	Correlation Coefficien Value	Siq	annotation
X <sub>1.1</sub>	0.808	000	valid
X <sub>1.2</sub>	0.760	000	valid
X <sub>1.3</sub>	0.791	000	valid
X <sub>1.4</sub>	0.768	000	valid

Table 2. Product quality validaty test Results

Item of questionnaire	Correlation Coefficien Value	Siq	annotation
X <sub>2.1</sub>	0.827	000	valid
X <sub>2.2</sub>	0.835	000	valid
X <sub>2.3</sub>	0.729	000	valid
X <sub>2.4</sub>	0.825	000	valid
X <sub>2.5</sub>	0.803	000	valid
X <sub>2.6</sub>	0.849	000	valid
X <sub>2.7</sub>	0.762	000	valid

Table 3. Brand Equity validity test Results

Item of questionnaire	Correlation Coefficient Value	Siq	annotation
X <sub>3.1</sub>	0.828	000	valid
X <sub>3.2</sub>	0.819	000	valid
X <sub>3.3</sub>	0.861	000	valid
X <sub>3.4</sub>	0.806	000	valid

Table 4. Brand Image validity test Results

Item of questionnaire	Correlation Coefficient Value	Sig	annotation
X <sub>4.1</sub>	0.771	.000	valid
X <sub>4.2</sub>	0.872	.000	valid
X <sub>4.3</sub>	0.827	.000	valid
X <sub>4.4</sub>	0.827	.000	valid
X <sub>4.5</sub>	0.862	.000	valid

Table 5. Customer satisfaction validity test Results

Item of questionnaire	Correlation Coefficient Value	Sig	annotation
Y <sub>1.1</sub>	0.873	.000	valid
Y <sub>1.2</sub>	0.846	.000	valid
Y <sub>1.3</sub>	0.903	.000	valid

From the table above, it can be concluded that all instruments in the purchasing decision variables are valid because the value of the probability that the correlation coefficient of each statement item has a smaller value of 0.05 so that all statement items are in purchasing decision variables can be used in further testing. The results of the validity test on all research variables show that all indicators of each research variable, namely consumer lifestyle, product quality, brand equity, brand image, and purchasing decisions at Eiger in Mojokerto have significant correlation results of less than 0.05 (Sig, <0.05) then stated or concluded that the research variables are valid for further analysis.

### Reliability Test

A reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to a question is consistent from time to time, in Ghazali, (2018:45). Instrument reliability is a requirement for testing the validity of the instrument. Measurement of reliability can be done in two ways, namely:

- Repeated Measure or repeated measurement: here someone will be asked the same question at different times, and then see whether he remains consistent with the answer.
- One short or one-time measurement: here the measurement is only once and then the results are compared with other questions or measure the correlation between the answers to questions.

SPSS provides facilities to measure reliability with the Cronbach Alpha ( $\alpha$ ) statistical test. A construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.70 (Nunnally, 1994) in Ghazali, (2018: 46). The results of the reliability test on the research variables of consumer lifestyle, product quality, brand equity, the brand image on purchasing decisions at Eiger in Mojokerto are shown in the following table:

Table 6. Result of Reliability test

variable	Alpha value	Annotation
Customer lifestyle	0.787	Reliable
Product Quality	0.908	Reliable
Brand Equity	0.846	Reliable
Brand Image	0.892	Reliable
Customer satisfactions	0.840	Reliable

The table above shows that the Cronbach Alpha coefficient for each research variable is greater than 0.07, so it can be concluded that the research variables, namely consumer lifestyle variables, product quality, brand equity, brand image, and purchasing decisions at Eiger in Mojokerto are reliable (reliable) for further analysis.

### Classical Assumption Test Results

Path analysis, which is the development of multiple linear regression analysis, has several classical assumptions that must be met in order to produce an estimator that is accurate and close to or equal to reality. These basic assumptions are known as classical assumptions, consisting of the multicollinearity test, normality test, heteroscedasticity test, and autocorrelation test.

#### a. Multicollinearity Test

The multicollinearity test aims to test whether the regression model is found to have a correlation between the independent (independent) variables. To detect the presence or absence of multicollinearity in the regression model in Ghazali (2018:107) one way to assess the presence of multicollinearity: it can also be seen from (1) the tolerance value and its opposite (2) the variance inflation factor (VIF). These two measures represent every other independent variable. The cutoff value commonly used to indicate the presence of multicollinearity is the tolerance value  $< 0.10$  or the same as the VIF value  $> 10$ .

Table 7. Multicollinearity test Results

Research varibale	Tolerance	VIF
Customer lifestyle	0.507	1.974
Product quality	0.406	2.465
Brand Equity	0.398	2.514
Brand image	0.330	3.031

From the table above, it can be seen that the results of the calculation of the Tolerance value also show that there is no independent variable that has a Tolerance value of less than 0.10, which means that there is no correlation between the independent variables whose value is more than 95%. The results of the calculation of the Variance Inflation Factor (VIF) value also show the same thing, there is no one independent variable that has a VIF value of more than 10. So it

can be concluded that there is no multicollinearity between independent variables in the regression model.

### **b. Normality test**

Aims to test whether the regression model, confounding variables or residuals have a normal distribution. As it is known that the t and F tests assume that the residual value follows a normal distribution. One of the tests used is to use graphical analysis to determine whether the data is normally distributed or not.

- 1). If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model meets the assumption of normality.
- 2). If the data spreads far from the diagonal and does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.

The following is a graph of normality test results.

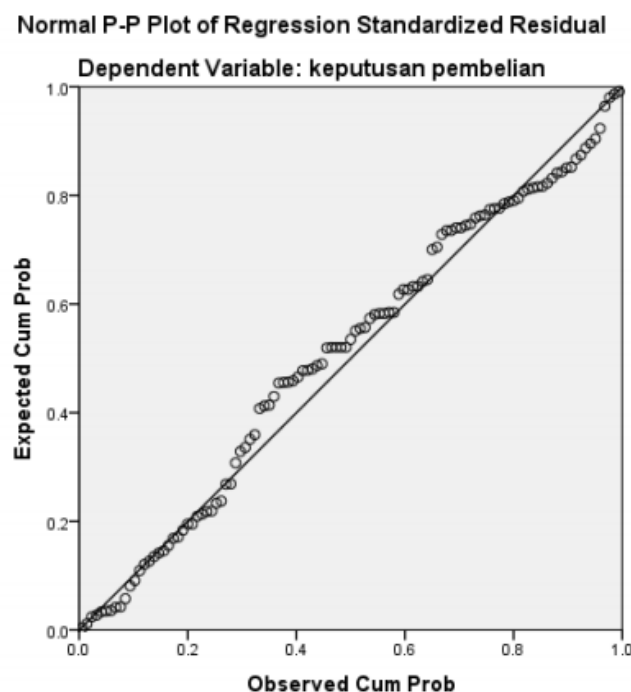


Figure 2. Graph of normality test results

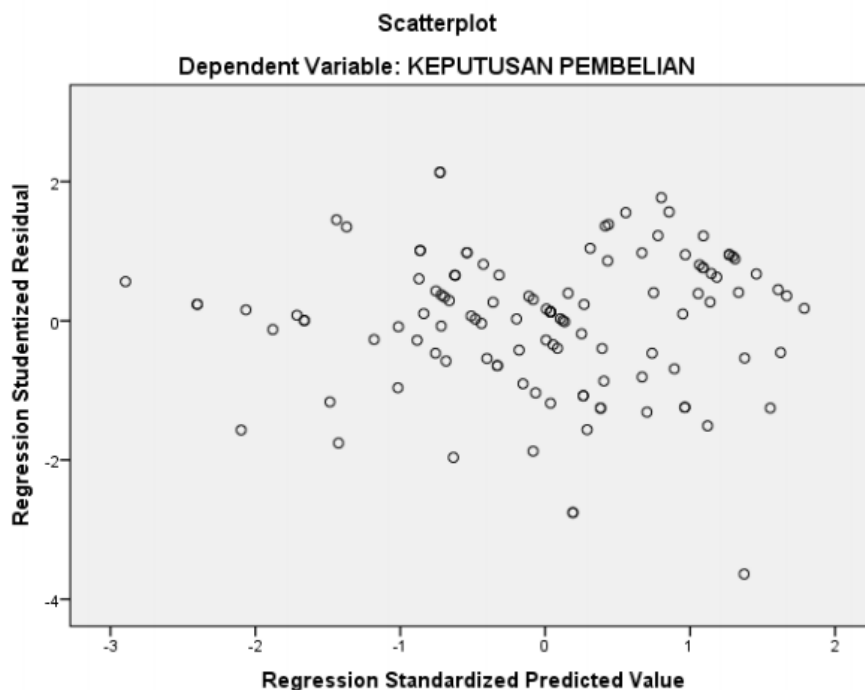
Based on the normality test graph in Figure 2, it can be said that if the data spread around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model meets the assumption of normality and this means that the data is normally distributed.

### c. Heteroscedasticity Test

Aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If the residual variance from one observation to another observation remains, it is called Homoscedasticity and if it is different it is called Heteroscedasticity.

To see heteroscedasticity in a study is to look at the plot image between the predictive value of the independent variable (ZPRED) and the residual (SRESID). If the graph does not contain a certain regular pattern and the data is randomly distributed above and below the number 0 (zero) on the Y axis, then there is no heteroscedasticity identified.

**Figure 3. Heteroscedasticity Test Results**



From the picture above, it can be seen that the data are randomly distributed above and below the number 0 (zero) on the Y axis, so it can be concluded that the research data does not have heteroscedasticity.

### d. Autocorrelation Test

Aims to test whether in the linear regression model there is a correlation between the confounding error in period  $t$  and the confounding error in period  $t-1$  (previous). If there is a correlation, it is called an autocorrelation problem. This study uses the Run test method. The run test is part of nonparametric statistics and can also be used to test whether there is a high correlation between residuals. If there is no correlation between the residuals, it is said that the



residual is random. The run test is used to see whether residual data occurs randomly or not (systematically).

Run test is done by making basic hypotheses, namely:

$H_0$  : residual (res\_1) random (random)

$H_A$  : residual (res\_1) is not random

With the basic hypothesis above, the basis for making a statistical test decision using a run test is (Ghozali, 2011):

- 1). If the Asymp. Sig. (2-tailed) is less than 0.05, then  $H_0$  is rejected and  $H_A$  is accepted. This means that the residual data is not random (systematic).
- 2). If the value of Asymp. Sig. (2-tailed) is more than 0.05, then  $H_0$  is accepted and  $H_A$  is rejected.

This means that the residuals occur randomly as shown in the following autocorrelation test results:

Table 8. Autocorrelation Test Results  
Runs Test

	Unstandardize d Residual
Test Value <sup>a</sup>	.04348
Cases < Test Value	56
Cases >= Test Value	57
Total Cases	113
Number of Runs	57
Z	-.094
Asymp. Sig. (2- tailed)	.925

a. Median

In the output above, it can be seen that the test value is 0.4348 while the probability value is 0.925. To conclude whether there is an autocorrelation symptom or not, the test value is compared to the table value, or the probability value is compared to the alpha value. Based on the output, the value of 0.925 is greater than 0.05, so the null hypothesis states that the residual value spreads randomly and is accepted. Thus, there is no autocorrelation.

### Regression Analysis Results

To find out the influence between the variables of consumer lifestyle, product quality, brand equity, and brand image on purchasing decisions at Eiger in Mojokerto, multiple linear regression analysis was used, where the output results with tools

SPSS statistical program obtained the following results:

Table 9. Results of Regression Analysis

Variable	Regression Coefficiency	T test	Sig.	annotations
Consumer lifestyle	0.179	1.708	0.091	Non significance
Product quality	0.270	2.402	0.018	Non significance
Brand Equity	0.138	1.144	0.255	Non significance
Brand Image	0.332	2,795	0.006	Significance
Constant :	0.296	F test : 31,424		
R :	0.733			
R square :	0.538			

Based on the table above, the results of the multiple linear regression calculation can be arranged as follows:

$$Y = -0.20 + 0.377X_1 + 0.204X_2 + 0.416X_3 + e$$

The meaning of the regression coefficients in the table can be explained as follows:

1. The constant shows the result of 0.296 meaning that the variables of consumer lifestyle ( $X_1$ ), product quality ( $X_2$ ), brand equity ( $X_3$ ), and brand image ( $x_4$ ) are constant. Then the purchase decision ( $Y$ ) is worth 0.296.
2. The coefficient of the consumer lifestyle variable ( $X_1$ ) is 0.179, meaning that every increase in lifestyle consumers positively increase by 1 (unit) will increase purchasing decisions by 0.179 if other variables are constant.
3. The magnitude of the product quality variable coefficient ( $X_2$ ) is 0.270, meaning that every increase in price positively increases 1 (unit) will increase the purchase decision by 0.270 if the other variables are constant.
4. The magnitude of the brand equity variable coefficient ( $X_3$ ) is 0.138, meaning that every increase in service quality is a positive increase of 1 (unit) will increase purchasing decisions by 0.138 if other variables are constant.
5. The magnitude of the brand image variable coefficient ( $X_4$ ) is 0.332, meaning that every increase in service quality is a positive increase of 1 (unit) will increase purchasing decisions by 0.332 if other variables are constant.

### Coefficient of Determination ( $R^2$ )

The results of the coefficient of determination test for the regression model can be seen in table 10:

Table 10. Coefficient of Determination Test Results  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted Square	R	Std Error of the Estimate
1	0.733 <sup>a</sup>	0.538	0.521		0.49360

a. Predictors: (Constant), brand image, customer lifestyle, product quality, brand equity

b. Dependent Variable: customer satisfaction

From the table, it can be seen that R square ( $R^2$ ) is 0.5 or 73.2% which indicates that changes in consumer lifestyle variables are explained by product quality, brand equity, and brand image variables, while the remaining 26.8% is explained by other variables outside the model. The results of 0.732 show that the relationship between the independent variables together with the purchase decision variable has a strong relationship.

### Hypothesis test

Hypothesis testing is done by comparing the significance value of each variable with a significant (Sig. < 0.05) which is said to be significant if the significance of the research variable is less than 0.05 (Sig. < 0.05) as shown in table 11.

Hypothesis One: Partial Testing To find out whether consumer lifestyle, product quality, brand equity and brand image partially has a significant influence on purchasing decisions, then the test tool used is the t test. Based on the results of calculations using the SPSS program, the results are shown in the following table:

Table 11. Results of T test  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.296	0.350		0.845	0.400
Customer lifestyle	0.179	0.105	0.157	1.708	0.091
Product Quality	0.270	0.112	0.247	2.402	0.018
Brand Equity	0.138	0.121	0.119	1.144	0.255
Brand Image	0.332	0.119	0.318	2.795	0.006

A Dependet variable: customer satisfaction

Based on the table, the partial hypothesis testing can be explained as follows:

1. The test results of the consumer lifestyle variable ( $X_1$ ), were obtained (179) with a significance value (091) < 0.05. So  $H_0$  is rejected and  $H_a$  is accepted. This shows that the consumer's lifestyle does not have a significant partial effect on purchasing decisions.

2. The test results of the product quality variable ( $X_2$ ), were obtained (270) with a significance value (018)  $<0.05$ . So  $H_0$  is rejected and  $H_a$  is accepted. This shows that product quality has a positive and partially significant effect on purchasing decisions.
3. The test results of the brand equity variable ( $X_3$ ), were obtained (138) with a significance value of (255)  $<0.05$ . So  $H_0$  is rejected and  $H_a$  is accepted. This shows that brand equity does not have a significant partial effect on purchasing decisions.
4. The test results of the brand image variable ( $X_4$ ), were obtained (332) with a significance value of (006)  $<0.05$ . So  $H_0$  is rejected and  $H_a$  is accepted. This shows that brand image has a positive and partially significant effect on purchasing decisions.

### Second Hypothesis: Simultaneous Testing

To test the second hypothesis whether consumer lifestyle, product quality, brand equity, and brand image simultaneously have an influence on purchasing decisions, the tool used is the F test. The results of the F-test calculation in the regression output can be seen in the table below.

Table 12. F Test Results of ANOVA<sup>a</sup>

Model	Sum of Square	df	Mean Square	F	Sig.
1. Regression	30.625	4	7.656	31.424	0.00 <sup>b</sup>
Residual	26.313	108	0.244		
Total	56.938	112			

a. Dependent Variable: customer satisfaction

b. Predictors: (Constant), brand image, customer lifestyle, product quality, brand equity

Based on the calculation results obtained an F-count of 31.424 with a significance of 0.000 ( $P < 0.005$ ), so  $H_0$  is rejected and  $H_a$  is accepted. Thus the second hypothesis is proven that the variables of consumer lifestyle, product quality, brand equity, and brand image simultaneously have a significant effect on the variable purchasing decisions on the Eiger in Mojokerto.

### Discussion

The following will discuss the relationship or influence of consumer lifestyle, product quality, brand equity, and brand image on purchasing decisions at the Eiger in Mojokerto as follows:

#### 1. Consumer Lifestyle on Purchase Decisions

The results of this study have proven that consumer lifestyle variables have no significant effect on decisions on purchases on the Eiger in Mojokerto. This can be seen from the results of the t-count which is greater than the t-table (1.708) with a significant value less than 0.05, namely (0.000). Then it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. From this test, it is concluded that the first hypothesis ( $H_1$ ) which represents the influence of a consumer's

lifestyle on purchasing decisions is proven. Based on the results of the description of the consumer lifestyle variable, it shows that on average the style of life of consumers at the Eiger in Mojokerto is not good. The average value (mean) of the consumer lifestyle variable of 4.00. This means that customers who give very low values agree with the consumer lifestyle that exists at Eiger in Mojokerto because Eiger products are not a current trend among social classes.

Lifestyle is a person's pattern of living in the world which is expressed in his activities, interests, and opinions. Based on the research conducted, customers are satisfied to continue making purchases at Eiger Mojokerto because the Eiger brand is well known to many people. And this research is in line with previous research entitled "The Effect of Lifestyle, Price, and Quality". Produk Terhadap Keputusan Pembelian Produk Shopie Martin: Studi Pada Mahasiswa Di UIN Sunan Ampel Surabaya” yang diteliti oleh Hadaita, Rahmah (2019).

## **2. The Effect of Product Quality on Purchase Decisions**

The results of this study have proven that the product quality variable has a positive and significant effect on decision purchases on the Eiger in Mojokerto. This can be seen from the results of the t-count which is greater than the t-table (2.402) with a significant value less than 0.05, namely (0.018). Then it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. From that test concluded that the first hypothesis ( $H_1$ ) which represents the effect of product quality on purchasing decisions is proven. Based on the results of the description of the product quality variable, it shows that on average the product quality at the Eiger in Mojokerto is good. With the average value (mean) of the product quality variable of 3.90. This means that customers give a good value to the quality of the products available at Eiger in Mojokerto.

Product quality is the ability of an item to provide results or performance that match or even exceeds what the customer wants. Based on the research conducted, customers are satisfied to continue to make purchases at Eiger Mojokerto because the price is in accordance with the available facilities. And this research is in line with previous research entitled "The Effect of Brand Image, Price and Product Quality in the Purchase Decision of Xiaomi Brand Mobile Phones in Langsa City" which was researched by Suri Amilia, M. Oloan Asmara Nst (2017).

## **3. Brand Equity Against Purchase Decision**

The results of this study have proven that the brand equity variable has no significant effect on purchasing decisions at Eiger in Mojokerto. This can be seen from the results of tcount which is greater than ttable (1.144) with a significant value less than 0.05, namely (0.255). Then it can be concluded that  $H_0$  is rejected and  $H_a$  accepted. From this test, it is concluded that the first hypothesis ( $H_1$ ) which represents the effect of equity brand on purchasing decisions is proven. Based on the results of the description of the brand equity variable, it shows that on average the brand equity in Eiger in Mojokerto is less agreeable. With the average value (mean) of the brand equity variable of 4.06. This means that customers give a value that does not agree on the brand equity that exists in Eiger in Mojokerto because Eiger products are not the first choice alternative when they want to buy products.

Brand equity is the strength of a brand that can increase or decrease the value of the brand which is known from consumer responses to the products sold. Based on the research conducted, customers are less interested in making purchases at Eiger Mojokerto because the products and facilities in Eiger are less attractive to Eiger consumers. And this research is in line with previous research entitled "Analysis of the Effect of Brand Equity on the Purchase Decision Process for LG Led TV Products in the Special Region of Yogyakarta" which was studied by Febriyanti, Devi and Linawati STIE Widya Wiwaha (2020).

#### **4. Brand Image on Purchase Decision**

The results of this study have proven that the brand image variable has a positive and significant effect on purchasing decisions at the Eiger in Mojokerto. This can be seen from the results of tcount which is greater than ttable (2.795) with a significant value less than 0.05, namely (0.006). Then it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. From this test, it is concluded that the first hypothesis ( $H_1$ ) which represents the influence of brand image of the proven purchase decision. Based on the results of the description of the brand image variable, it shows that on average the brand image in the Eiger in Mojokerto is good. With the average value (mean) of the brand image variable is 4.06. This means that customers give a good value to the brand image that exists on the Eiger in Mojokerto.

Brand image is a sign in the form of an image or name that is intended to be different from other competitors' products. Based on the research conducted, customers are satisfied to continue to make purchases at Eiger Mojokerto because the Eiger facilities are clean so that customers feel comfortable. And this research is in line with previous research entitled "The Effect of Brand Awareness, Brand Association, and Brand Image Against Aqua's Purchase Decision." researched by Mery Oky Zufi Yanti, Hendri Sukotjo (2016).

#### **4. CONCLUSIONS AND RECOMMENDATIONS**

##### **Conclusion**

This study takes the title "The influence of consumer lifestyle, product quality, brand equity and brand image on purchasing decisions". The data used are primary data obtained from questionnaires, from marketing management books, journals, data from the internet, and previous thesis. The data were processed using SPSS version 21. The results of the analysis can be concluded as follows:

1. Based on the calculation results obtained Fcount of 31.424 with a significance of 0.000 ( $P < 0.005$ ), so  $H_0$  is rejected and  $H_a$  is accepted. Thus the second hypothesis is proven that the variables of consumer lifestyle, product quality, brand equity, brand image, and purchasing decisions simultaneously have a significant effect on customer satisfaction variables at Eiger in Mojokerto.
2. The results of the T test calculations show that:
  - a. The test results of the consumer lifestyle variable ( $X_1$ ), obtained  $(1.708) > (1.981)$  with a significance value  $(0.000) < 0.05$ . So  $H_0$  is rejected and  $H_a$  is accepted. This shows that the

consumer's lifestyle does not have a positive and partially significant effect on purchasing decisions.

- b. The test results of the product quality variable (X2), obtained  $(2.402) > (1.981)$  with a significance value  $(0.014) < 0.05$ . So  $H_0$  is rejected and  $H_a$  is accepted. This shows that product quality has a positive and partially significant effect on purchasing decisions.
- c. The test results of the brand equity variable (X3), obtained  $(1.144) > (1.981)$  with a significance value  $(0.000) < 0.05$ . So  $H_0$  is rejected and  $H_a$  is accepted. This shows that brand equity does not have a positive and significant effect on impact on purchasing decisions.
- d. The test results of the brand image variable (X3), obtained  $(2.795) > (1.981)$  with a significance value  $(0.000) < 0.05$ . So  $H_0$  is rejected and  $H_a$  is accepted. This shows that brand image has a positive and partially significant effect on purchasing decisions.

### **Suggestion**

Based on the conclusions obtained in this study, suggestions are proposed as a complement to the results of the study as follows:

1. The Eiger party in Mojokerto should continue to consistently improve product quality even though the respondents' responses have been good. Thus, creating a purchase decision, so that no customer complains when making a purchase. For the price, there should be a special price option for students to adjust the pocket money. And so that customers are more comfortable, it is better to add seating facilities for customers who only accompany them.
2. For further research that is tied to product quality problems, further researchers need to include other variables that are considered to be able to influence purchasing decisions so that these variables can be tested for their influence on purchasing decisions.

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