



# The influence of brand image and promotion on purchase decisions of Eiger footwear products: A case study at the Eiger Grand Depok City branch

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## Abstract

This study aims to analyze the influence of brand image and promotion on purchasing decisions of Eiger shoes (Case Study at Eiger Branch Grand Depok City). The background of this research is based on the relatively low sales figures of Eiger shoe products compared to other Eiger product categories, despite Eiger being recognized as one of the top brands in Indonesia. This research employs a quantitative approach using a survey method. The data analysis technique used is multiple linear regression with the assistance of SPSS software. The results of the study indicate that, partially, brand image does not have a significant influence on purchasing decisions, whereas promotion has a significant effect on purchasing decisions. However, simultaneously, brand image and promotion have a significant influence on purchasing decisions. The coefficient of determination shows that brand image and promotion contribute 55.9% to purchasing decisions. This indicates that an effective promotional strategy can increase consumer purchase interest even if the brand image is not yet fully established. These findings imply that Eiger needs to strengthen its brand image, particularly in terms of product identity and differentiation, while maintaining and optimizing its promotional strategies effectively.

**Keywords:** Brand Image, Promotion, Purchase Decision.

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## INTRODUCTION

In 2024, local Indonesian shoe brands began to assert their presence in the market. Innovations introduced by business players have transformed local shoe designs to become more modern, appealing, and aligned with public preferences. Several brands, such as Wakai, League, and Eiger, have successfully recorded strong domestic sales. Wakai stands out with its comfortable and stylish casual shoes, which are highly favored by young consumers. League offers sports shoes with a quality that can compete with international brands. Meanwhile, Eiger remains the top choice for outdoor footwear due to its durability and reliable quality (Kumparan, 2024).

Eiger is one of the well-known local brands among Indonesian consumers. Eiger Adventure (EIGER), established in 1989 in Bandung, is recognized as a quality Indonesian brand that provides outdoor equipment for hiking, camping, and other adventure activities. Its product range includes backpacks, jackets, trekking shoes, and trekking rucksacks. In addition to these, Eiger also offers casual footwear under its urban lifestyle line for daily activities—such as sneakers and semi-formal shoes—focusing on comfort and durability. With complementary accessories such as sunglasses, watches, and camping gear, Eiger has become a one-stop brand for active and adventurous lifestyles. The company was founded by Ronny Lukito, a bag entrepreneur born on January 15, 1962, in Bandung. Eiger officially started in 1993 as a small shop on Jalan Cihampelas, Bandung. Initially, Ronny only produced bags, but over time he successfully expanded his product line to include various adventure gear. Through several brand divisions targeting different market segments, Eiger has now become one of the leading suppliers for outdoor enthusiasts (Akbar et al., 2019).

This is further supported by data from the Top Brand Award Index, a survey-based index used to identify credible leading brands in the Indonesian market. In the footwear category, the Top Brand data for 2024 shows Eiger's position as follows:

**Table 1.** Top Brand Index 2024 for Footwear Category

No	Nama Brand	Persentase
1	Eiger	20.40%
2	Carvil	17.10%
3	Kickers	13.70%
4	Bata	9.90%
5	Neckermann	3.40%

Source: Top Brand Index, 2024

Based on the data presented in Table 1, in the footwear category, Eiger emerged as the top brand in 2024. Competing brands such as Carvil, Kickers, Bata, and Neckermann followed in second to fifth positions, respectively. Eiger led the market share with a percentage of **20.40%**, indicating that the brand's appeal strongly influences consumer purchase decisions. The purchasing decision for Eiger products is primarily driven by the product's quality that aligns with consumer needs, as well as effective marketing strategies. Consumers tend to choose Eiger because they perceive the products as having superior value compared to competitors, both in terms of quality and brand image. This reinforces the importance of Eiger's efforts in maintaining consumer trust to support purchasing decisions. However, at the Eiger Grand Depok City branch, the sales of footwear products remain significantly lower compared to other product categories. The Eiger Adventure Store Grand Depok City is an official outlet located at Ruko Water Park, Jl. Boulevard Grand Depok City No. 14, Tirtajaya, Sukmajaya District, Depok City, West Java 16412. This store offers a wide range of high-quality adventure equipment and supplies, including apparel, backpacks, footwear, and other supporting accessories.

To explore consumer perceptions of promotional activities conducted by the Eiger Grand Depok City branch, the researcher conducted a pre-survey involving 20 respondents residing in selected areas of Grand Depok City using the Google Form platform. Referring to the theory proposed by Nahartyo, each item cell in a questionnaire requires at least 10 respondents (Salim, 2021). As the pre-survey in this study included two item cells, the minimum sample requirement was 10 respondents. However, the researcher decided to involve 20 respondents to ensure data feasibility and validity.

The results of the pre-survey conducted are as follows:

**Table 2.** Pre-Survey on Consumer Perceptions of Promotion

No	Question	Statement	
		Yes	No
1.	Have you frequently encountered promotions or discounts for Eiger footwear at Grand Depok City branch?	2 Persons	18 Persons
2.	Have the promotions conducted by the Grand Depok City branch attracted you to purchase Eiger footwear?	3 Persons	17 Persons

Source: Processed by Researcher, 2024

Based on the results of the pre-survey presented in Table 2 regarding consumer perceptions of promotional efforts for Eiger footwear at the Grand Depok City branch, it was found that most respondents were not aware of any ongoing promotions or discounts. Out of a total of 20 respondents, only 2 individuals reported frequently encountering promotions, while the remaining 18 did not. Moreover, when asked whether the existing promotional efforts were persuasive enough to influence their intention to purchase Eiger footwear, only 3 respondents answered “yes,” while 17 answered “no.” These findings suggest that the promotional strategies employed by the Eiger Grand Depok City branch remain suboptimal in both reaching consumers and influencing their purchasing decisions. Consequently, an evaluation of the promotional strategy is needed to improve its effectiveness in attracting consumer interest. According to Aprilia (2023), consumer purchase decisions can also be influenced by company-driven factors such as product, price, location, and promotion. However, in the case of the Eiger store at the Grand Depok City branch, the current promotional activities cannot be considered effective, as some products, particularly footwear, show significantly low sales figures. Aligned with this, Rachmayani, (2019), explains that purchasing behavior is shaped by both rational and irrational behavior. Rational behavior includes purchasing based on product quality or a favorable brand image, while irrational behavior refers to decisions made without prior consideration, such as being influenced solely by advertisements. According to Sinaga et al., (2020), Eiger products are known for having a quality comparable to renowned international outdoor brands. This reputation has made Eiger a popular and widely discussed brand among local consumers, reflecting high consumer trust toward Eiger as a reliable brand for daily and adventure needs.

Brand image is one of the key elements influencing purchase decisions. Research by Rahimah et al., (2022) confirms that brand image significantly influences consumer purchasing behavior. Pandiangan et al., (2021), define brand image as the public’s and consumers’ perception of a brand resulting from how the brand is viewed. Setiawan et al., (2020), add that brand image is closely related to a product's trust and reputation, which serves as a reference for consumers when deciding to try or purchase a product. Furthermore, Setiawan et al., (2020), state that consumer perception in the marketplace plays a foundational role in shaping brand image. However, Umma et al., (2023) suggest that purchasing decisions are not always influenced by brand image. These contrasting views indicate that further investigation is needed to better understand the extent to which brand image influences consumer purchase decisions.

Research by Fachry, (2020), shows that both promotion and brand image affect consumer purchase decisions. Ernawati, (2019), also found that promotion, alongside brand image, influences purchasing behavior. Rachmawati et al., (2019) support this view, noting that effective promotional mixes can increase consumer trust and purchasing likelihood. In addition, promotional efforts are expected to increase both the frequency of purchases from existing customers and attract new ones to try the products. According to Abbas et al., (2022), promotion is a strategy used by businesses to inform, persuade, and remind customers about a brand and its products—both directly and indirectly. The aim of promotional activities is to communicate the product's value while encouraging the target audience to make a purchase. Purwanto, (2023) defines promotion as a broad-reaching effort that is high in quality and well-targeted in order to reach the entire market. It involves the use of various media to introduce products to the public. Similarly, Sari et al., (2021) describe promotion as one of the marketing strategies that employs both media and non-media channels to encourage trial, stimulate market demand, and enhance product value. On the other hand, research by Andriani et al., (2023) claims that promotion does not significantly influence purchase decisions.

These differing perspectives also warrant further research to explore the relationship between promotion and purchase decisions. Based on the phenomena and the background explained above, this study focuses on the influence of brand image and promotion on purchase decisions of Eiger footwear, with a case study at Eiger Grand Depok City branch.

## **METHOD**

### **Type of Research**

This study employs a causal associative approach, which according to Sugiyono et al., (2021) aims to identify the cause-and-effect relationship between independent variables—brand image and promotion—and the dependent variable, which is purchase decision. The method used in this study is quantitative. As explained by Sugiyono et al., (2021), quantitative research is based on positivist philosophy and is used to examine specific populations or samples. Data collection uses research instruments, and data analysis is quantitative/statistical, with the objective of testing predetermined hypotheses. According to Sahir, (2021), quantitative research is more complex due to the larger sample sizes but is more systematic in its research process from beginning to end.

### **Research Variables**

According to Sugiyono et al., (2021), an independent variable is a variable that influences or determines the dependent variable. It serves as a stimulus or factor that affects another variable and is selected by the researcher to examine its relationship with a particular phenomenon.

The independent variables in this study are:

#### **1. Brand Image (X<sub>1</sub>)**

According to Firmansyah (2019), brand image can be defined as a perceptual representation formed in the consumer's mind when they recall or recognize a specific product brand.

Indicators of Brand Image (Firmansyah, 2019):

##### **a. Brand Recall (Easy to Remember)**

An ideal brand should be designed to be memorable and easily pronounced. The use of distinctive symbols, logos, or brand names plays an important role in creating appeal, making it easier for consumers to recognize and recall the offered product.

##### **b. Brand Recognition**

In addition to logos, brand recognition is influenced by the message delivered and how the product is presented and packaged. This concept, known as trade dress, represents the

overall appearance of the product that reflects brand identity. With consistent and effective communication, the product becomes more recognizable, and its trade dress may even be legally protected as a distinguishing feature in the market.

c. **Brand Reputation**

A company's image reflects the public's perception of its identity and profile. This perception is shaped by the consumer's knowledge, experience, and thoughts about the company. It is important to note that one company can be perceived differently by each individual. Therefore, corporate image plays a crucial role in influencing consumer purchasing decisions.

**2. Promotion (X<sub>2</sub>)**

According to Haque-fawzi et al., (2022) in their book titled "*Marketing Strategy*", promotion is a series of planned strategies and actions that include advertising, publicity, internet marketing, personal selling, and sales promotion activities.

Promotion Indicators According to Haque-fawzi et al., (2022):

a. **Advertising**

Advertising is a form of mass communication aimed at delivering information to the public on a wide scale, with the intention of influencing consumer perceptions, creating a positive image of the product or service, and encouraging the fulfillment of consumer needs and wants through persuasive messaging.

b. **Sales Promotion**

Sales promotion is a form of direct and persuasive marketing communication in which companies offer various short-term incentives to encourage immediate purchases and increase consumer purchase volume of the offered products or services.

c. **Direct Marketing**

Direct marketing is a communication approach conducted directly with specifically targeted individual consumers. The objective is to obtain direct responses from consumers and to build long-term relationships. Channels used in direct marketing include direct mail, catalogs, telemarketing, interactive television, websites, and other digital media, without the involvement of intermediaries.

d. **Personal Selling**

Personal selling refers to direct interaction between salespeople and prospective consumers through face-to-face presentations, with the primary goal of selling products and fostering long-term customer relationships. This process is carried out systematically through certain stages by the sales personnel.

e. **Public Relations**

Public relations is the company's strategic effort to establish effective communication with the public, including potential customers, in order to build and enhance a positive image of the company and its products. This activity focuses on building reputation and public trust toward the company.

**3. Purchase Decision (Y)**

According to Kotler & Keller, (2016), a purchase decision is the stage in which consumers evaluate various available brands and alternatives, form a preference for one of them, and then decide to purchase the brand they consider most suitable or preferred.

Purchase Decision Indicators According to Kotler & Keller, (2016):

a. **Confidence in Purchasing the Product**

Purchase confidence is the result of the consumer's decision-making process, which is based on various supporting information such as product quality, brand image, and other

influencing factors. This information provides consumers with assurance to purchase a product that aligns with their needs and desires.

b. Habit in Purchasing the Product

Every consumer has a different purchasing habit. Some may choose a product based on brand preference, while others are influenced by personal experiences or recommendations from close acquaintances such as family or relatives who have previously used the product.

c. Providing Recommendations to Others

Consumers who are satisfied with a product they use tend to recommend or suggest the product to others. This recommendation is a form of word-of-mouth communication that can influence the purchase decisions of other potential consumers.

d. Repeat Purchases

Repeat purchase refers to the consumer's action of repeatedly buying the same product or service over time, generally driven by a positive experience or satisfaction from previous usage.

## Research Data

The population in this study comprises all consumers who have purchased Eiger shoes at the Grand Depok City branch. The sample size was determined using Cochran's formula Sugiyono et al., (2021). Based on the calculation, the required sample size was 96.04 respondents, which was then rounded up to 100 respondents. Accordingly, this study employed a sample of 100 respondents. The data were collected by distributing questionnaires to 100 respondents using Google Forms.

## Data Analysis Techniques

### 1. Descriptive Statistical Analysis

According to Sugiyono, (2023) descriptive analysis describes the obtained data in its original form without producing conclusions that can be generalized. The data analysis in this research was conducted using the Statistical Package for the Social Sciences (SPSS).

### 2. Instrument Testing

The purpose of instrument testing is to determine whether the research instruments are appropriate for testing. Instrument testing in this study includes validity and reliability tests.

a. Validity Test

The decision rule for the validity test is: if the significance value  $< 0.05$ , the questionnaire items are considered valid. If the significance value  $> 0.05$ , the items are considered invalid.

b. Reliability Test

The decision rule for the reliability test is: if the Cronbach's Alpha value  $> 0.6$ , the research instrument is considered reliable. If the Cronbach's Alpha value  $< 0.6$ , the instrument is considered unreliable.

## Statistical Testing

### 1. Classical Assumption Testing

Classical assumption tests in this study were conducted using SPSS (Statistical Package for the Social Sciences), including the following:

a. Normality Test

The decision rule for the normality test using the Kolmogorov–Smirnov method is: if the significance value  $> 0.05$ , the data are normally distributed. If the significance value  $< 0.05$ , the data are not normally distributed.

b. Multicollinearity Test

The decision rule is: if the Variance Inflation Factor (VIF) value  $< 10$  or the tolerance value  $> 0.10$ , then multicollinearity is not present. If the VIF value  $> 10$  or the tolerance value  $< 0.10$ , then multicollinearity exists.

c. Heteroscedasticity Test

The decision rule is: if the scatterplot points are randomly distributed without forming a specific pattern around the value of 0 on the Y-axis, the regression model is considered to meet the homoscedasticity assumption and does not experience heteroscedasticity. However, if the points form a specific pattern such as systematically narrowing or widening around 0, this indicates the presence of heteroscedasticity.

## 2. Multiple Linear Regression

According to Ghozali, (2018), multiple linear regression analysis aims to determine the direction and magnitude of the influence of independent variables on the dependent variable. In this study, multiple linear regression is used to test the magnitude of the hypothesized influence of Brand Image ( $X_1$ ) and Promotion ( $X_2$ ) on Purchase Decision ( $Y$ ) using the following regression equation:

$$Y = a + \beta_1 \cdot X_1 + \beta_2 \cdot X_2 + e$$

## 3. Hypothesis Testing

Hypothesis testing is used to determine whether the independent variables (Brand Image and Promotion) have a partial and simultaneous influence on the dependent variable (Purchase Decision).

a. Partial Test (t-test)

The decision rule states that if the significance value  $< 0.05$  or t-count  $> t$ -table, the independent variable exerts a partial effect on the dependent variable. Conversely, if the significance value  $> 0.05$  or t-count  $< t$ -table, no partial effect is observed.

b. Simultaneous Test (F-test)

If the significance value  $< 0.05$  or F-count  $> F$ -table, the independent variables jointly influence the dependent variable. Otherwise, if the significance value  $> 0.05$  or F-count  $< F$ -table, the independent variables have no simultaneous effect.

c. Coefficient of Determination ( $R^2$ )

The coefficient of determination ( $R^2$ ) reflects the proportion of variance in the dependent variable explained by the independent variables. A higher  $R^2$  value indicates a stronger explanatory power of the independent variables ( $X$ ) over the dependent variable ( $Y$ ).

## RESULTS AND DISCUSSION

### Validity and Reliability Test

#### Validity Test

**Table 3.** Results of the Analysis of the Validity Test

Variable	Item	rCount	rtable	Ket:
Brand Image ( $X_1$ )	X1.1	0,651	0,361	Valid
	X1.2	0,778	0,361	Valid
	X1.3	0,595	0,361	Valid
	X1.4	0,697	0,361	Valid
	X1.5	0,697	0,361	Valid
	X1.6	0,659	0,361	Valid
Promotion ( $X_2$ )	X2.1	0,612	0,361	Valid

Variable	Item	rCount	rtable	Ket:
	X2.2	0,817	0,361	Valid
	X2.3	0,756	0,361	Valid
	X2.4	0,812	0,361	Valid
	X2.5	0,699	0,361	Valid
	X2.6	0,693	0,361	Valid
	X2.7	0,825	0,361	Valid
	X2.8	0,827	0,361	Valid
	X2.9	0,755	0,361	Valid
	X2.10	0,701	0,361	Valid
Purchase Decisions (Y)	Y.1	0,847	0,361	Valid
	Y.2	0,750	0,361	Valid
	Y.3	0,728	0,361	Valid
	Y.4	0,809	0,361	Valid
	Y.5	0,772	0,361	Valid
	Y.6	0,798	0,361	Valid
	Y.7	0,815	0,361	Valid
	Y.8	0,693	0,361	Valid

Source: SPSS Output (2025)

Based on the validity test results presented in the table above, it is evident that all statement items of the Brand Image (X1), Promotion (X2), and Purchase Decision (Y) variables have r-count values greater than r-table ( $r\text{-count} > r\text{-table}$ ). This indicates that each item in the three variables is declared valid. Therefore, it can be concluded that all questionnaire items used in this study are capable of accurately measuring their respective variables, making them appropriate for use in the data analysis process.

### Reliability Test

**Table 4.** Reliability Test Result

No	Variabel	Nilai Cronbach's Alfa	Sig.	Keterangan
1.	Brand Image (X1)	0,833	>0,6	Reliabel
2.	Promotion (X2)	0,924	>0,6	Reliabel
3.	Purchase Decisions (Y)	0,920	>0,6	Reliabel

Source: SPSS Output (2025)

Based on the table above, it can be observed that all variables in this study are declared reliable, as the Cronbach's Alpha values exceed the significance threshold. The Cronbach's Alpha value for brand image is  $0.833 > 0.6$ , for promotion is  $0.924 > 0.6$ , and for purchase decision is  $0.920 > 0.6$ . Therefore, it can be concluded that all instruments or items in the questionnaire demonstrate a high level of consistency and are reliable for measuring each variable in this study.

### c. Multiple Linear Regression Test

**Table 5.** Result Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10.108	2.046		4.940	.000
1 X1	.162	.101	.133	1.602	.112
X2	.443	.055	.667	8.040	.000

Source: SPSS Output (2025)

Based on the table above, the multiple linear regression equation derived from this study is as follows:

$$Y = 10,108 + 0,162 X1 + 0,443 X2$$

Based on the regression model, the results can be explained as follows:

1. The constant value ( $\alpha$ ) of 10.108 indicates that if the independent variables, namely brand image and promotion, are assumed to be zero (0), the purchase decision will increase by 10.108.
2. The regression coefficient of the brand image variable (X1) is 0.162 with a positive value, indicating an influence on the purchase decision (Y). This means that if brand image (X1) increases by one unit, the purchase decision (Y) will also increase by 0.162.
3. The regression coefficient of the promotion variable (X2) is 0.443 with a positive value, indicating an influence on the purchase decision (Y). This implies that if promotion (X2) increases by one unit, the purchase decision (Y) will also increase by 0.443.

### Hypothesis Testing

#### T-test (Partial Test)

The t-test can be determined by comparing the calculated t-value (t-count) with the critical t-value (t-table), using the formula for degrees of freedom ( $df = n - k$ ), where  $n$  is the number of respondents and  $k$  is the total number of variables (including both independent and dependent variables). In this study, the number of respondents was 100, and the total number of variables was 3 (2 independent variables and 1 dependent variable), resulting in  $df = 100 - 3 = 97$ . Based on this degree of freedom, the critical t-value (t-table) was obtained at 1.984

**Table 6.** Result of T-Test Partial Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10.108	2.046		4.940	.000
1 X1	.162	.101	.133	1.602	.112
X2	.443	.055	.667	8.040	.000

a. Dependent Variable: Purchase Decision

Source: SPSS Output (2025)

Based on table the results of the partial t-test indicate that the critical value of t-table is 1.984 at a significance level of 0.05. The analysis shows that the Brand Image variable obtained a t-count value of  $1.602 < 1.984$  with a significance value of  $0.112 > 0.05$ . This indicates that Brand Image does not have a partial influence on Purchase Decision, as the t-count is smaller than the t-table and the significance value exceeds 0.05. Therefore, the hypothesis testing results can be concluded as follows:

$H_{01}$ : Brand Image does not have a positive and significant effect on Purchase Decision for Eiger shoes (Case study at Eiger Grand Depok City branch) — Accepted.

$H_{a1}$ : Brand Image has a positive and significant effect on Purchase Decision for Eiger shoes (Case study at Eiger Grand Depok City branch) — Rejected.

Furthermore, the analysis shows that the Promotion variable obtained a t-count value of  $8.040 > 1.984$  with a significance value of  $0.000 < 0.05$ . This demonstrates that Promotion has a positive and significant partial influence on Purchase Decision, as the t-count is greater than the t-table and the significance value is below 0.05. Accordingly, the hypothesis testing results can be summarized as follows:

$H_{02}$ : Promotion does not have a positive and significant effect on Purchase Decision for Eiger shoes (Case study at Eiger Grand Depok City branch) — Rejected.

$H_{a2}$ : Promotion has a positive and significant effect on Purchase Decision for Eiger shoes (Case study at Eiger Grand Depok City branch) — Accepted.

### F-Test (Simultaneous Test)

The F-test can be determined by comparing the value of *F-count* with the *F-table*. The degree of freedom (*df*<sub>2</sub>) is calculated as  $n-k$ , where *n* is the number of respondents and *k* is the number of variables. In this study,  $df_2 = 100 - 3 = 97$ , resulting in an *F-table* value of 3.09. If the value of *F-count*  $> 3.09$  or the significance value  $< 0.05$ , it can be concluded that the independent variables simultaneously influence the dependent variable.

**Table 7.** Result Of F-Test Simultaneous ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1008.394	2	504.197	63.818	.000 <sup>b</sup>
Residual	766.356	97	7.901		
Total	1774.750	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X<sub>2</sub>, X<sub>1</sub>

Source: SPSS Output (2025)

Based on the results of the F-test (simultaneous test), the *F-table* value is 3.09 at a significance level of 0.05. The analysis indicates that the obtained *F-count* value is  $63.818 > 3.09$ , with a significance value of  $0.000 < 0.05$ . This finding suggests that the variables Brand Image and Promotion simultaneously exert a significant influence on Purchase Decision, as the *F-count* value exceeds the *F-table* value and the significance value is below 0.05. Therefore, the following conclusion can be drawn:

$H_{03}$ : Brand Image and Promotion do not have a significant influence on Purchase Decision for Eiger shoes (Case Study: Eiger Grand Depok City Branch) (Rejected).

$H_{a3}$ : Brand Image and Promotion have a significant influence on Purchase Decision for Eiger shoes (Case Study: Eiger Grand Depok City Branch) (Accepted).

### Coefficient of Determination R Square (R<sup>2</sup>)

The coefficient of determination ranges between 0 and 1. If  $R = 0$ , it indicates that there is no relationship between the independent variables and the dependent variable. Conversely, if  $R = 1$ , it signifies a strong relationship between the independent variables and the dependent variable.

**Table 8.** Result Of Coefficient of Determination R Square ( $R^2$ )

<b>Model Summary<sup>b</sup></b>				
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.754 <sup>a</sup>	.568	.559	2.81080

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: SPSS Output, (2025)

Based on the results presented in the table above, the R Square value is 0.559 or 55.9%. This indicates that the regression model of the independent variables in this study is able to explain 55.9% of the variation in the dependent variable, while the remaining 44.1% is explained by other factors outside the scope of this study, such as product quality, customer satisfaction, brand trust, price, and others.

## CONCLUSION

Based on the results and discussions regarding the influence of brand image and promotion on purchase decisions for Eiger shoes (case study: Grand Depok City branch), the conclusions are as follows:

1. Brand Image does not have a significant partial influence on the purchase decision of Eiger shoes. Although Eiger is a well-known brand, consumer perception of the brand is not strong enough to independently influence buying decisions. Consumers may not yet fully perceive the unique value or differentiation of Eiger shoes compared to competitors.
2. Promotion has a significant partial influence on the purchase decision of Eiger shoes. Promotional activities such as advertising, sales promotions, direct marketing, personal selling, and public relations play a crucial role in encouraging purchases. A well-targeted and effective promotional strategy significantly influences consumer decisions.
3. Brand Image and Promotion, simultaneously, have a significant influence on the purchase decision of Eiger shoes. The combined strength of brand positioning and promotional efforts is proven to influence purchasing behavior among consumers at the Eiger Grand Depok City branch.

## Research Implications

The managerial implications derived from this study, particularly for Eiger's Grand Depok City branch, are as follows:

1. It is essential for the company to strengthen its promotional strategies comprehensively. Promotional efforts should be more informative and capable of capturing consumer attention. This can be achieved by clearly highlighting product advantages, offering attractive deals, and maximizing the use of digital media. Targeted and effective promotional strategies can serve as a key driver in enhancing consumer purchase decisions.
2. Post-purchase consumer experience should be improved to encourage word-of-mouth recommendations. Consumers appear to be not fully motivated to recommend Eiger shoes to others. Therefore, the company needs to enhance customer satisfaction through reliable after-sales services, consistent product quality, and trustworthy communication. These improvements can foster customer loyalty while expanding market reach through voluntary customer recommendations.

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