

THE INFLUENCE OF PRODUCT QUALITY, PRODUCT INNOVATION, AND BRAND IMAGE ON CONSUMER PURCHASING DECISIONS FOR THE EIGER BRAND IN DENPASAR CITY

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Abstract:

This study aims to examine how product quality, innovation, and brand perception influence consumer purchasing choices for the Eiger brand in Denpasar City. A quantitative methodology was employed through a survey conducted with 98 participants selected using a purposive sampling method. Data were collected using a Likert-scale questionnaire and evaluated using various statistical measures such as reliability, classical assumption assessment, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2). The findings are expected to demonstrate that product quality, product innovation, and brand image can influence consumer purchasing behavior, both individually and collectively, serving as the basis for strategies to increase a company's market competitiveness. Based on the results of data analysis and discussion, the conclusion of the research is that product quality, product innovation and brand image have a positive and significant effect on consumer purchasing decisions on the Eiger Brand in Denpasar City. It means that if the product offered has good quality, it will increase consumer purchasing decisions on the Eiger Brand in Denpasar City. Brand image has a positive and significant effect on consumer purchasing decisions on the Eiger Brand in Denpasar City. It means that if a product has a positive brand image, it will increase consumer purchasing decisions on the Eiger Brand in Denpasar City.

Keywords: Product Quality, Product Innovation, Brand Image, Consumer Purchasing Decisions.

INTRODUCTION

Outdoor activities such as mountain climbing, rock climbing, and whitewater rafting are currently showing increasing interest, especially among the younger generation. These activities require not only physical fitness but also a thorough understanding of wilderness survival techniques and the need for appropriate equipment. It is crucial because outdoor activities carry a high level of risk to safety. Therefore, selecting equipment that suits your function and needs is crucial. As the market evolves, a wide variety of outdoor gear products are now available in varying degrees of quality, design, and durability. It encourages manufacturers to continuously improve the quality of their products to maintain competitiveness and strengthen their brand image in the eyes of consumers.

Eiger's product innovation reflects the company's commitment to improving quality while strengthening its brand image in the minds of consumers. Brand image is a key determinant in the consumer decision-making process, formed through various associations such as superiority, strength, and uniqueness, as stated by Keller (2012). Products with a strong brand image are generally perceived as having quality commensurate with the price offered to consumers. Therefore,



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strengthening brand image is a crucial strategy to make products more easily recognized and remembered, thus embedding them in consumers' minds and influencing purchasing preferences. When a positive brand image is formed, it will increase consumer trust in the product being offered.

Furthermore, product quality is a strategic instrument used by companies to determine their product position in the market. Every company needs to establish appropriate quality standards to maintain and strengthen competitiveness amidst increasingly intense competition. Product quality is also closely related to the economic value perceived by consumers, which often forms the basis for consideration when comparing a product with other similar alternatives (Heykal et al., 2024).

Consumer purchasing choices are primarily influenced by their perceptions of product quality and associated costs. In today's market, brand reputation and product quality are crucial factors influencing consumer purchasing decisions and can even lead to changes in consumer habits. This trend can be seen in the growing public interest in outdoor activities, including activities like mountain climbing and various adventure sports. In this context, Eiger is a brand that offers a variety of equipment designed to meet the needs of outdoor enthusiasts. This growing public interest in outdoor activities has also led to a growing demand for various equipment to support these activities. In this context, Eiger, as a local company, has successfully built widespread consumer recognition through products that offer superior quality at prices commensurate with the value provided. Eiger's products are also considered to represent the needs and lifestyles of active communities with a strong interest in outdoor activities.

With a strong brand image and positive reputation among consumers, Eiger is able to build sustainable levels of trust and customer loyalty. Considering that brand image and product quality are strategic factors that influence the purchasing decision-making process, this study was conducted with the title "The Influence of Product Quality and Brand Image on Product Purchasing Decisions on the Eiger Brand in Denpasar City". This study aims to identify and analyze the extent to which these two variables influence consumer purchasing decisions in the context of the local market.

In the increasingly competitive dynamics of the outdoor equipment industry, companies are required to create a competitive advantage through the implementation of effective and adaptive marketing strategies. One approach that plays a crucial role is strengthening brand image. Brand image can be understood as a collection of perceptions, associations, and beliefs formed in the minds of consumers about a brand. The existence of a brand image serves as an important reference for consumers in evaluating a product, especially when information is limited (Halimi et al., 2023). Furthermore, brand image also reflects the perceptions that spontaneously arise in consumers' minds when a brand is mentioned. To build a positive brand image, companies need to design a strong, unique marketing strategy with a competitive advantage that can differentiate the product from competitors (Tantowi & Saino, 2021). Thus, it can be concluded that brand image plays a crucial role because it is directly related to the impression formed in the minds of consumers. This positive impression ultimately results from consumers' experience and knowledge of a brand, which then influences their purchasing behavior. As stated by Kotler (2009), product quality encompasses all attributes and characteristics that influence its ability to meet stated or implied requirements. Product quality indicators include the following: Form: This product stands out from the rest in terms of its physical dimensions, shape, or design. The brand's distinctive features and characteristics are easily recognizable and have earned it a large following among fans. Performance: This brand's products provide practical benefits, both for everyday activities and specific tasks. Suitability: This brand offers products that are guaranteed to be of quality. Durability: These items have impressive colorfastness and material strength. Reliability: This brand uses the best materials



for its clothing. **Ease of Repair:** In case of damage, repair services for this brand are easy to obtain. **Style:** Using this product boosts my confidence, and the design is aesthetically pleasing.

Consumer Behavior. Consumer Behavior Kanuk (2008) & Kotler (2008) argue that consumer behavior is everything that drives the behavior before purchasing, using, and disposing of a product, and after doing the above, or evaluating activities. Understanding consumer behavior is not easy because many factors influence and interact with each other. Therefore, a company's marketing approach must be designed with these factors in mind. Furthermore, consumers are not only different but also share similarities.

Product Quality. According to Kotler & Keller (2016), quality encompasses all aspects and attributes of a product or service that competently meet customer needs. The higher the product quality, the greater the satisfaction experienced by customers. With a high level of satisfaction, customers are more likely to recommend the product to others. (Lovell & Wright, 2017) argue that product quality refers to the condition of a product, assessed based on how well it meets predetermined benchmarks. Every consumer has expectations regarding the quality of the products they purchase. Consumers will feel satisfied if the product meets or exceeds their expectations. To achieve the desired level of product quality, quality benchmarks are needed. Quality benchmarks aim to ensure that the product meets predetermined benchmarks, so that customer confidence in the product is not compromised.

Product Innovation. Product innovation is a source of company growth. These changes stem from the company's evaluation of the quality of its products to ensure they remain relevant to evolving consumer tastes and needs. Product innovation can increase a product's added value and provide solutions to a number of consumer needs within a single product or solutions to existing product evaluations. This innovation leads to continuous quality improvements, resulting in greater customer satisfaction and a reluctance to switch to other products or companies.

Brand Image. According to Keller (in Widyastuti & Said, 2017), brand image is a consumer's perception of a brand, formed as a reflection of memories and associations related to the brand. Meanwhile, Khuong and Tran (2018) explain that brand image describes the state in which consumers have thoughts and feelings about a brand's attributes, which ultimately can drive purchase intentions and increase brand value in the eyes of consumers. Furthermore, Suhaily and Darmoyo (2017) show that brand perception plays a crucial role in shaping consumer behavior during decision-making, particularly when purchasing a product. The stronger the brand image, the more likely consumers are to choose to purchase it.

Purchasing Decisions. As noted by Kotler and Armstrong (2018), individuals engage in numerous purchasing choices every day, and these choices are at the heart of marketing strategies. According to Kotler and Armstrong (cited in Yuliantri and Wiwin, 2018), the act of making a purchase represents a specific phase in the buyer's decision-making journey as they finalize their choice. Buyers have the freedom to choose the products they want based on their preferences, determining the location, method of purchase, quantity, timing, and reason for their purchase. Consumers acquire and use products not only for their primary use but also for their social and emotional significance.

METHODS

This research was conducted in Denpasar, Bali. Denpasar was chosen as the research location because it has a large and diverse population and is the center of economic activity in Bali. Furthermore, the city has a high level of social media penetration, making it relevant for research on the influence of factors such as product innovation, product quality, and brand image on purchasing



decisions. The object of this research focuses on the influence of product quality, product innovation, and brand image on consumer purchasing decisions for the Eiger brand in Denpasar. The study is directed at how product quality, design updates and developments, and the brand image formed in the minds of consumers play a role in shaping Eiger purchasing tendencies and decisions in Denpasar. In this study, all residents of Denpasar who have experience purchasing or plan to purchase Eiger products are included. Because the population is not specifically known, the intended population is all consumers who can be accessed through media, and the number of visitors is unknown. To determine the sample size in this study, the formula proposed by Hair et al. (2019) was used. The formula states that the sample size can be determined by multiplying the number of indicators in the study by 5-10. Based on this research, there are 14 indicators used, so the calculation of the number of samples is as follows:

$$\begin{aligned} \text{Number of samples} &= \text{number of indicators} \times 7 \\ \text{Number of samples} &= 14 \times 7 = 98 \end{aligned}$$

Thus, the total number of respondents required for this study is 98. The independent variables used in this study are: product quality (X1), product innovation (X2), and brand image (X3), while the dependent variable is purchasing decision (Y). The types of data used in this study are quantitative and qualitative, and the data sources are primary and secondary data. The data collection method used in this study is observation, supported by a questionnaire. Four data analysis techniques are used in this study, which can be classified as follows: descriptive statistical tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing.

RESULT AND DISCUSSION

Multiple Linear Regression Analysis.

Table 1. Summary of Multiple Linear Regression Analysis Results

| Model | Coefficients ^a | | | t | Sig. |
|--------------------|-----------------------------|---------------------------|------|-------|------|
| | Unstandardized Coefficients | Standardized Coefficients | | | |
| | B | Std. Error | Beta | | |
| 1 (Constant) | -,146 | 1.111 | | .131 | .869 |
| Product quality | ,122 | ,052 | .165 | 2,576 | .020 |
| Product innovation | -,418 | ,053 | .653 | 9.134 | .000 |
| <i>Brand image</i> | ,190 | ,064 | .215 | 2.989 | .004 |

Source: Data processed in 2026

Based on the table above, the multiple linear regression equation can be written as follows:

$$Y = 0.146 + 0.122X1 + 0.481X2 + 0.190X3$$

This multiple linear regression equation shows the direction of each independent variable on the dependent variable. The multiple linear regression equation can be explained as follows:

1. α = A fixed value of 0.146 indicates that when product quality (X1), product innovation (X2), and brand image (X3) are all zero, the consumer's purchase decision will be recorded at 0.146.



2. $X_1 = 0.122$ indicates that product quality has a positive effect on consumer purchasing choices. In other words, when a product is of high quality, consumer purchasing decisions will increase.
3. $X_2 = 0.481$ indicates that product innovation has a positive impact on consumer purchasing choices. It means that when product innovation effectively improves a product, consumer purchasing decisions will increase.
4. $X_3 = 0.190$ indicates that brand image has a positive influence on consumer purchasing choices. It implies that when a product is associated with a strong brand image, consumer purchasing decisions will increase.

F TEST.

Table 2. Results of the Simultaneous Significance Test (F Test)

| Model | ANOVA ^a | | | | |
|--------------|--------------------|----|-------------|--------|--------------------|
| | Sum of Squares | df | Mean Square | F | Sig. |
| 1 Regression | 56,637 | 2 | 28,319 | 50,492 | <,001 ^b |
| Residual | 53,281 | 95 | ,561 | | |
| Total | 109,918 | 97 | | | |

Source: Data processed in 2026

Based on the test results, H_0 is rejected, and H_1 is accepted because, according to the figure above, F count (39.945) $>$ F table (2.70) with a significance value of F $0.000 < 0.05$. It shows that consumer purchasing decisions (Y) about the Eiger brand in Denpasar City are significantly influenced by the variables of product quality (X_1), product innovation (X_2), and brand image (X_3) simultaneously. Based on the results of the research analysis, the following discussion can be made:

The Influence of Product Quality, Product Innovation, and Brand Image on Customer Decisions for the Eiger Brand in Denpasar City. The F-test (simultaneous) obtained F count (39.945) $>$ F table (2.70) with a significance value of $0.000 < 0.05$. Therefore, H_0 is rejected, and H_1 is accepted. It means that the variables product quality (X_1), product innovation (X_2), and brand image (X_3) simultaneously have a positive and significant influence on consumer purchasing decisions (Y) for the Eiger Brand in Denpasar City, with a coefficient of determination of 54.6% . It means that product quality, product innovation, and brand image influence consumer purchasing decisions for the Eiger Brand in Denpasar City by 54.6% , while other factors outside this study influence the remaining 45.4% .

The Influence of Product Quality on Customer Purchasing Decisions for the Eiger Brand in Denpasar City. The calculated t (2.364) $>$ t (1.661) was obtained with a significance level of $0.020 < 0.05$, so H_0 was rejected, and H_2 was accepted, meaning that the product quality variable had a significant positive effect on consumer purchasing decisions for the Eiger Brand in Denpasar City, Badung. The regression coefficient b_1 (product quality variable) was 0.122 , indicating that if the product offered had good quality, it would increase consumer purchasing decisions for the Eiger Brand in Denpasar City. Product quality is one of the main factors influencing consumer purchasing decisions. High-quality products usually demonstrate durability, good performance, and meet or even exceed consumer expectations. It creates a sense of satisfaction and trust in the brand or manufacturer, which ultimately encourages consumers to make a purchase. When consumers perceive that the product offered provides comparable or greater value than the price paid, they tend to choose that product over other products of questionable quality. Therefore, the higher the quality of the product offered, the more likely it is that the product will be chosen by consumers as



a rational and satisfying purchasing decision. Research conducted by Aghitsni & Busyra (2022), Aldini et al. (2022), and Aghitsni, W. I., & Busyra, N. (2022) found that product quality has a significant positive effect on consumer purchasing decisions.

The Influence of Product Innovation on Consumer Purchasing Decisions for the Eiger Brand in Denpasar City. The calculated $t (9.134) > t (1.661)$ with a significance level of $0.000 < 0.05$, thus H_0 is rejected, and H_3 is accepted, indicating that the influencer marketing variable has a significant positive effect on consumer purchasing decisions for the Eiger Brand in Denpasar City. The regression coefficient b_2 (Product Innovation variable) of 0.481 indicates that if influencer marketing is able to promote the product effectively, it will increase consumer purchasing decisions for the Eiger Brand in Denpasar City. Research conducted by Gayoe Angger & Sonja Andarini (2023), Pratiwi & Sidi (2022), and Lengkawati, A. S., & Saputra, T. Q. (2021) states that influencer marketing has a significant positive effect on consumer purchasing decisions.

The Influence of Brand Image on Consumer Purchasing Decisions for the Eiger Brand in Denpasar City. The calculated $t (2.989) > t (1.661)$ with a significance level of $0.004 < 0.05$, thus H_0 is rejected, and H_4 is accepted, meaning that the brand image variable has a significant positive effect on consumer purchasing decisions for the Eiger Brand in Denpasar City. The regression coefficient b_3 (brand image variable) of 0.2989 indicates that if a product has a positive brand image, it will increase consumer purchasing decisions for the Eiger Brand in Denpasar City. Brand image plays an important role in influencing consumer purchasing decisions because it reflects the perception, value, and reputation of a brand in the eyes of the public. When a brand has a positive image, such as being perceived as high quality, trustworthy, or in line with a certain lifestyle, consumers are more likely to choose products from that brand over those of its competitors. A strong brand image also creates an emotional bond and a sense of pride in using the product, thus fostering loyalty and confidence in making purchasing decisions. Thus, the better the brand image, the greater its influence in encouraging consumers to make purchases.

CONCLUSION

Based on the data analysis and discussion, the following conclusions were drawn from the research:

1. Product quality, product innovation, and brand image have a positive and significant influence on consumer purchasing decisions for the Eiger brand in Denpasar City.
2. Product quality has a positive and significant influence on consumer purchasing decisions for the Eiger brand in Denpasar City. It means that if the product offered is of good quality, it will increase consumer purchasing decisions for the Eiger brand in Denpasar City.
3. Brand image has a positive and significant influence on consumer purchasing decisions for the Eiger brand in Denpasar City. It means that if a product has a positive brand image, it will increase consumer purchasing decisions for the Eiger brand in Denpasar City.

Recommendations. In an effort to improve consumer purchasing decisions for the Eiger brand in Denpasar City, the following recommendations are made for the Eiger brand in Denpasar City:

1. The overall quality of the products offered by the Eiger brand in Denpasar City is quite good. However, the statement in the product quality variable with the lowest average score is "The Eiger products I own are durable and not easily damaged." Therefore, the Eiger brand in Denpasar City needs to improve the quality and raw materials used in its production.
2. The brand image of the Eiger brand in Denpasar City is generally quite good. However, the statement in the brand image variable with the lowest average score is "I feel more confident when wearing Eiger products." The Eiger brand in Denpasar City should improve the design of



its Eiger products to keep up with current trends and increase self-confidence. Future studies are expected to include factors such as brand awareness, lifestyle, and advertising that can influence customer purchasing decisions. To provide a more comprehensive perspective that can be applied generally, the research can also be expanded in scope, or its location can be shifted so that it does not only focus on one research location.

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