
**THE INFLUENCE OF PRODUCT QUALITY AND PRICE PERCEPTION ON
PURCHASE DECISIONS OF LOCAL FASHION BRAND EIGER PRODUCT
AMONG TIKTOK APPLICATION USERS**



Safina Najah¹
Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia
Najahsafina1@gmail.com

Zawawi²
Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia

Abstract

This study aims to analyze the effect of product quality and price on purchasing decisions of the local fashion brand Eiger on TikTok Shop. A quantitative explanatory approach was employed, with 119 purposively selected respondents. Data were collected through an online questionnaire and analyzed using multiple linear regression. The results indicate that both product quality and price have a positive and significant effect on purchasing decisions for Eiger products on TikTok Shop, with significance values of 0.004 and 0.000, respectively. The coefficient of determination (R^2) of 0.916 shows that 91.6% of the variation in purchasing decisions is explained by product quality and price, while the remaining 8.4% is influenced by other factors outside the model. These findings highlight that the combination of good product quality and appropriate pricing is a key factor in enhancing consumer purchasing decisions on social media-based e-commerce platforms.

Keywords: Local Products, Product Quality, Price, Purchase Decision, TikTok Shop

INTRODUCTION

The rapid development of digital technology has transformed people's activity patterns, including in the trade sector. Buying and selling is now increasingly easier through online platforms (e-commerce), which offer time efficiency, flexibility of location, and access to a variety of products at competitive prices (Tusanputri, 2021). This phenomenon has encouraged the emergence of various e-commerce platforms that facilitate transactions between sellers and buyers, one of which is TikTok Shop. TikTok Shop is the latest feature of the TikTok app, launched in April 2021 to support direct buying and selling transactions within the app. With TikTok users continuing to grow, reaching 106.51 million in Indonesia by October 2023 (Annur, 2023), TikTok Shop presents a strategic opportunity for businesses, particularly local brands, to market their products to the wider community.

Fierce competition in the Indonesian fashion industry demands that businesses produce quality products while implementing appropriate marketing strategies. Local fashion brands are growing and are able to compete with international brands through superior design, competitive pricing, and the use of digital platforms such as marketplaces and social media (Indah Handayani, 2020). One well-known local brand is Eiger, known for providing high-quality outdoor equipment. The presence of local brands such as Eiger, Erigo, 3Second, Roughneck, and Hooligans demonstrates that Indonesians, especially the younger generation, have a high interest in local fashion products (Kholisdinuka, 2021).

In the purchasing decision-making process, consumers are influenced by various factors such as product quality, price, promotion, and personal characteristics (Kotler & Armstrong, 2018). Product quality that meets specifications and is considered reasonable will increase consumer confidence in purchasing, while appropriate promotion will strengthen positive perceptions of the product (Ristiyanti & Murdo, 2021). Several previous studies have shown mixed results regarding the influence of product quality and price on purchasing decisions, so further research is needed to fill this research gap (Andriani et al., 2019; Andika & Susanti, 2018).

Indonesia is also known as one of the countries with a large textile and apparel industry. Growth in this industry contracted in 2020 due to the COVID-19 pandemic, but has begun to rebound due to increased public interest in local fashion products and the convenience of online shopping (Ministry of Industry, 2024). Support from digital platforms like TikTok Shop, along with innovative marketing strategies, is expected to strengthen the competitiveness of local brands in both domestic and international markets.

REVIEW OF LITERATURE

Many studies have previously investigated product quality, price, and promotion on purchasing decisions. Rosa and Yulianthini (2022) found that price and promotion had a positive and significant effect on purchasing decisions at Ulan Cake Seririt. Meanwhile, Andriani et al. (2019) found that product quality and promotion had a significant effect on purchasing decisions, while price had a positive but insignificant effect. Similar results were also found by Ismiatun et al. (2022), who showed that price, promotion, and product quality influenced consumer purchasing decisions at Hangiri Banyumanik Semarang.

Theoretically, marketing, according to Kotler and Armstrong (2017), is the process of creating value for customers and building strong relationships with the aim of obtaining

value in return from customers. In the marketing concept, the marketing mix is known as product, price, place, and promotion, all of which influence consumer purchasing decisions. The purchasing decision itself is part of consumer behavior that involves the process of recognizing needs, searching for information, evaluating alternatives, purchasing, and post-purchase behavior (Kotler & Keller, 2016). Factors that influence purchasing decisions include product quality, price, promotion, personal characteristics, culture, and social (Kotler & Armstrong, 2018).

Product quality is the ability of a product to meet consumer needs and create added value, including aspects of diversity, design, characteristics, branding, packaging, service, and warranty (Alma & Buchari, 2013; Kotler & Armstrong, 2018). Price is the amount of money consumers pay to obtain goods or services, and its indicators include affordability, suitability to product quality, competitiveness, and suitability to product benefits (Tjiptono, 2014). Promotion is a marketing communication activity that aims to inform, persuade, and remind consumers about the products or services offered (Kotler & Keller, 2016).

Based on the literature review and previous research, the relationship between variables in this study can be explained as follows. Product quality (X1) is assumed to have a positive and significant effect on purchasing decisions (Y). Quality products will increase consumer satisfaction, foster trust, and encourage consumers to repurchase. Price (X2) is also assumed to have a positive and significant effect on purchasing decisions (Y). Prices that match the quality and benefits of the product will increase consumer interest in making a purchase. Promotion (X3) is assumed to have a positive and significant effect on purchasing decisions (Y). The more effective the promotion, the greater the chance that consumers will recognize and purchase the product.

These three independent variables—product quality, price, and promotion— jointly influence purchasing decisions for local fashion brands on TikTok Shop. This relationship demonstrates that the better the product quality, the more affordable and appropriate the price, and the more attractive the promotion, the higher the consumer's purchasing decision.

The hypotheses in this study are as follows:

H1: Product quality (X1) has a positive and significant effect on purchasing decisions (Y) for local fashion brand products on TikTok Shop.

H2: Price (X2) has a positive and significant effect on purchasing decisions (Y) for local fashion brand products on TikTok Shop.

H3: Promotion (X3) has a positive and significant effect on purchasing decisions (Y) for local fashion brand products on TikTok Shop.

RESEARCH METHOD

This research is a quantitative study with an explanatory method that aims to test the effect of product quality (X1), price (X2), and promotion (X3) on purchasing decisions (Y) of local fashion brand Eiger products on TikTok Shop. The research population is TikTok Shop users who have purchased local fashion brand products, with a sample of 119 respondents selected purposively. Primary data was obtained through an online questionnaire. Variables were measured through indicators of product quality (diversity, quality, design, brand, warranty), price (affordability, quality suitability, competitiveness, benefits), promotion (frequency, media, attractiveness), and purchasing decisions

(steadiness, habits, speed of purchase). Data analysis used multiple linear regression with instrument tests (validity and reliability), classical assumption tests (normality, multicollinearity, heteroscedasticity), as well as t-tests, F-tests, and coefficients of determination (R^2) to test the hypothesis.

RESULTS AND DISCUSSION

Eiger Product Overview

PT Eigerindo Multi Produk Industri, or Eiger, is a lifestyle equipment brand for nature enthusiasts founded in 1989 by Ronny Lukito, starting as the Export brand before changing to Eiger. This brand was born in Indonesia with the aim of supporting tropical nature exploration and bringing quality local products to the international stage. Since 2015, Eiger has focused its products on nature activities in tropical climates with the tagline "Tropical Adventure", which is reflected in its three product categories: Mountaineering, Riding, and Eiger 1989 (Lifestyle).

Respondent Gender

Table 1.
Classification of Respondents' Gender

No	Gender	Amount	Percentage
1	Woman	25	21%
2	Man	94	79%
		119	119%

Based on the data, it was found that of the 119 respondents, 94 were male, or at least 79% of the total. This large number of male respondents is based on their tendency to enhance their appearance. One way to do this is by using Eiger, which claims to provide high-quality products.

Respondent's Age

Table 2.
Respondent's Age

No	Age	Mount	Percentage
1	< 20 years	29	24%
2	20 – 29 years	45	38%
3	30 – 39 years	40	34%
4	40 – 50 years	5	4%
	Total	119	119%

The majority were male (94 people, or 79%), citing a tendency to enhance their appearance, one of which is through Eiger products. The majority of respondents were aged 20–29 (45 people, or 38%), in line with Eiger's primary target market (15–34 years old). The fewest respondents were aged 40–50 (5 people, or 4%).

Test Research Data

Validity Test

Validity testing in this study was conducted to ensure that the questionnaire used was truly capable of measuring the variables studied. There were 17 questionnaire items representing 3 variables and filled out by 119 respondents. Before determining the validity

of the questionnaire, the r table value was first calculated using the formula $df = N-2$, so that $119-2 = 117$ and obtained an r table of 0.1801. Based on the test results, all questionnaire items had correlation values above the r table and were therefore declared valid. Thus, this questionnaire is suitable for use as a data collection instrument in this study.

Reliability Test

This study conducted a reliability test to measure the consistency of the questionnaire with an α limit of 0.60. The test results showed that the Eiger product quality variable (X1) had a Cronbach Alpha value of $0.932 > 0.60$, thus it was declared reliable.

Based on the results of the reliability test on the Eiger Price variable (X2), it is known that the reliability value obtained through the Cronbach Alpha test is $0.986 > 0.06$. Through these results, it can be seen that the X1 variable has reliable status.

Based on the results of the reliability test on the Eiger purchasing decision variable (Y1), it is known that the reliability value obtained through the Cronbach Alpha test is $0.957 > 0.06$. Through these results, it can be seen that the X1 variable has reliable status

CONCLUSION

Based on the research results, it can be concluded that the instrument used is valid and reliable, making it suitable for measuring the variables studied. The research data also meets the classical assumptions (normality, free from multicollinearity, and heteroscedasticity), so that multiple linear regression analysis can be used. The analysis results show that both product quality and price have a positive and significant effect on purchasing decisions for Eiger products on TikTok. This means that the better the product quality and the more appropriate the price is to consumer perceptions, the higher the purchasing decision. Of the two variables, price proved to be the most dominant factor influencing purchasing decisions. This research model was able to explain 91.6% of the variation in purchasing decisions, while the remainder was influenced by other factors such as service, brand image, or product competitiveness in the market. Overall, the right combination of product quality and price is an important factor in increasing purchasing decisions for Eiger products on TikTok.

REFERENCES

- Aaker, D. A. (1991). *Manajemen Equitas Merek, memanfaatkan nilai dari suatu merek*. Mitra Utama.
- Achmad, N., & Kuswati, R. (2021). *Imronudin.(2021) Teori & Praktek Statistik Milenial*. Jasmine Publisher.
- Adeleke, A. (2020). A Case Study of the Marketing Tools Coffee Shop Owners Use to Sustain Businesses. *Open Journal of Business and Management*, 08(02), 726–753. <https://doi.org/10.4236/ojbm.2020.82044>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Akbar Prakosa, M. R., & Kuswati, R. (2025). Brand Experience and Brand Loyalty: The Mediating Role of Brand Love and Susceptibility to Normative Influence. *Advances in Management & Financial Reporting*, 3(2), 72–84. <https://doi.org/10.60079/amfr.v3i2.501>

- Alkitbi, S. S., Alshurideh, M., Al Kurdi, B., & Salloum, S. A. (2021). Factors Affect Customer Retention: A Systematic Review. In *AISA 2020: Proceedings of the International Conference on Advanced Intelligent Systems and Informatics 2020* (pp. 656–667). Springer, Cham. https://doi.org/10.1007/978-3-030-58669-0_59
- Alshamsi, A., Alshurideh, M., Kurdi, B. Al, & Salloum, S. A. (2021). *The Influence of Service Quality on Customer Retention: A Systematic Review in the Higher Education* (pp. 404–416). Springer, Cham. https://doi.org/10.1007/978-3-030-58669-0_37
- Alwan, M., & Alshurideh, M. T. (2022). The effect of digital marketing on purchase intention: Moderating effect of brand equity. *International Journal of Data and Network Science*, 6(3), 837–848. <https://doi.org/10.5267/j.ijdns.2022.2.012>
- Awadhi, J. AL, Obeidat, B., & Alsgurideh, M. T. (2021). The impact of customer service digitalization on customer satisfaction: Evidence from telecommunication industry. *International Journal of Data and Network Science*, 5(4), 815–830. <https://doi.org/http://dx.doi.org/10.5267/j.ijdns.2021.x.002>
- Bagozzi, R. P. (1986). Attitude formation under the theory of reasoned action and a purposeful behaviour reformulation. *British Journal of Social Psychology*, 25(2), 95–107. <https://doi.org/https://doi.org/10.1111/j.2044-8309.1986.tb00708.x>
- Castañeda García, J. A., Del Valle Galindo, A., & Martínez Suárez, R. (2018). The effect of online and offline experiential marketing on brand equity in the hotel sector. *Spanish Journal of Marketing - ESIC*, 22(1), 22–41. <https://doi.org/10.1108/SJME-03-2018-003>
- Dahiya, R. (2018). A Research Paper on Digital Marketing Communication and Consumer Buying Decision Process: An Empirical Study in the Indian Passenger Car Market. *Journal of Global Marketing*, 31(2), 73–95. <https://doi.org/10.1080/08911762.2017.1365991>
- Dewi, T. C. C., & Kuswati, R. (2024). *Analysis the Effect of Brand Experience on e-WOM: Brand Love as Mediating* (pp. 270–283). Atlantis Press International BV. https://doi.org/10.2991/978-94-6463-204-0_24
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59(July), 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Ebrahim, R. S. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*, 19(4), 287–308. <https://doi.org/10.1080/15332667.2019.1705742>
- Farquhar, P. H. (1989). Managing Brand Equity. *Marketing Research*, 1(3), 24–33.
- Grewal, D., Hulland, J., Kopalle, P. K., & Karahanna, E. (2020). The future of technology and marketing: a multidisciplinary perspective. *Journal of the Academy of Marketing Science*, 48(1), 1–8. <https://doi.org/10.1007/s11747-019-00711-4>
- Hidayatulloh, F., & Susila, I. (2024). The Effect of Brand Image, Brand Trust and Price on Repurchase Interest. *Jurnal Ilmiah Manajemen Kesatuan*, 12(2), 469–480. <https://doi.org/10.37641/jimkes.v12i2.2518>