

Analysis of the Role of Brand Equity, Digital Marketing and Word of Mouth, as a Strategy to Improve Purchase Decisions at Nesaifah Boutique

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ABSTRACT

The purpose of the research is to investigate whether brand equity, digital marketing and word-of-mouth affected customers' decisions to buy at Nesaifah boutique. The 102 participants were selected by using a purposive sampling method and meeting the requirement that they had made purchases at Nesaifah boutique more than once. Outer and inner model are the tests used in this research, with Structural Equation Modeling (SEM) analysis techniques. Smartpls 4 is a test tool used in research. The research results showed that the variables word of mouth and brand equity had a positive and significant effect on purchasing decisions at Nesaifah Boutique. while digital marketing has no effect on purchasing decisions at Nesaifah Boutique.

INTRODUCTION

In recent years, Indonesia's fashion sector has grown very fast (Srisusilawati et al., 2024). Indonesian people who tend to follow the trends around them make the development of fashion in Indonesia continue to go along with the changing times and experience a continuous shift in style. The younger generation in the world today plays an important role in the fashion sector because they can spread it easily. Fashion not only includes clothing and its properties that protect or cover the body, but also refers to the identity or social position of its users. (Hadi & Ritonga, 2023).

The increasing public consumption of fashion goods is another indicator of this expansion, in addition to the rise of local companies. According to (Benedicta & Paramita, 2022). The fashion industry has grown rapidly as a result of the changing lifestyles of urbanites. In addition, Indonesia has adopted international fashion trends more quickly due to the influence of globalization and easy access to fashion information through digital media. (Srisusilawati et al., 2024)

The fashion sector has also penetrated not only in the city but also in the village even though it is not as big as in the city, one of the shops engaged in the fashion sector is the Nesaifah Boutique store located in Gandrungmangu, Cilacap Regency. This boutique conducts various promotions ranging from digital marketing to strengthening its brand, on Instagram this boutique has 7.3 thousand followers which makes this boutique famous in the surrounding area than its competitors.

It should be realized that consumer decisions about what to buy also determine whether they will actually make a purchase or not. According to Sucipto and Fuad (in Fatmawaty et al., 2024), as part of consumer behavior, purchasing choices not only include the act of choosing and buying products and services, but also include decision making that occurs before and after the process. In addition, consumer preferences for a product can also influence the purchase decision (Haryanto & Haryanto, 2025). The four main parts of a purchase decision are choosing a product, choosing a brand, and choosing the amount to buy.

In the context of the rapid development of the fashion industry, one of the concepts at the center of attention is brand equity. Brand equity is defined as the market value of a product or service by Adianti et al. (2023). This value is manifested in price, market share, and brand profit, as well as in consumer attitudes, behaviors, and perceptions of the brand. The four main aspects of brand equity include perceived quality, brand loyalty, brand association, and brand awareness. Aaker (in Qalby et al., 2023). According to research (Anggraini et al. (2024), Diskandia & Hasbi (2021), and Nurhayati & Ariani (2023)), Brand equity has a significant positive effect on purchasing decisions. A strong brand can increase consumer confidence and strengthen loyalty, which in turn can increase sales. However, research by Ramadhan et al. (2023). This difference indicates a gap in the literature and emphasizes the need for further research to fully understand the circumstances in which brand equity affects purchasing decisions.

In line with the importance of brand equity, digital marketing is also very important in today's business environment. The use of digital technology and the internet to advertise goods and services and communicate with customers is known as digital marketing, Suliarta (2023). This technique includes various tools and platforms such as web sites, web banners, social networking, e-mail marketing, social media, search engine optimization (SEO), and online advertising, Mkwizu (in Harto et al., 2021). There are five indicators of digital marketing according to Syahidah (2021), namely email, websites, video sharing, comment forums, and social networks. According to research (Harto et al. (2021), Putri & Marlien (2022), and Onsardi et al. (2022)), digital marketing significantly influences consumers' decision to buy. Online advertising has the ability to reach a large and diverse audience, which affects sales volume growth. However, research conducted by Azizah (2020) and Pebrianti et al. (2020) found that digital marketing does not always have a big influence on people's choices about what to buy. This difference indicates a gap in the literature and emphasizes the need for further research to fully understand the circumstances surrounding the influence of digital marketing on purchasing decisions.

In today's corporate environment, word of mouth is as important as digital marketing and brand equity. The practice of consumers telling other consumers is known as word-of-mouth, Sumardy (in Rahayu & Handayani, 2023). One of the most effective and efficient methods of marketing goods or services is through word of mouth communication, as well as by utilizing online media that is able to spread its influence widely. Jecky & Erdiansyah (2021) identify two indicators of Word of Mouth (WOM), namely Volume and Dispersion. According to research by (Winalda & Sudarwanto (2022), Rahayu & Handayani (2023), and Jecky & Erdiansyah (2021)), word-of-mouth significantly influences purchasing decisions. Happy customers can spread the word about their positive experience, which increases the number of sales by attracting the attention of others who have heard. However, according to research by S et al. (2024) and Mighfar et al. (2020), word of mouth does not always have a big impact on purchasing decisions. This difference indicates a gap in the literature and emphasizes the need for research to fully understand the circumstances surrounding the effect of word of mouth on purchasing decisions.

This research is a development of research (U. M. Putri, 2024). This study examines the impact of digital marketing and brand equity on Kopi Kenangan customer satisfaction (Bandung City Consumer Study). Then the researcher added word of mouth to the purchase decision through a reference from (Jecky & Erdiansyah, 2021). Based on this background, the authors conducted research on Analyzing the Role of Brand Equity, Digital Marketing and Word of Mouth as a Strategy to Increase Purchasing Decisions at Nesaifah Boutique.

LITERATURE REVIEW

To strengthen this research, the Stimulus - Response (S-R) theory is used. S-R theory stands for Stimulus and Response which was first introduced by Edward Lee Thorndike (1874-1949). This theory explains that an organism will display certain behaviors when it gets a certain stimulus, where the stimulus

gives rise to a specific corresponding reaction. Thus, one can estimate and expect a harmony between the message conveyed and the response of the communicant, Effendy (in Apriwati, 2018).

Purchase decision

Purchasing decisions are the result of an interaction process between emotional attitudes, knowledge and practical actions that reflect concrete actions and can be observed by others According to (Putra & Karnadi, 2022). Meanwhile, according to Sucipto & Fuad (in Fatmawaty et al., 2024). The decision-making process that occurs before and after the actions involved in choosing and acquiring goods and services is known as a purchasing decision, and is a component of consumer behavior. According to Dewi (in Ramadhan et al., 2023) Customers make decisions about what to buy when they see a problem and then rationally try to solve it. Indicators of purchasing decisions according to Kotler and Keller (in Safitri & Basiya, 2022) are problem recognition, information search, alternative evaluation, purchase decisions and post-purchase behavior.

Brand Equity

According to (Kotler & Keller, 2014a) The value added by goods and services is called brand equity. Price, market share, and the value a brand adds to a company are just a few indicators of brand equity. The way people perceive, value, and interact with brands is another clear indicator. Meanwhile, according to Aaker (in Pandiangan et al., 2021) The term "brand equity" refers to the total positive and negative associations that consumers have with a brand, its name, and its logo. Then according to Tjiptono (in Pandiangan et al., 2021) What makes a product or service valuable to a company and its customers is brand equity, which includes all the assets and liabilities associated with a brand, such as its name and symbols, and how they affect the value proposition. According to Aaker (in Qalby et al., 2023) brand equity is determined by four indicators, namely brand awareness (Brand Awareness), brand association (Brand Association), perceived quality (Perceived Quality), brand loyalty (Brand Loyalty). Based on previous research, researchers argue:
Hypothesis 1: Brand Equity has a positive and significant effect on purchasing decisions.

Digital Marketing

According to (Sulianta, 2023) Using digital distribution channels to promote goods or services is known as digital marketing. Meanwhile, according to Malik (in P. M. Putri & Marlien, 2022) Digital marketing is the process of creating and connecting information between businesses and customers through the use of the internet and other interactive technologies. Examples that include this include websites, search engine marketing, online banners, social media, viral marketing, email marketing, and affiliate marketing. Then according to Mkwizu (in Harto et al., 2021) When marketing techniques are implemented through digital marketing, more electronic media are used to advertise goods and services to consumers in an effort to attract customers and facilitate brand contact. According to Kotler and Keller (in Syahidah, 2021) the indicators for

digital marketing are Email, Website, Video Sharing, Comment Forums and Social Networks. Based on previous research, researchers argue:

Hypothesis 2: Digital Marketing has a positive and significant effect on purchasing decisions.

WOM (Word of Mouth)

According to (Kotler & Keller, 2014b) word of mouth, sometimes called viral marketing, which spreads news from one mouse click to the next (word of mouse) and motivates customers to discuss the company's products. Meanwhile, according to Sumardy (in Rahayu & Handayani, 2023) the practice of consumers informing other consumers is known as word-of-mouth promotion. In a marketing campaign, word-of-mouth is a component of a promotional plan that utilizes customer satisfaction to increase awareness of the product and achieve specific sales targets. According to experts, word-of-mouth refers to the spread of information from customers who have purchased a product to other customers. According to Godes and Mayzlin (in Jecky & Erdiansyah, 2021) Word of Mouth (WOM) indicators are Volume and Dispersion. Based on previous research which shows that word of mouth has different results, then:

Hypothesis 3: Word of Mouth has a positive and significant effect on purchasing decisions.

Based on previous research and literature review, the following framework can be made:

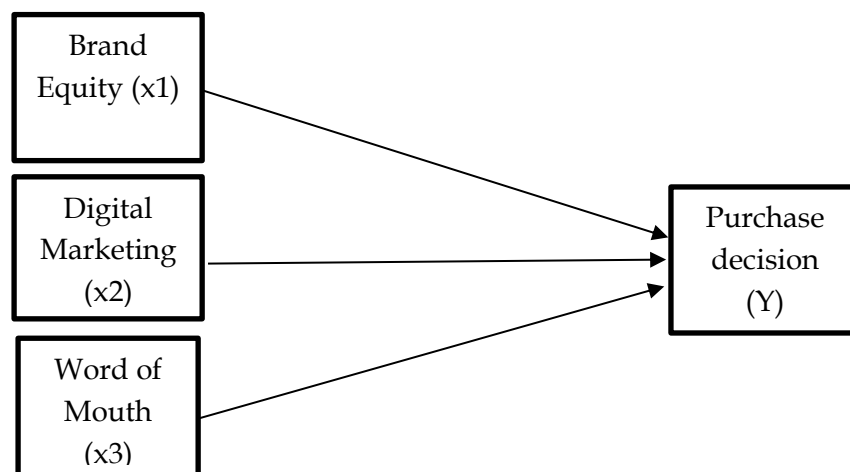


Figure 1. Research framework

METHODOLOGY

This study uses quantitative research, quantitative research is able to provide more measurable information, because it is supported by data that is used as the basis for producing this information. (Priadana & Sunarsi, 2021). The data used in this study are primary data, namely nesaifah boutique consumers. The data collection method in this study was carried out by distributing questionnaires online to respondents via Google Form so that the filling process was easier. (Pramono et al., 2020).

In determining the sample size that represents the population with an unknown number, this study uses the formula proposed by Zikmund as a reference for calculating the sample size.

$$n = \left(\frac{ZS}{E} \right)^2$$

Notes:

n = number of samples.

Z = value that has been standardized according to the degree of confidence.

S = sample standard deviation or estimated population standard deviation.

E = margin of error, is the allowance for inaccuracy due to sampling errors that can still be tolerated.

With a confidence level of 95%, the value of $Z = 1.96$ is obtained. The estimated standard deviation is 0.5 and the acceptable error limit is 10%. Based on calculations using the formula, the number of respondents (n) needed is as follows:

$$n = \left(\frac{(1,96)(0,5)}{0,10} \right)^2$$

$$n = \left(\frac{0,98}{0,10} \right)^2$$

$$n = 9,82$$

$$n = 96,04$$

The calculation results show that the minimum sample size is 96.04, so it is determined that the number of samples to be used in this study is 100 respondents.

The purposive sampling technique is a sampling method by selecting respondents according to specific criteria set by the researcher. (Priadana & Sunarsi, 2021). With the respondent's criteria, namely having made a purchase 1 (one) time at Nesaifah Boutique within the last year. The tests that will be carried out include the Validity and Reliability Test of the data included in the Outer Model, as well as the R-Square Test and the t Test.

RESEARCH RESULT

Respondents

The participants studied included information on gender, age, as well as occupation. of the total 102 respondents, 24.5% were male, 25 people, while 75.5% were female, 77 people. Then based on the age of 102 respondents, the highest age is 23-28 years old by 52%. Then based on work with other filling information being the most, namely 40.2%. These results show that awareness of fashion is still dominated by women who are more concerned with their appearance than men.

The following are the results and discussion of data analysis using smartpls 4 software.

Convergent validity test

Table 1. Convergent validity

Variabel	Indicator	R1	AVE
Brand equity Source (Qalby et al., 2023)	Brand Awareness	Valid	0.550
	Brand Association	Valid	
	Perceived Quality	Valid	
	Brand Loyalty	Valid	
Digital marketing Source (Syahidah, 2021)	Email	Valid	0.598
	Website	Valid	
	Sharing Video	Valid	
	Comments Forum	Valid	
	Social Networks	Valid	
	Volume	Valid	
Word of mouth Source (Jecky & Erdiansyah, 2021)	Dispersion	Valid	0.517
	Problem identification	Valid	0.573
Purchase decision Source (Safitri & Basiya, 2022)	Information search	Valid	
	Alternative evaluation	Valid	
	Purchase decision	Valid	
	Post-purchase behavior.	Valid	

Based on table 1, the loading factor value in each statement item exceeds 0.60, so it can be concluded that the statement is valid. (Hair et al., 2010).

Based on the AVE results in table 1 Thus, it can be concluded that the variables of brand equity, digital marketing, word of mouth, and purchase decisions are declared valid because all of them have values above 0.5 as stated (Pandiangan et al., 2021).

Discriminating validity test

Next, namely the validity test, for the discriminant validity test is to look at Cross Loading.

Table 2. Cross Loading

No	BE	DM	WOM	KP
BE1	0.723	0.283	0.448	0.406
BE2	0.739	0.433	0.161	0.195
BE3	0.755	0.524	0.242	0.297
BE4	0.682	0.252	0.241	0.275

BE5	0.805	0.517	0.380	0.374
DM1	0.446	0.691	0.250	0.309
DM2	0.426	0.843	0.454	0.366
DM3	0.413	0.768	0.315	0.240
DM4	0.463	0.758	0.255	0.225
DM5	0.358	0.799	0.324	0.365
WOM1	0.361	0.452	0.612	0.333
WOM2	0.195	0.206	0.719	0.404
WOM3	0.247	0.357	0.720	0.499
WOM4	0.333	0.279	0.739	0.437
WOM5	0.404	0.273	0.792	0.571
KP1	0.322	0.234	0.577	0.767
KP2	0.444	0.496	0.494	0.825
KP3	0.345	0.352	0.396	0.671
KP4	0.300	0.220	0.463	0.741
KP5	0.237	0.203	0.467	0.774

Table 2 shows that each indicator correlation to the variable it formed has a greater value when compared to its correlation with other variables, so all statement items are declared valid discriminators according to (Pandiangan et al., 2021).

Reliability Test

The next test is a reliability test to find out whether the statement is reliable or not.

Table 3. Cronbach's Alpha and Composite Reliability

No	Cronbach's alpha	Composite reliability (rho_c)
BE	0.798	0.859
DM	0.834	0.881
WOM	0.767	0.841
KP	0.813	0.870

Based on table 3, If the Cronbach Alpha value exceeds 0.6 and the Composite Reliability value is greater than 0.7, then the construct can be said to be reliable, Thus, according to the opinion (Pandiangan et al., 2021) the data can be considered to have a high level of reliability.

R Square Test

The first hypothesis test is the R Square test, which serves to describe the extent to which the model is able to explain variations in dependent variables.

Table 4. R-square adjusted

No	R-square adjusted
KP	0.429

Based on table 4, the Adjusted R Square Value on the Purchase Decision variable was recorded at 0.429, which is equivalent to 42.9% when converted into a percentage. This figure shows that the purchase decision variable is influenced by 42.9% by the variables of brand equity, digital marketing, and word of mouth. Meanwhile, the remaining 57.1% was influenced by other variables that were not included in this study.

T Test (Hypothesis)

The next stage is to conduct a causality test or t-test to test the hypothesis. Through data processing using SmartPLS 4.0, the results of the t-test are obtained which are shown in the following table:

Table 5. Path Coefficient (t-test)

No	Original sample (O)	T statistics (O/STDEV)	P values
BE -> KP	0.164	1.819	0.034
DM -> KP	0.091	1.024	0.153
WOM -> KP	0.529	6.410	0.000

Brand equity produces a t value of $1.819 > 1.66$, meaning that the influence between brand equity on purchase decisions is found. From the table above, it shows a p value of $0.034 < 0.05$ which indicates that brand equity has a significant influence on purchase decisions. The t-value of Digital Marketing is $1,024 < 1.66$, which means that digital marketing does not show any influence on decisions. Based on the table on the digital marketing variable p value shows $0.153 > 0.05$ which indicates that digital marketing does not show a significant impact on purchasing decisions. Word of mouth has a t-value of $6,410 > 1.66$ which means that a correlation was found between and the decision to buy. Based on the table above, the word of mouth p value variable is $0.000 < 0.05$, which means that word of mouth has significance to the purchase decision.

DISCUSSION

The Influence of Brand Equity on Purchase Decisions

The results of the analysis show that brand equity significantly and positively influences purchase decisions. So this finding answers hypothesis test 1 that H_0 is rejected, while H_a is accepted. The findings of this study support the S-R theory which states that the S-R theory provides a useful framework for understanding how marketing stimuli can influence purchasing decisions. By understanding the influence of stimuli on consumer perceptions and behaviors, marketers can devise more appropriate strategies in building a strong brand that is able to attract and be loved by customers. The results of the hypothesis test 1 are in line with research conducted by (Anggraini et al., 2024), (Diskandia & Hasbi, 2021), (Nurhayati & Ariani, 2023) which shows that brand equity has a positive and significant effect on purchase decisions.

The Influence of Digital Marketing on Purchase Decisions

The findings of the analysis show that digital marketing does not have a significant effect on purchasing decisions. So this result answers the hypothesis test 2 that H₀ is accepted, while H_a is rejected. The findings of this study support the stimulus-response (S-R) theory. The S-R theory in digital marketing explains how the stimulus of marketing messages triggers a reaction from consumers. This theory argues that consumer behavior can be predicted through the cause-and-effect relationship between stimulus and response. The results of the hypothesis test 2 are in line with research conducted by (Millennium et al., 2021), (Lifani et al., 2022), (Hubbina et al., 2023) which shows that Digital Marketing does not have a significant effect on purchasing decisions.

The influence of word of mouth on purchase decisions

The results of the analysis show that Word of Mouth has a positive and significant influence on purchase decisions. So this finding answers the test of hypothesis 3 that H₀ is rejected, while H_a is accepted. The findings of this study support the Stimulus-Response (S-R) theory which in the context of Word of Mouth (WOM) explains how word-of-mouth (WOM) messages act as a stimulus that triggers a specific response in the recipient of the message, which in most cases is a purchase decision. The results of the hypothesis 3 test are consistent with the research conducted by. (Jecky & Erdiansyah, 2021), (Winalda & Sudarwanto, 2022), (Rahayu & Handayani, 2023) which show. Word of Mouth has been proven to have a positive and significant influence on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

The results of the study show that the Brand Equity and Word of Mouth variables have a positive and significant influence, but the results shown are different from the Digital marketing variables which show results that do not affect purchasing decisions at Nesaifah Boutique. The limitations of this study are only carried out in the local area, namely in gandrungmangu.

ADVANCED RESEARCH

Based on the results of the research, the next research suggestion is to expand the scope area and by adding other variables, for example product quality, price and so on. In addition, further research can also include moderation or mediation variables, such as brand trust.

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