The Influence of Brand Equity and Word Of Mouth on Purchase Decisions (Case Study at Umama Gallery Karawang)

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A R T I C L E I N F O	ABSTRACT
Keywords: Brand Equity, Word of Mouth and Purchasing Decisions.	Equity and Word of Mouth are some of the factors in retail companies that can be used as a reference for consumers to make purchasing decisions on a product brand. Ifna company wants to strengthen its brand among the people, then the company must have a good marketing strategy so that its brand is always remembered by consumers even though many similar products are circulating in the market. This study aims to determine how much influence Brand Equity and Word of Mouth have on Purchasing Decisions on Umama brand products. The method used is descriptive and verification with quantitative approaches. Data were analyzed using path analysis and hypothesis estingv using t test and fntest. The results showed that BrandnEquity had a partially positive effect as evidenced by the tcount of 18,412 with a significant value of 0,000, which means positive, Word of Mouth also had a partially positive effect as evidenced by a tcount ofn5,174 with a ignification value ofn0,000, which means positive, AndnBrand Equity and Word ofnMouth which simultaneously have apositive effect on purchasing decisions as evidenced by a calculation of 53,753 with a significance value ofn0,000 which means that purchasing decisions can be influenced by Brand Equity and WordnofnMouth by 77.4% and the rest is influenced by other variables of 66.9% which is not contained in this study..
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1. Introduction

Competition in the business world is something that is commonplace because with competition, competitors will create better products or goods according to market needs. Business competition is the same as the law of competition. Slapa is strong he wins. Competition in the business world can be interpreted that if a product has what consumers need, then the business will survive. And vice versa, it takes an innovation because the times greatly affect the style of consumers. So that requires management to be more careful in determining its competitive strategy.

Indonesia is a country with the largest Muslim population in the world, which is 229,000,000 or 87.20% (World Population Review, 2020). With such a large Muslim population, it cannot be denied that the majority of women in Indonesia use the hijab. Many hijab brands can be found in the Indonesian market, especially Karawang, such as Rabbani, Zoya, Elzatta, Shafira, Umama Gallery, and others. One of the famous hijab brands is UMAMA. UMAMA has a strong Brand Equity in the market and added evidence of Word Of Mouth from its users and this product targets the middle and lower class segments.

Umama is a hijab product that has been around the world in Indonesia and has many branches. Currently, Hijab Umama Gallery has 25 branches spread across the islands of Java and Sumatra. One of the Umama Gallery branches is located in Karawang Regency. The types of products offered are hijabs with various models ranging from rectangular, khimar, pashmina. Umama Gallery Karawang itself has two branches, namely Umama Gallery on Jl. Ahmad Yani No. 103 Karawang and Umama Gallery Kosambi on Jl. Telagasari Duren Klari, West Karawang. Umama Gallery outlet on Jl. Ahmad Yani No. 103 Karawang is the location chosen by the researcher. The owner of the Umama Gallery shop is Mrs. Hajah Erlis and Mr. Syakil from Central Bandung. The following is sales data for Umama hijab products, starting from May to October 2021:

Table 1
Umama Product Sales Data Year 2021

Data penjualan Umama gallery			
No.	Year/Month	Total Sales	Total Visitors/Month
1	Mei	24.246 pcs	936
2	Juni	16.980 pcs	596
3	Juli	16.160 pcs	610
4	Agustus	12.880 pcs	509
5	September	12.215 pcs	437
6	Oktober	3.236 pcs	232

Based on table 1.1, it can be seen that sales of Umama products have decreased. The highest sales in May were 24,246 products were sold then the lowest product sales occurred in October, only 3,236 products were sold. Meanwhile, the number of visitors from the six months studied from Umama Gallery experienced fluctuating (unstable) numbers.Tight competition between entrepreneurs forces every hijab product to be able to implement a good marketing strategy that is oriented towards getting value for consumers and quality products. Not only quality, but also brand equity (brand strength) owned by these products and marketing strategies using word of mouth strategies so as to influence consumer behavior in making purchasing decisions

Based on these problems, researchers are interested in conducting research to find out and understand the certainty of the extent to which Brand Equity and Word Of Mouth can influence purchasing decisions, with actual analysis of an object.

2. Method

The type of research used is descriptive research. Descriptive research is research conducted to determine the value of variables, either one or more variables (independent) without making comparisons, or connecting with other variables. According to Sugiyono (2011: 8), that research methods based on the philosophy of positivism, are used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing hypotheses that have been applied.

Descriptively, this study aims to obtain an overview of the brand equity and word of mouth variables as the independent variables and the purchase decision variable as the dependent variable. While verification aims to test the hypothesis with statistical calculations. The primary data in this study was obtained by distributing online questionnaires aimed at 100 respondents aged 20-30 years and they were Umama hijab users. Secondary data sources in this study were obtained from various books, journals, articles, as well as mass media and social media related to consumer behavior, especially brand equity, word of mouth, and purchasing decisions.

3. Results and Discussion

3.1 Reliability Test Result

If rcount > rtable and has a positive value, then the statement or indicator can be declared valid (Ghozali, 2016: 53). Test the validity of the variable brand equity, word of mouth and also purchasing decisions have positive results and can be declared valid.

Table. 2
Reliability Test Results

Variabel	r count	r table	Criteria
Brand Equity (X_1)	0,714	0,600	Reliabel
Word Of Mouth (X_2)	0,826	0,600	Reliabel
Decession Buying (Y)	0,875	0,600	Reliabel

The reliability test in this study uses the SPSS 16 reliability measurement. By looking for the Cronbach Alpha value, which can be said to be reliable if the Cronbach Alpha value is > 0.70 (Ghozali, 2016:48). All statements from each variable in this study only one variable that has reliability results.

3.2 Normality Test Results

The normality test in this study used the normal P-plot graph test and the Kolmogorov Smirnov (K-S) non-parametric statistical test. The normal distribution will form one line to be diagonal and plotting residual data will be compared with the diagonal line. If the distribution of residual data is normal, then the line that describes the actual data will follow the diagonal line (Ghozali, 2016:161). The p-plot results show that the points spread around the line and follow the diagonal line, so it can be said that the data is normally distributed. In Kolmogorov Smirnov's non-parametric statistical test, the output value of asymp. Sig. (2-tailed) of 0.412 greater than 0.05 indicates that the data is normally distributed.

Table 3.
Normality Test

Variabel	Kolmogrov-Smirnov		Criteria
	r count	r table	
Brand Equity (X_1)	0.212	0.05	Normal Distributions
Word Of Mouth (X_2)	0.471	0.05	Normal Distributions
Decession Buying (Y)	0.471	0.05	Normal Distributions

3.3 Hypothesis Testing Results

Table 4
T-Test

Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	6.444	2.936		2.195	.031
	Brand_Equity	.565	.193	.282	2.921	.000
	Word_of_Mouth	.652	.126	.501	5.174	.000

The constant value in the table is 6.444, it means that if Brand Equity and Word Of Mouth are equal to zero (0) then the amount of Purchase Decision on Umama brand hijab is 6.444. And a positive sign can be interpreted if there is no Brand Equity and Word Of Mouth, a Purchase Decision will still occur on the Umama Gallery brand hijab, because it is influenced by other factors outside the variables not examined in this study. The coefficient value for the Brand Equity variable is 0.565, it can be explained that each Brand Equity has increased by 0.565 and is positive. This means that there is a relationship between brand awareness and purchase decisions, which means that it will increasingly influence the decision to use the Umama brand hijab.

The coefficient value for the Word Of Mouth variable is 0.652, it can be explained that each Word Of Mouth introduces one unit, then the purchase decision will increase by 0.652 and has a positive value. This means that there is a unidirectional relationship between Word Of Mouth and purchasing decisions, which means that the decision to use the Umama hijab will be higher. This means that there is a unidirectional relationship between Word of Mouth and purchasing decisions, which means that the decision to use the Umama hijab will be higher

Table. 5
Coefficient of Determination of Brand Equity and Word Of Mouth on
Purchase Decisions

ModelSummary				
Model	R	R Square	Adjusted RSquare	Std. Error oftheEstimate
1	.725a	.526	.516	4.512

3.4 Discussion
a. The Influence of Brand Equity on Purchase Decisions
From this research, the researcher obtained results which indicate that there is a positive and significant influence of BrandnEquity on purchasing decisions. So the results of this study prove the theoretical concept of branding or labeling is useful as an attraction for products in the market so that companies will more easily spread brand extensions and can survive among competitors. (Fadly Tjiptono, 2011:104). Research from Andai (2016) and Kazemi et al. (2013), both of which get the results that brand equity has a direct effect on product purchasing decisions.

b. Influence of Word of Mouth on Purchase Decision
From this study, the researchers obtained results showing that there is a positive and significant influence of word of mouth on purchasing decisions. So the results of this study prove the theoretical concept of Purnama in the journal Prima Conny Permadl (2014) that word of mouth or informal word of mouth is more effective and faster It spreads because the people who share it are usually people who have close, trustworthy relationships, such as friends or family. Word of mouth research from (Armellini, 2016) has a positive influence to be able to increase brand equity and influence consumer mindsets towards brands. This means that positive messages about the brand that are conveyed at the time of word of mouth can increase the category of brand strength.

c. The Influence of Brand Equity and Word Of Mouth on Purchase Decisions
From this study, the researchers obtained results that indicate that there is a positive and significant influence of brand equity and word of mouth on purchasing decisions. So the results of this study prove the results of research from Armelini (2016) also state that word of mouth has a positive influence to be able to increase brand equity and influence consumer mindsets towards brands. This means that positive messages about the brand that are conveyed at the time of word of mouth can increase the category of brand strength

4. Conclusion

Based on the discussion and research, it can be concluded that brand equity and word of mouth have a significant effect on purchasing decisions. Word of mouth variables have the greatest influence than brand equity variables on purchasing decisions on Umama brand hijab. So it can be said that the word of mouth variable has a greater influence on purchasing decisions. In connection with the research that has been carried out by the researcher, there are several suggestions as follows Umama can introduce Umama brand products to the wider community through social media or other media so that the Umama brand can be more easily recognized or remembered by hijab users. Umama is expected to further improve product quality so that hijab users can feel the quality of the product and

give positive stories to consumers to buy Umama hijab products. Umama can provide more product information on social media so that the Umama brand is increasingly recognized by many people

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