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The Influence of Consumer Perceptions on Product Attributes towards Brand Preferences of Alpina Outdoor Sport and Eiger Adventure

Mochamad Alem Diamanta Kurnia[1], Irsanti Hasyim[1]*
[1]Parahyangan Catholic University, Indonesia

Abstract

Alpina and Eiger are outdoor product pioneers in Indonesia. Initially, Alpina dominated the Indonesian outdoor product market, but it could not compete with Eiger. Although the two goods appear to have identical product qualities at first sight, according to the preliminary research findings, more than 50% of respondents claimed that they prefer to buy outdoor products from Eiger over Alpina because Eiger products are superior in terms of product quality, product features, and product style & design. Based on the phenomenon mentioned earlier, both brands must comprehend how their customer perceives them, and it is intended through this research to figure out precisely what components of product quality should be considered to continue increasing preference for their brands. Data was gathered through in-depth interviews and questionnaires completed by 120 people using the judgment sampling approach. All hypotheses are accepted. Multiple linear regression study results reveal that product attribute dimensions simultaneously positively and significantly influence brand preference. Moreover, based on the Independent Sample 2 Test, the result shows differences in consumer perceptions about product attributes between Alpina and Eiger, both as a whole and in each dimension. In addition, these results build on existing evidence that companies must carefully consider when determining product attributes. Furthermore, this study contributes to the current literature on product attributes and brand preference in Indonesia by applying the theory to two pioneer outdoor brands in Indonesia.

Keywords *Alpina Outdoor Sport, Eiger Adventure, Product Attribute, Brand Preference*

INTRODUCTION

As reported by the BPS website, Indonesia is an archipelagic country with natural wealth in the form of diverse flora and fauna, not to mention an archipelagic country with abundant marine wealth. According to 2014 data, Indonesia has a total of 17,504 islands and even plains and mountains known abroad (Central Bureau of Statistics, 2014). As a result, many Indonesians like outdoor activities such as trekking. According to The Great Indonesian Dictionary (KBBI), Hiking is the exploration and climbing of mountains (Setiawan, 2016). Hiking is derived from the verb hike, which means going for pleasure or exercise (Pur, 2019). Mountain climbing is a fun exercise for nature enthusiasts since it allows them to experience the unique natural beauty of seas, beaches, rivers, lakes, meadows, and mountains.

Aside from enjoying the route and the environment, there are other advantages to hiking for both physical and mental health (Makarim, 2020). This pandemic has altered the way Indonesians spend their leisure time. People are still subjected to social constraints to prevent the virus from spreading. The condition above has resulted in a new trend in how individuals spend their leisure time travelling outside (Vania, 2021). Outdoor equipment demand has increased as the outdoor tourist trend has grown in society. According to Arief Husen, Eiger's director of marketing communications, usually, the growth in demand for outdoor products is around 20% year on year.

However, the demand for outdoor products has soared to 30%, according to a Republika article titled "Adventure Tourism Trends, Outdoor Gear Hunted" (Amanda, 2018). This trend demonstrates that people are today very fond of outdoor activities, and in order to support these activities, the community requires adequate outdoor equipment and supplies.

Several indigenous brands in Indonesia produce various types of outdoor tools and equipment, including Eiger Adventure, Arei Outdoor Gear, Consina, Carstensz Tactical, Avtech, Alpina Outdoor Sport Equipment, and many more (Lestari, 2021). Alpina Outdoor Sport Equipment and Eiger Adventure are two Indonesian brands engaged in the outdoor industry for a long time, having established their businesses in the 1980s and 1990s. In the 1990s, there was fierce competition between Alpina Outdoor Sport Equipment, or Alpina, and Eiger Adventure, or Eiger, in this study. Alpina is an abbreviation for the Natural Mountains of Indonesia (Alpina Outdoor Sport Equipment Shop, 2018). Alpina's products then grew in the 1990s, and at the time, Alpina had no major competitors, and Alpina had a substantial proportion of the outdoor market throughout Indonesia (Ranawati, 2021). Eiger is a local company that manufactures products for outdoor activities such as camping and hiking and rock climbing equipment such as bags and jackets (About Us Eiger, 2020). Eiger has now surpassed Alpina in terms of brand recognition, as seen by the numerous prizes Eiger has received, including several Top Brand awards in 2020 and 2021 (Top Brand, 2021). To investigate the phenomenon of competition between Alpina and Eiger, two pioneer outdoor equipment manufacturers in Indonesia who provide similar items with similar price ranges and indifferent distribution areas. The author conducted an observation in Bandung in October 2021 and found out that the Eiger online store and offline store were always filled with visitors. In contrast, the offline and Alpina online stores had only a few visitors. This phenomenon piqued the author's interest. In addition, the author conducted this preliminary study by interviewing ten people who know deeply about the outdoor product to learn more about the problem phenomena that the two brands may be going through right now.

In line with the competition issue described above, it is clear from the many interviews that Alpina Outdoor is no longer as popular as Eiger Adventure. Then, when asked why they preferred certain outdoor products, they gave numerous reasons, including pricing, design, features, value obtained, materials used, and durability. According to Kotler and Armstrong (2017), these aspects are strongly related to product qualities. Surprisingly, according to the author's observations, practically all of these factors are provided similarly by both Alpina and Eiger. However, based on the findings of the preliminary study conducted, it is found that customers have different perceptions and preferences for the two brands.

Most of the respondents in the preliminary research made statements that refer to factors in product attributes that influence their brand preference, which is consistent with previous research conducted by Wijaya (2019) & Christian (2019), who explained that product attribute has a significant positive influence towards brand preferences. According to Fongana in Halim, Dharmayanti, and Brahmana (2014), brand preference is a state in which a consumer perceives which brand is chosen by consumers despite the fact that the two brands offer similar items. Based on studies of some of the previous literature (such as Arismarcella (2017); Riswandi (2018); Pradana (2020); Kurniawan (2018); Sugi (2019); Wijaya (2019); and Christian (2019)) it is still very rare to raise the relationship between product attributes and brand preference, and even in research, this relationship is brought up in two objects at the same time, that is why these studies are expected to build on existing evidence that companies must carefully consider when determining product attributes. Furthermore, this study contributes to the current literature on product attributes and brand preference in Indonesia by applying the theory to two pioneer outdoor brands in Indonesia. Based on the phenomenon described above, this study will pose five research questions that need to be answered:

1. How are consumers' perceptions of product attributes (product quality, product features, and product style and design) at Alpina Outdoor Sport and Eiger Adventures?
2. How are the consumer's perceptions of brand preference at Alpina Outdoor Sport and Eiger Adventure?
3. How is the influence of product attributes (product quality, product features, and product style and design) on brand preference at Alpina Outdoor Sport and Eiger Adventure?
4. Are there differences in consumer perceptions of product and brand attributes preference on Alpina Outdoor Sport and Eiger Adventure?

LITERATURE REVIEW

Product

Everyone needs a product to meet their demands. Products are critical aspects offered to customers in order to meet their expectations. Products are defined as follows: Everything that can be offered to a market to meet a need or demand, according to Kotler and Keller (2016: 325), including physical goods, services, experiences, events, people, places, assets, organisations, information, and ideas. According to Kotler and Armstrong (2016: 256), a product is anything that can be offered to a market for consideration, acquisition, use, or consumption in order to meet a need. According to experts, a product is anything producers can offer consumers to meet their needs and desires, such as experiences, events, people, places, assets, organisations, information, and ideas.

Product attribute

A product attribute is a component that is a product's characteristic or properties. Consumers can take product attributes into account when making a purchasing decision. Product attributes include everything attached to or with the product (Dimyati, 2012). Product attributes include everything related to and associated with the product, such as brand, design, colour, and quality. Attributes are one of the most important factors influencing consumer purchasing decisions; the better the product attributes, the more interested consumers will be in purchasing these products (Firmansyah & SE, 2019). According to Kotler and Armstrong (2017: 254), product attributes are product or service characteristics that help satisfy stated or implied consumer needs. Each product, according to Kotler and Armstrong (2017: 254), has the following characteristics:

1. Product Quality
   It is one of the essential marketing positioning tools because it directly impacts product performance and is closely related to customer value and satisfaction.
2. Product Features
   Products can be customised with a variety of options. Product features are used by businesses to differentiate their products from those of competitors.
3. Product Design and Style
   Product Design and Style are yet another way to provide value to customers. In order to meet customer needs, good design should consider not only appearance but also product benefits. While the style only describes the product's appearance. Sensational style can draw attention and create a beautiful aesthetic, but it does not improve a product's performance.

Brand

A brand is more than just a name for a product; it is also an identity that is designed to distinguish one product from another to meet a need. A brand, according to Kotler and Armstrong

(2017: 250), is a name, term, sign, symbol, design, or a combination of these that is used to identify the goods or services of one seller or group of sellers and to differentiate products or services from competitors. According to him, a brand is a seller's promise of a benefit. Similarly, Foroudi et al. (2018) mention that a brand is identified as a unique name, symbol, logo, colour, or trademark registered and unique in design. According to the above definition, a brand is a name, term, sign, symbol, design, or a combination of these used to identify a company's goods and differentiate its products from competitors. A brand is defined as an asset that creates value for customers by increasing satisfaction and enjoying quality, according to Kartajaya (2010). Brand levels, according to Kotler, can be divided into six categories: Attributes, Benefits, Values, Culture, Personality, and Users.

Brand Preference

A brand preference is a comparison or assessment of one brand versus another. When a brand has an appropriate identity or provides the value consumers expect, consumers are more likely to choose the brand. Fongana can be found in Halim, Dharmayanti, and Brahmana (2014). According to Chomvilailuk et al. (2010), brand preference is when consumers prefer one brand over another based on their experiences when using the same brand. Wang (2015) defines brand preference as the consumer's belief that one brand is better than similar brands. While Tsai, Chang, and Ho (2015) describe brand preference as a customer's preference or choice to buy a specific brand when confronted with a similar brand. According to the definitions given above, brand preference is a condition in which consumers prefer certain brands over others, resulting in a desire to purchase that brand. Consumers are likelier to like a brand if it has an appropriate identity or can provide the best value. Companies that can successfully develop brand preferences will be able to compete (Halim, Dharmayanti, and Brahmana, 2014). Consumer preference for one brand over another, according to Fongana in Halim, Dharmayanti, and Brahmana (2014), can be measured by the following statements:

1. I like certain brands more than others.
2. I will use certain brands over others.
3. I prefer certain brands compared to other brands.
4. I am more inclined to buy certain brands than others.

Product Attributes' Influence on Brand Preference

According to the explanation provided above, the dimensions of product attributes, namely product quality, product features, and product style and design, will influence a product's brand preference. Brand preference is a consumer's tendency to prefer one brand over another to form a desire to purchase that brand (Fongana in Halim, Dharmayanti, and Brahmana, 2014). Furthermore, previous research by Wijaya, S. (2019) revealed that product attribute variables influence brand preference variables simultaneously and partially. Another study by Christian, A. (2019) revealed that product attribute variables simultaneously affect brand preference variables. However, only Feature, Performance Quality, Durability, Reliability, and Design in product attributes that affect brand preference are partially affected. The research model that can be used as the foundation for this research is as follows, based on existing theory. Based on the conceptual framework that presented in Figure 1, this study will then raise five hypotheses to be investigated, which are as follows:

H1: Consumer perceptions of product quality have a significant positive influence on brand preference of Alpina and Eiger.

H2: Consumer perceptions of product features have a significant positive influence on brand preference of Alpina and Eiger.

H3: Consumer perceptions of product style and design have a significant positive influence on Alpina and Eiger's brand preferences.

H4: Product attributes have a positive significant influence on Alpina and Eiger's brand preference.

H5: There are differences in consumer perceptions about product attributes between Alpina and Eiger, both as a whole and in each dimension: product quality, product features and product style and design.
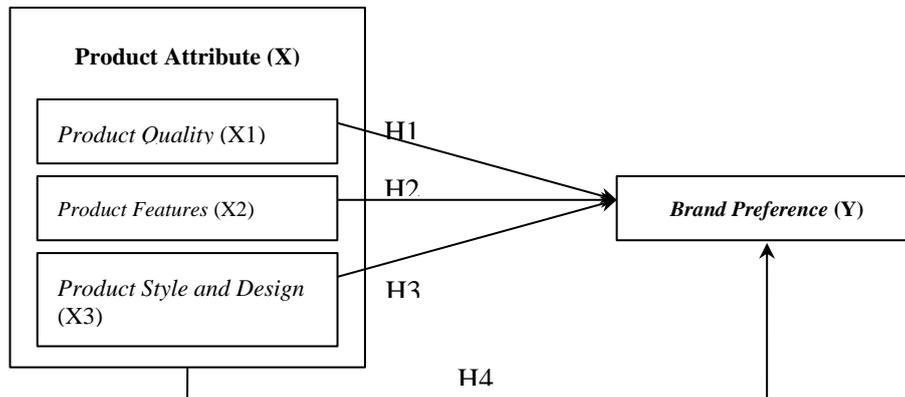

Figure 1. Conceptual Framework

RESEARCH METHOD.

Participants of the Study

Because there was no data on the exact number of people who knew products from Alpina and Eiger, respondents in this study were drawn using non-probability sampling, which is the condition in which an item does not have a known or predetermined opportunity to be selected as a subject (Sekaran & Bougie, 2016, p. 240). The sampling technique used in this study was judgement sampling, which involved taking samples based on specific criteria determined by researchers who were considered capable of fulfilling or providing the required information (Sekaran & Bougie, 2016, p. 237). Respondents in this study met the following criteria: they were 17-60 years old and familiar with Alpina and Eiger products. Based on calculations using Aaker, Kumar, and Day's minimum sample size formula in Arismarcella, RS (2017), the minimum number of samples required to conduct this research is 96.04 respondents, which can be rounded up to 97 respondents. In this study, the total number of respondents who were eventually collected was up to 120. Google Forms was used to collect data virtually. Furthermore, the respondents' demographic profile is as follows :

Table 1. Demographic Profile of Respondents

Demographic Profile	F	%
Gender		
Female	34	71.7
Male	86	28.3
Age		
17-25	96	80
26-35	11	9.2
36-45	7	5,8
46 – above	6	5.0
Outdoor Product Expense (/month)		

50.000 IDR- 200.000 IDR	10	8,3
200.000 IDR – 350.000 IDR	36	30
350.000 IDR – 500.000 IDR	45	37,5
>500.000 IDR	29	24,2

Only 120 of the 200 questionnaires distributed agreed to participate in the survey. Out of 120 respondents, the majority (86 respondents) were male, the majority (96 respondents) were 17-25 years old, and the majority (45 respondents) spent between 350,000 and 500,000 IDR per month on outdoor products.

Research Instrument

A questionnaire was used as a research instrument in this study. The first section dealt with the respondents' demographic profiles. Second, the following section contains questions about consumer perceptions of product attributes and brand preference for Alpina Outdoor Sport and Eiger Adventure. The researcher uses this instrument to evaluate the existence and strength of the relationship between the variables. The author created the questionnaire based on their readings on Product Attributes and Brand Preferences. The product attribute questions were adapted from Arismarcella (2017) and the brand preference questions were adapted from Fongana (2009). Furthermore, in order to deepen the analysis, the author conducted in-depth interviews with 33 outdoor enthusiasts.

Measurement Techniques

This study employs an itemised rating scale to assess all X variables (product attributes) and Y variables (brand preference). According to Sekaran and Bougie (2016: 74), an itemised rating scale is a five-point or seven-point scale (as needed) with an anchor (very important, very unimportant, etc.) provided for each item, and the respondent selects or circles the appropriate number for each item. In this study, the itemised rating scale is an interval scale on which respondents are asked to rate their proclivity toward one of the research objects. The following are the current weighting values:

Table 2. Questionnaire Weighting

Alpina has Much more….	Alpina has More…..	Equal	Eiger has more…..	Eiger has Much more…..
1	2	3	4	5

Based on the information above, the weighting is done as follows:
1. Choose "Alpina has Much more….. ", then Alpina will be given a score of 5, while Eiger will be given a score of 1.
2. Choosing "Alpina has More…..", then Alpina will be given a score of 4, while Eiger will be given a score of 2.
3. Choose "Neutral/Same", then Alpina and Eiger will be given a score of 3.
4. Choosing "Eiger has more….." then Alpina will be given a score of 2, while Eiger will be given a score of 4.
5. Choosing "Eiger has Much more…." then Alpina will be given a score of 1, while Eiger will be given a score of 5.

Data Analysis Technique

First, this study uses descriptive analysis to examine each respondent's responses, which will then be interpreted for each category after the average weight of each variable indicator is calculated (Fisher & Marshall, 2009). Descriptive analysis aims to analyse data collection and provide an overview of the information obtained from respondents' responses to each question on the questionnaire. The author employs five scale ranges, with the average value category formed as follows:

Table 3. Interpretation of Mean

Mean	Interpretation
$1.0 \leq X \leq 1.8$	Alpina has Much more…..
$1.8 < X \leq 2.6$	Alpina has More…..
$2.6 < X \leq 3.4$	Equal
$3.4 < X \leq 4.2$	Eiger has more…..
$4.2 < X \leq 5.0$	Eiger has Much more…..

Multiple linear regression is used in addition to descriptive statistics to determine how strong the influence of consumer perceptions on product attributes such as product quality, product features, and product style and design is on Alpina and Eiger's brand preference (Sekaran & Bougie, 2016, p.314). To use this processing method, the data must first be tested using classical assumptions and show promising results, indicating that the data can be processed using multiple linear regression as the data processing method. The classic assumption test that will be carried out in this study is multicollinearity test, heteroscedasticity test, and normality test (Ghozali, 2016,p. 103-159).

FINDINGS AND DISCUSSION

Consumer Perceptions on Product Attributes Towards Alpina Outdoor Sport and Eiger Adventure

Based on the results of data processing in research that examines the influence of consumer perceptions of product attributes on brand preference for Alpina Outdoor Sport and Eiger Adventure, several conclusions can be drawn as follows:

Table 4. Mean Ratings of Consumer Perceptions on Product Attributes Towards Of Alpina Outdoor Sport and Eiger Adventure

Items	Mean	Interpretation
Product Quality		
Material quality	3,958	Eiger has more quality
Product durability	3,683	Eiger has more durability
Product Comfortability	4,017	Eiger has more comfortability

Product distinctions (multifunctions)	3,808	Eiger has more distinction
The price of the product is in accordance with the product specifications offered	3,717	Eiger has more accordance
Mean	**3,837**	**Eiger is better than Alpina**
Product Features		
Product size variations	3.733	Eiger has more variation
Product Features/technology	3.825	Eiger has more variation
Features of the product are in accordance with the benefits obtained	3.675	Eiger has more accordance
Mean	**3.821**	**Eiger is better than Alpin**
Product Style and Design		
Product attractiveness	3.942	Eiger has more attractiveness
Product colour variations	3.767	Eiger has more variation
Products have a design that suits customers' taste	3.967	Eiger has more accordance
Mean	3.937	**Eiger is better than Alpin**

According to Table 4, Respondent perceive Eiger's product quality, features, style, and design better than Alpina's. In Product Quality, the indicator for comfort has the highest value for Eiger, indicating that Eiger is far superior in terms of comfort compared to Alpina. This condition was confirmed through additional in-depth interviews with several consumers. Most in-depth interview respondents felt that Eiger products continue to develop in terms of technology and design so that they are now much more comfortable to use. Furthermore, in this dimension, respondents also perceive Eiger products as more durable and comfortable to use; additionally, consumers assess Eiger products as multipurpose than Alpina and consider that Eiger's products are more fairly priced for the specifications provided.

Whereupon, when it comes to product features, respondent believe that Eiger's are superior to Alpina's. According to most respondents, the Eiger has a broader range of shapes/models and size variants. As evidenced by observations made at the official store in the same e-commerce, it was discovered that Eiger has approximately 19 selected product categories. Alpina only has ten product categories, which include bags, glasses, pants, and other items. Furthermore, most respondents thought Eiger products had more features/technology than Alpine products. Customers also believe that the Eiger product's characteristics align with the benefits they receive.

Finally, the Eiger is considered far more appealing than the Alpina in terms of product style and design. Respondent concurs that Eiger's designs and colours are more appealing. In addition, consumers confirm that Eiger offers a greater variety of colour options. Consumers agree that the design of the Eiger product is more to their liking. According to the findings of additional interviews, According to additional in-depth interviews regarding this, the Eiger is superior because its design

is more simple, varied, modern, and fresh.

Brand Preference of Alpina Outdoor Sport and Eiger Adventure

In this section, an analysis of brand preference will be carried out. Descriptive analysis was carried out to measure the tendency of consumer attitudes towards brand preference variables through the statements given. There are four statements which form the respondent's brand preference assessment of Alpina and Eiger products, which are as follows:

Table 5. Mean Ratings of Brand Preference Alpina Outdoor Sport and Eiger Adventure

Items	Mean	Interpretation
More interested in certain brand products compared to other brands	4.142	More interested in Eiger
Like certain brand products compared to other brands	4.033	Like Eiger
Choose certain brand products compared to other brands	4.033	Choose Eiger
More likely to buy particular brand products compared to other brands	4.117	More likely to buy Eiger
Mean	**4.081**	**Prefer Eiger**

Based on the data in Table 5, it can be seen that the respondents' overall ratings have a preference for Eiger. This is supported by data processing results, which show that consumers are more interested in, like, choose, and buy outdoor products from Eiger than Alpina. This is due to several dimensional factors in the Eiger product attributes that are superior to Alpina: product quality, product features, and product style and design.

Effect of Consumer Perceptions on Product Attributes Towards the Brand Preference Of Alpina Outdoor Sport and Eiger Adventure

The stepwise Multiple Linear Regression Method was used in this study to test the influence of f Consumer Perceptions on Product Attributes Towards the Brand Preference Of Alpina Outdoor Sport and Eiger Adventure. It was discovered that only two dimensions, Product Quality and Product Style & Design, had a positive and significant influence. In contrast, Product features are known to have no positive or significant influence towards brand preference in this study.

This study used the T-test to determine how each dimension in Product Attributes influences Brand Preference (Ghozali, 2016). The table below shows the magnitude of the influence of two dimensions that have a positive and significant influence, namely Product Quality and Product Style & Design, and it can be seen from table 6 that Product Quality is a dimension that has a higher preference for Brand Preference Alpina Outdoor Sport and Eiger Adventure.

Table 6. Coefficients

Model		Unstandardised B	Coefficients Std. Error	Standardised Coefficient B	t	Sig.
1	(Constant)	5.714	1.239		4.613	.000
	Product Quality	.553	.064	.625	8.700	.000
2	(Constant)	3.229	1.334		2.420	.017
	Product Quality	.443	.066	.500	6.656	.000
	Product Style & Design	.292	.075	.292	3.885	.000

a. Dependent Variable: Brand Preference

The F test was then used in this study to determine if the independent variables of product quality (X1) and product style & design (X3) influence the dependent variable, brand choice, at the same time (Y) (Ghozali, 2016).

Table 7. ANOVA

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	425.285	1	425.284	75.687	.000b
	Residual	663.041	118	5.619		
	Total	1099.325	119			
2	Regression	501.054	2	250.527	49.912	.000c
	Residual	587.271	117	5.019		
	Total	1088.325	119			

a. Dependent Variable: Brand Preference
b. Predictors: (Constant), Product Quality
c. Predictors: (Constant). Product Quality, Product Style & Design

The results of completing the F test with a p-value in the sig column at X1 and X3 in table 7 are 0.000, indicating that it has a value less than the predefined 0.05 (Ghozali, 2016). Therefore, Ho is rejected, and Ha is accepted. As a result, customer ratings of product attribute variables (product quality, product style & design) have a simultaneous and considerable positive influence on brand preference variables.

Furthermore, the coefficient of determination test was employed in this study to determine how much the independent factors contributed to the dependent variable.

Table 8. Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625[a]	.391	.386	2.37044
2	.679[b]	.460	.451	2.24040

a. Predictors: (Constant), Product Quality
b. Predictors: (Constant). Product Quality, Product Style & Design
c. Dependent Variable: Brand Preference

According to Table 8, the Adjusted R2 value in this study is 0.451. It can be interpreted that the contribution of the independent variables, namely Product Attributes consisting of Product Quality and Product Style & Design, to the dependent variable is 45.1%. In comparison, the other 54.9% is contributed by other factors not examined in this study Ghozali (2016:95). Following that, a Difference test was carried out in this study to see whether there is a difference in consumer perceptions of Alpina and Eiger product attributes (product quality, product features, product style & design).

Based on the test results in Table 9, the P-value for each dimension (product quality, product features, product style & design) is 0.001. Because the P-Value is less than 0.05, H0 is rejected (Ghozali, 2016), whereas H1 is accepted. As a result, there are considerable disparities in consumer perceptions of Alpina and Eiger's product quality, features, style, and design. Each category has a considerable difference in average value between consumer views of Alpina and Eiger product features based on the average value, and based on the findings of the in-depth interviews, users have different perceptions and preferences for the two brands. The difference is

in the product factor, where respondents believe that Eiger products have better designs, better product quality, and exclusive features, are more comfortable to use, have more extended durability, are more multifunctional, and come in various forms, colours, models, and sizes.

Table 9. Independent Sample 2 Test
Group Statistic

	Brand	N	Mean	Std Deviation	Std. Error Mean
Brand Preference	Alpina	120	7.6750	3.02417	.27607
	Eiger	120	16.3250	3.02417	.27607

Independent Sample Test

		Levene Test for Equality of Variance		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Brand Preference	Equal variance assumed	.000	7.6750	3.02417	.27607	.000	-8.85000	.39042	-9.41912	-7.88088
	Equal variance not assumed		16.3250	3.02417	.27607	.000	-8.65000	.39042	-9.41912	-7.88088

CONCLUSIONS

Consumers consider Eiger's product quality, features, and overall product style and design superior to Alpina's. Indeed, it was discovered in this study that based on numerous indications contained in the brand preference variable, customers are more interested, like, choose, and are more inclined to buy outdoor products from Eiger than Alpina. This is consistent with the preliminary research findings, which revealed that Alpina finds it increasingly difficult to compete with its direct opponent, Eiger. According to the findings, there is a simultaneous influence of two dimensions on brand preference in Alpina Outdoor Sport and Eiger Adventure, namely product quality (X1) and product style & design (X3). Indirectly, outdoor equipment manufacturers must consider the use and selection of raw materials in order to create products that are of high quality and comfortable to use. In addition, the appearance must be considered in terms of colour selection, design, and variations that can improve the product's contemporary or modern image.

Based on the findings of the product attribute analysis, Eiger was found to be superior to Alpina. As a result, in this study, suggestions will be filed for Alpina rather than Eiger. Furthermore, recommendations will be made based on two significant and influential dimensions: product quality (X1) and product style & design (X3). In this study suggested that In terms of Product

Quality, it is recommended that Alpine conduct research and development of raw materials to ensure maximum product quality, as well as research and development on design, technology, and materials used to ensure that the resulting product is more comfortable to use. Meanwhile, in terms of product style and design, the company can provide additional colour options for each product by first investigating its customers' preferences.

Furthermore, this study discovered that, while Alpina and Eiger offer identical items at first glance, there were substantial disparities in consumer perceptions of product attributes (product quality, product features, product style & design) between Alpina and Eiger. Differences in preferences for two similar brands are also discovered in research conducted by Christian (2019); based on these findings, it can be indicated that, despite the high similarities in competing products, companies can still strive to have a good positioning in the minds of consumers.

Although this study was carried out specifically on the Alpina and Eiger brands, it is hoped that the exposure gained from this research will assist other outdoor product companies with similar conditions in developing their product attributes.

LIMITATIONS & FURTHER RESEARCH

The following are the limitations of the work: Even though this study used Consumer Perceptions of Product Attributes with product quality, product features, and product style & design as dimensions, these three variables do not effectively contribute to Alpina Outdoor Sport and Eiger Adventure brand choice. As a result, additional research is highly encouraged to find other elements that may contribute to brand preference. Furthermore, the literature review excludes several more recent studies on Product Attributes. The data analysis and technique must be strengthened. A further in-depth examination of such SEM techniques would strengthen the findings' rigour.

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