

## Analysis of the Effect of Word of Mouth on Brand Image and Consumer Purchasing Power of Onitsuka Tiger Shoes

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Article history: received June 21, 2023; revised July 22, 2023; accepted July 29, 2023

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### Abstract

Consumer purchasing power is a decision made by the buyer for the desired goods, especially in terms of brand image or brands that have entered the realm of selection of several alternative choices made by consumers. The image of a brand has a very large role in influencing consumer decisions to buy that product or brand. This study aims to determine the influence of word of mouth as well as brand image and product quality which play a significant role in the decision to buy Onitsuka Tiger shoes at offline official stores. This study uses a quantitative descriptive analysis method with a role to see the role of purchasing decisions from consumers. The results of this study present that these three elements have a very crucial role in the decision to purchase these shoes where a brand image and also product quality provide evidence that this can have a considerable influence on the decision of consumers to buy these products.

**Keywords:** Brand Image, Word of Mouth, Consumers

### INTRODUCTION

Shoes are one item that is quite loved by young people today. It doesn't even feel right to go *hangout* with friends without wearing shoes. And sneakers *are* one of the types of shoes that are often found wherever we are. Japan is one of the countries with quite well-known *sneakers*, namely *Onitsuka Tiger*. Japan has several shoe brands, one of which is the Onitsuka Tiger shoe under the Onitsuka Co Ltd company, led by Kihachiro Onitsuka, a former Japanese military officer in World War II.

Onitsuka Tiger itself began to be produced in 1949 after World War II which gave defeat to Japan. Onitsuka created the shoe brand to give confidence to young Japanese after they lost the World War and Japan's economic life declined drastically and collapsed. Over time, Onitsuka developed and spread throughout the world and competed with several other well-known brands such as Nike, Adidas, Puma, to Reebok and also Converse in the world of fashion.

Onitsuka's brand image rose even more when Bruce Lee wore the Onitsuka Tiger shoes with a distinctive yellow and black color that made these shoes an icon. Even Onitsuka made replicas of Bruce Lee's shoes and sold well. In addition, the film *Kill Bill* directed by Quentin Tarantino became one of the forerunners to the development of the timeless Onitsuka Tiger shoe. The Onitsuka Bruce Lee used to be one of the most interesting icons.

The brand image that is formed is of course in line with today's very rapid economic development. Developments using these technological advances must certainly force each brand to have a good enough brand image in order to be able to compete with other companies in marketing their products.

Companies of course must have an advantage in order to be competitive and also be able to compete with other companies, especially in the global market which is now getting tighter. In order to satisfy the needs and wants of the market, of course the target must go through an exchange process while upholding all parties and also relating to the interests of the company . Marketing aims to identify what is needed and also what the customer wants.

Advertising or word-of-mouth promotion is communication that has promotional power which can spread very quickly. Marketing in this way is very effective and does not require a lot of money. Certainly much more efficient by maximizing word of mouth marketing. This can be used as a step to boost sales. However, the product must also have benefits so that consumers are satisfied and can build positive opinions about the product. So that it can be distributed or promoted to other consumers.

Improving competitiveness by satisfying customers through quality production has of course become the main strategy of companies in the world, and shoe companies are no exception. Customers or consumers will be encouraged to forge close ties in the business world with a high quality foundation. By increasing customer satisfaction, of course you can maximize the experience of customers in a positive way and can also minimize negative responses.

By having this power in influencing consumer preferences, of course brand image will be very important. An important brand or brand can certainly convey their superior side to consumers. This can encourage a positive attitude to be on the consumer's side while at the same time increasing sales which affects the company's finances. Constraints that often occur and also have an influence on the perception of the Onitsuka brand which is often juxtaposed with classic designs and are unable to compete with other well-known brands.

However, when consumers already know the advantages of a product's brand image, of course consumers will be able to make a purchasing decision. And the decision is influenced by the attractiveness of the brand image. Promotion by word of mouth as well as promotions from various media to advertisements is one of the ways to market their products, including the Onitsuka Tiger.

## **Literature Review**

According to research from Suryani (2013) states that word of mouth communication is one of the most important communications in the promotion of a product. The company's marketing efforts as well as other sources of information outside the company will provide information to consumers about the quality of the product.

Meanwhile, based on the opinion of Peter and Olson (2014) it is stated that advertising will promote products where one of them is word of mouth from consumers to other consumers in relation to promotion. This can increase awareness to consumers who are involved in direct promotions. Consumers will present information and tell their colleagues about the brand image through word of mouth.

Meanwhile Hasan (2013) states a concept of product planning consisting of:

1. Core product  
This concept is an important and necessary utilization so that consumers can consume information about products directly.
2. Generic product  
A basic product that can provide and fulfill the functions of the products being sold from the most basic things such as a minimal product design so that it can function according to the wishes of consumers.
3. Product of hope  
This product has the meaning of a formal or expected product that is offered to consumers with various attributes and normal conditions. So agreed by the consumer

fatherly purchased. For example, various kinds of services or products that have been offered when we stay at a hotel. This is one aspect of the expected product

4. Complementary products

This means that a product is equipped with a variety of product attributes so that it has benefits and also complete service to consumers. Of course this product can provide satisfaction and can also be differentiated from competing products on the market

5. Potential product

While this product has an understanding where all changes occur and can be developed as a product in the future

The concept of the product has the definition that the form of the producer's offer both related to goods and services so that it can be noticed and also used until it is consumed as a way of fulfilling consumer needs. The basic concept of the product is anything that has value that can be offered to the market to meet the wants and needs of consumers.

Kohler (2014) stated that there are several supporting factors that can shape the image of the brand itself which have a close relationship with the association of the brand which consists of:

1. Excellence on the brand

The definition of the superiority of brand associations or superiority to this brand is that this brand association will arise due to the trust that arises from consumers that the products and attributes and benefits of this brand are felt by consumers and can also fulfill their wants and needs.

2. Power over brands

The purpose of this brand strength is that a brand that is built from the information received by consumers will enter into their memory and also this information can survive as part of the brand image.

3. The uniqueness of the association with the brand

This definition is the uniqueness of a brand which will be generated by making direct comparisons with similar products and services from competitors or competitors. And this product or service can provide a unique association in the minds of consumers.

While in the purchasing decision process made by consumers, there are several stages consisting of 5 stages with the following characteristics:

1. Problem introduction.

The buying decision process will begin when the buyer recognizes the problems that are triggered and caused by these internal and external stimuli. With an internal stimulus and the normal needs of consumers, purchasing decisions will be created

2. Information search

After an introduction to the problem, the next stage is information retrieval. Consumers will experience an interest that may allow them to search or not for further information about the product. If the consumer has a sufficiently strong determination and the product is known and the information is known to the consumer, it will certainly increase the possibility that the consumer will buy the product. However, if consumers still have various kinds of considerations in mind or are still searching for more detailed and also in-depth information about the product, purchasing decisions may decrease.

3. Alternative evaluation

The definition of this alternative evaluation is how consumers can process information about choices on brands and also brands that consumers will buy. By doing this evaluation, consumers can get a variety of alternatives

4. Buying decision

The definition of this purchase decision is that consumers will buy the preferred brand which can later be influenced by 2 factors consisting of:

- a. Intention to buy
- b. Buying decision
5. Post-purchase consumer behavior

The definition of this consumer behavior is that after making a purchase, consumers can experience dissonance by seeing various features that make them feel uneasy or hear some good things from other brands which are competitors so they are alert to information related to their decisions.

Several studies related to word to mouth promotion and brand image have been carried out, such as research from Selvany (2015) which reviews the influence of product quality as well as price and word to mouth regarding purchasing decisions of Evercross. In this study, knowledge was obtained regarding the quality of the product, price and word of mouth on consumer purchasing decisions which were produced carefully that these three elements have a significant influence and role on the purchasing decision of the cellphone. Partially, these three aspects make a considerable influence on purchasing decisions.

While research conducted by Rembon, et al (2017) regarding the influence of word of mouth and also product quality which aims to find out how the influence of product quality and promos from these products has on consumer purchasing decisions. The results of this study state that the quality of the product can have a very significant effect. A positive role in consumer purchasing decisions can arise from word of mouth which is able to provide a positive influence even though it cannot provide a significant influence on customer satisfaction after purchasing the product.

Research conducted by Supriyadi, et al (2017) stated that the research conducted regarding the effect of product quality and brand image on a shoe product had been carried out by testing the hypothesis with the t test process. This process shows that the variable service quality for the product included in this study has been proven to have no influence on purchasing decisions. However, the variables that have a role in brand image have an influence on consumer purchasing decisions.

Likewise with research conducted by Sari (2016) who conducted research on brand image and word of mouth related to purchasing decisions from consumers. This study aims to determine the effect of price and brand image on purchasing decisions related to pizza products. The results of this study show that price has a significant influence on the consumer's decision to buy pizza. And this study has a value of  $\alpha = 0.000$  and  $\beta = 0.552$ , where brand image has a significant effect.

While research from Bastian (2014) on the influence of brand image and also the trust of a brand in brand loyalty which has the aim as information to determine the effect of the Brand Image variable on Brand Loyalty and to determine the effect of the brand image variable. In addition, this research aims to determine the effect of the Brand Image variable which presents that brand image and also brand trust can have a positive influence on brand loyalty.

## RESEARCH METHODS

This research method uses a quantitative descriptive analysis method with a role to see the role of purchasing decisions from consumers. And there are several hypotheses used in this research method which consist of :

- H1 : Word of mouth, brand image and product quality which influence the purchase decision of consumers simultaneously on Onitsuka Tiger at the Official Store
- H2 : Word of mouth that has an influence on consumer purchasing decisions for the Onitsuka Tiger shoe brand at the Official Store
- H3 : The quality of the product is considered to have an influence on the decision of consumers to buy Onitsuka Tiger

H4 : Brand Image from Onitsuka Tiger which influences consumers to buy these shoes at the official store

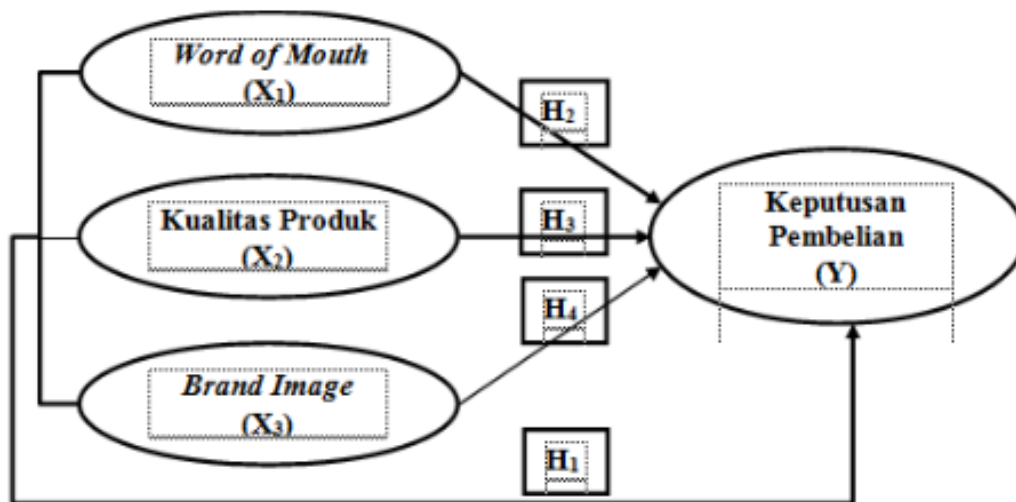


Figure 1. Research Methods

The research method used has a purpose as a way to see the correlation between research variables which consist of dependent or dependent variables and also independent or free variables . Based on the thoughts of Sugiono (2013) that I mean, this method has a definition as a method based on the philosophy of positivism to conduct research from a population of random sampling techniques. Analysis of data collection using research instruments on the basis of quantitative characteristics aimed at testing the established hypotheses.

Table 1. Variables and Hypothesis Measurements

Variable	Indicator	Measuring instrument
<b>Quality of product</b>	Features of the product	Using a Likert Scale & Scoring
	The advantages of the product	
	Product durability	
	Design & Packaging	
<b>Word of mouth</b>	Attract consumers' attention	Using a Likert Scale & Scoring
	own charm	
	Increase the desire to buy	
<b>Buying decision</b>	Push to buy	Using a Likert Scale & Scoring
	Decided to buy	
	Problem search	
	Evaluate each alternative	
<b>Brand Image</b>	Behavior After making a purchase	Using a Likert Scale & Scoring
	Brand image	
	An image that makes consumers higher	
	Far superior image	

Based on the thoughts of Arikunto (2013) that the population is all objects that enter the realm of research. If the researcher wants to conduct research on all elements included in the research area, then he must conduct population research. And the population of consumers who buy Onitsuka Tiger shoes at the offline Official Store itself is around 2,056 people.

While the sample itself is part of the population. The capacity of the sample in this study was determined using the Slovin formula which proposes the consideration that a relatively uniform population is not needed as a form of stratification. And in this study there were 335 respondents as a sample response. This sampling process uses a variety of sampling techniques . Retrieval of sample data using purposive sampling in the data collection process .

## RESEARCH RESULTS AND DISCUSSION

**Table 2.** Validity & Reliability Test

Variable	Indicator	Sig	Status	Cronbach Alpha	Status
Product Quality (X1)	X1.1	0.000	Valid	0.933	Reliable
	X1.2	0.000	Valid		Reliable
	X1.3	0.000	Valid		Reliable
	X1.4	0.000	Valid		Reliable
Word of Mouth (X2)	X2.1	0.000	Valid	0.944	Reliable
	X2.2	0.000	Valid		Reliable
	X2.3	0.000	Valid		Reliable
	X2.4	0.000	Valid		Reliable
Brand Images (X3)	X3.1	0.000	Valid	0.905	Reliable
	X3.2	0.000	Valid		Reliable
	X3.3	0.000	Valid		Reliable
	X3.4	0.000	Valid		Reliable
Purchase Decision (X4)	X4.1	0.000	Valid	0.883	Reliable
	X4.2	0.000	Valid		Reliable
	X4.3	0.000	Valid		Reliable
	X4.4	0.000	Valid		Reliable

From the results of the validity and reliability tests it was found that the significant value for each statement was  $< \alpha$  with a value of 0.05. From these results it can be concluded that all statements are valid. While the Cronbach Alpha value itself is  $> 0.6$  which states that all statements are reliable.

The results of the normality test are usually used as a way to test regression models that have normal and abnormal distributions. The model has a good method if it has a normal or close distribution. While testing multicollinearity itself is a situation that consists of a strong correlation between all the variables involved.

**Table 4.** Multiple Linear Regression Results

Model	Collinearity Statistics	
	tolerance	VIF
1	(Constant)	
	Word of Mouth	.643
	Product quality	.613

Brand Image	.746	1,341
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Table 3. Collinearity Model Test Results

Model	Model	Unstandardized Coef	
		B	std. Coef
1	(Constant)	.226	.171
	Word of Mouth	.394	.041
	Product quality	.185	.042
	Brand Image	.382	.045

Table 3 shows that there are no multicollinearity symptoms. Because the value of VIF <10. And the results of the calculations get a value that is below the value of 1. So from this model there are no symptoms of multicollinearity. While in table 4 there is a multiple linear regression analysis. In the regression equation  $Y = .226 + .185X_1 + .394X_2 + .382X_3$  in the regression model it can be stated that if the independent variable changes by 1, while the others are constant, the change in the dependent variable has a value equal to the coefficient of the independent variable. With a constant of 0.226, we can get the meaning that word of mouth is on X2 and also the product quality on X1 and the brand image on X3 have in common with no change. So that the purchase decision or Y has 0.226 units.

Meanwhile, if the regression coefficient from word of mouth with a value of 0.394, of course it has a very positive influence on the dependent variable. And another meaning is that this word of mouth variable will increase by 1 unit. From these results the purchase decision will get an increase with the same value. Then if the coefficient of product quality is 0.185, it will have a positive influence on this variable by 1 unit. Then the purchase decision also gets an increase with the same value as that variable.

Likewise with the regression coefficient of brand image which has a value of 0.382 which means there is a positive role for the dependent variable with an additional 1 unit. So that the purchase decision has increased with the same value as the variable.

Table 5. Hypothesis t & F

Model	t test		F test	
	t	Sig	F	Sig
Constant				
Word of mouth	9,521	.000	165,327	.000 <sup>b</sup>
Product quality	4,438	.000		
Brand Image	8,464	.000		

Table 5 shows that the word of mouth variable has a p-value of 0.000, which means it is below 0.05. This means that H0 is rejected and Ha is accepted with the statement that this variable has a significant influence on purchasing decisions. While product quality also has the same value as word of mouth. So it means that these variables provide a significant role and influence on purchasing decisions. It's the same with brand image which has the same value. Brand image automatically gives a significant influence. Meanwhile, the F test obtained a value less than 0.05, which means it can have a significant influence on the purchase decision.

Table 6. Model Summary

Model	R	R Square	Adj R Square	Std Error of Estimate
1	.775 <sup>a</sup>	.600	.596	.47359

From table 6 it can be seen that the Coefficient of Multiple Correlation or R resulting from this model has a value of 0.775 which means there is a strong relationship. While the value of the coefficient of determination or Adj R Square is 0.600. This gives an understanding that word of mouth, brand image and also product quality influence purchasing decisions with a value of 60% with the remaining 40% of other variables.

The word of mouth variable itself is a form of non-personal presentation in the form of promotions, ideas, advertising ideas, goods and services carried out by vendors or sponsors to be promoted by word of mouth. With this promotion, Onitsuka shoe manufacturers can promote their products to consumers starting from activities in shopping centers. Starting from promotions on social media or media installed in every corner of the shopping center.

The results of this study show that word of mouth has a significant influence on purchasing decisions. In the sense that any changes in purchasing decisions that occur to these consumers get influence from the word of mouth. In line with research from Wicaksono (2016) states that advertising and word of mouth have a positive and significant influence on brand awareness of a product. So that the method of promotion is very influential on purchasing decisions.

While the quality of the product itself is the ability of a product to do what it has become its function. Likewise with services. The results of this study present that product quality can have an influence on purchasing decisions in accordance with research from Nuraeni (2014) which states the same thing that product quality has a very large influence.

For the brand image variable, it also gets the same role. The brand image that is owned by a product can certainly provide opportunities that the product will be famous or can be trusted if it is able to present service advantages and problems. If a brand already has a name and is well-known, then it already has an invaluable asset. A skill that is quite unique from this professional marketing is the ability to create and also maintain to enhance the brand of the product. The results of this study show that brand image has a significant influence on purchasing decisions.

Any changes that occur in the purchasing decision variable from consumers are definitely influenced by brand image. The results of this test are in line with research from Amrullah (2016) which states that brand image is partially able to have a positive and significant influence on the purchase decision. This is due to good quality so that it can increase these sales.

## **CONCLUSION**

From the results of this study it can be concluded that word of mouth has a simultaneous influence on the purchasing decision of Onitsuka Tiger at the Official Store which makes variables other than word of mouth such as brand image and product quality also have a significant and acceptable influence. In addition, these 3 variables also have a partial influence on purchasing decisions which makes the hypothesis that product quality has an effect is also true. Then product quality and brand image have an important role in purchasing decisions based on the hypothesis that can also be accepted with the results of the research and testing.



## ACKNOWLEDGEMENTS

The author thanks research partners who have helped finish this article, and in particular, Department of Accounting and Department of Management, Sekolah Tinggi Ilmu Ekonomi Muhammadiyah Asahan, Indonesia.

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