Analysis of Online Customer Reviews, Influencer Endorsements, and Price Perceptions on Purchasing Decisions for Eiger Products in the Sumut Indonesia Climbing Community

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Abstract. *Purchase Decision is a decision to buy a product or brand you like, but two factors can arise between purchase intention and purchase decision. This research aims to determine the influence of online customer reviews, influencer endorsements and price perceptions on purchasing decisions. The type of research used in this research is quantitative research. In determining the research sample, the Slovin formula was used, where the number of samples obtained was 100 samples. Data was collected using a questionnaire that had been tested for validity and reliability and processed using SPPSS 26. Based on the partial test, the Online Customer Review variable had a positive and significant effect on the decision to purchase Eiger products in the Indonesian North Sumatra Climber Community. A value of t-count of 8.139 > 1.66 t-table was obtained, then the Endorsement Influencer variable had a positive and significant influence on Purchasing Decisions, a value of t-count of 2.169 > 1.66 t-table was obtained, and the Price Perception variable had a positive and significant influence on Purchase Decisions with a t-count value of 3.885 > 1.66 t-table . Simultaneous test results show that the online customer review (X1), influencer endorsement (X2) and price perception variables (X3) together have a positive and significant effect on the decision to purchase Eiger products in the Indonesian North Sumatra climbing community.*

Keywords: Online Customer Reviews, Influencer Endorsements, Price Perceptions, Purchasing Decisions

1. INTRODUCTION

Having a hobby of traveling in nature or outdoor activities is very popular lately, this phenomenon can be called back to nature where it is no longer just a desire, but has become a public need. In recent years, Indonesians have become very fond of traveling. For this reason, traveling is no longer just a hobby to fill spare time. Instead, it has evolved into a new way of life for Indonesians. Outdoor activities visit places such as beaches, mountains, waterfalls, and forests with rugged terrain and are well supported and mature, especially in terms of accessories such as bags, shoes, clothes, and other equipment that support outdoor activities. Eiger Adventure (EIGER) was established in 1989, as a brand providing gear and equipment for the lifestyle of nature enthusiasts. Under PT Eigerindo MPI, EIGER was born in Indonesia by Indonesians with the aim to be a friend and protector for anyone who wants to explore tropical nature, especially Indonesian nature. EIGER also aims to bring the name of Indonesia and the quality of Indonesian products to the international arena, especially in the fashion retail industry.

Consumer decision making is strongly influenced by many rights such as interest in a product and also the quality of a product. Purchasing decisions are determining all possible options for solving problems in determining and assessing options systematically and

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objectively and right on target which determines the advantages and disadvantages of each in making decisions made. According to Drumond (2018), explains that decision making is all possible options for solving the problem and assessing options systematically and objectively as well as goals that determine the advantages and disadvantages of each.

Table 1. Indonesia's Top Brand Index in 2022

	Kategori					
	Wallet		School Bag		Sandlas	
Top Brand Gen-Z Index	**Brand**	**TBI**	**Brand**	**TBI**	**Brand**	**TBI**
	Sophie Paris	17,90%	Jansport	21,10%	Eiger	32,10%
	Eiger	16,50%	Export	20,60%	Carvil	20,60%
	Crocodile	13,30%	Eiger	18,80%	Ardiles	10,40%
	D&G	10,30%	Alto	9,20%	Bata	7,70%
	Milk Teddy	8,10%	Polo	1,60%	Nike	5,80%

Source: Top Brand Index in (2022)

Eiger brand achievements in the world of marketing. Top Brand Gen-Z Index from Top Brand Index Indonesia in 2022 has shown that Eiger products are in great demand by consumers, especially among teenagers. It can be seen that Eiger is very superior in the category of shoes and sandals with a percentage of 32.10%, for the wallet category Eiger occupies the second position after Sophie Paris with a percentage of 16.50%, even Eiger also occupies the third position for the school bag category with a percentage of 18.80% following the Export brand which is a brand from the same company, PT. Eigerindo Multi Produk Industri. While the results of the vote regarding Outdoor Brand users in North Sumatra Indonesia Climbers with a total of 100 respondents. The voting results show that Eiger is the most popular outdoor product brand in North Sumatra with 53% of the votes. Besides Eiger, there are also various local industries producing outdoor products such as Consina, Rei, Cozmeed, Merapi Mountain, and many more.

Table 2. Eiger Sales in Various Marketplaces

No	Brand	Shopee		Tokopedia & Tiktok		Lazada	
		Rating	Sales	Rating	Sales	Rating	Sales
1.	Eiger	4.8	325 ribu	4.9	130 ribu	3.9	30 ribu
2.	Consina	4.6	35 ribu	4.8	15 ribu	4.8	30 ribu
3.	Rei	4.8	60 ribu	4.9	10 ribu	4.9	4 ribu
4.	Marapi Mountain	4.8	10 ribu	4.8	2 ribu	4.8	350

Source: Eiger Sales (2024)

Based on Table 1. above, it is known that the sales data above, Eiger has the highest sales compared to its competitors and has more sales in the Shopee Marketplace. Since joining Shopee Eiger has sales of 325,000. This proves that Eiger products are the market leader for outdoor equipment, and are more popular than other brands. Online Customer Review is a positive or negative review of products that have been sold on onlineshop, it can also be an evaluation of information about goods and services placed on third-party sites and retailers,

created by consumers. According to Banjarnahor et al., (2021), online customer reviews are information that is considered credible and trustworthy by companies to help consumers determine products.

Online customer review is the most honest opinion that is done online and which is considered a means of promotion (Hartanto & Indiyani 2022). According to the above understanding, it can be concluded that online customer review is an opinion about a product that has been received by a buyer so that the next buyer can see the assessment of the previous buyer. The researcher observed that in the North Sumatra Indonesia Climbing Community many used outdoor products from Eiger. Through unstructured interviews with several members of the North Sumatra Indonesia Climbing Community, researchers found information that they use Eiger products because the quality is good for all outdoor activities, many of them buy Eiger products online through Marketplace applications such as shopee or offline directly to the Eiger official store.

Based on pre-survey data conducted to support early stage research on phenomena regarding online customer review factors. The number of respondents that researchers used in this pre-survey was 20 people. It can be concluded that in the first statement, namely the attractiveness of Online Customer Reviews, it affects product sales with a total of 7 respondents with a percentage of 35% answering Yes and 13 people with a percentage of 65% answering No, then in the second statement, Meriview of a product in accordance with the original product received an assessment of 16 people with a percentage of 80% answering Yes and 4 people with a percentage of 20% answering No, and in the third statement with a statement that you can see the product purchase guide online clearly and easily understood, getting an assessment of 8 people with a percentage of 40% answering (Yes) and 12 people with a percentage of 60% answering (No).

Influencer endorsements are a form of advertising or promotion done by those who are considered public figures. Simply put, an influencer is someone who can make an impact in society. Influencer marketing is seen as one of the best strategies to bring in potential customers when marketing using social media by utilizing the fame of an influencer, an influencer can create a better product brand image and at a lower cost than using brand endorser artists or public figures who are already among the top artists. Based on the pre-survey, it can be concluded that not all influencers convey messages about products honestly and well, so purchasing decisions tend to increase and decrease, this is due to the influencers themselves. It can be concluded that in the first statement, namely the eiger adventure influencer conveys messages honestly related to eiger products with a total of 7 respondents with a percentage of

35% answering (Yes) and 13 people with a percentage of 65% answering (No), then in the second statement you recognize the influencer eigeradventur get an assessment of 8 people with a percentage of 40% answering (Yes) and 12 people with a percentage of 60% answering (No), and in the third statement with the statement you see the influencer's content so that you are interested in eigeradventure products and get an assessment of 16 people with a percentage of 80% answering (Yes) and 4 people with a percentage of 20% answering (No).

Explained further, according to Schiffman and Kanuk (2019), price perception is the way consumers see prices from the lowest to the highest, where consumers must have a significant influence and feel satisfied with their intention to buy. Peter & Olson (2021) state that price perception is information about prices that consumers understand and where this information is located. Based on observational data, it is explained that price perceptions on Eiger products and on other brand products have very different price differences. Eiger products tend to have higher prices compared to other products, this causes consumers to move to other outdoor products with lower prices and almost the same quality. The results of the pre-survey showed that those who agreed to the first statement were 7 respondents or 33% while disagreeing with 13 respondents or 65%, to the second statement agreed as many as 15 respondents or 75% while disagreeing with 5 respondents or 25%, and the third statement agreed as many as 4 respondents or 20% while disagreeing with 16 respondents or 60%. Based on the background of these problems, there are several discussions that can be used as problem identification, namely:

a. Product purchase decisions, sales of Eiger products experience fluctuations (instability) in sales.
b. There are several customers who provide reviews on the Eiger Adventure Instagram page that the products they buy are of poor quality.
c. Endorsement influencer Eiger Adventure chooses influencers who are less popular among consumers.
d. The perception of the price of Eiger Adventure products is quite expensive among climbers so that not all climbers use these products and switch to other outdoor products with lower prices but with the same quality.

2. LITERATURE REVIEW

Purchasing Decision (Y)

According to Kotler & Armstrong (2019) consumer purchasing decisions are decisions to buy the most preferred brand, but two factors can arise between purchase intention and purchase decision. Purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate alternative behaviors from two or more alternative behaviors and are considered the most appropriate action in buying by first going through the stages of the decision-making process (Firmansyah 2019). According to Tanady & Fuad (2020) consumer purchasing decisions are influenced by how a purchasing decision-making process is carried out. purchasing decision is a thought where individuals evaluate various options and make choices on a product from many choices (Yusuf 2021).

Online Customer Review (X₁)

According to Banjarnahor et al., (2021), Online customer reviews are information that is considered credible and trustworthy by companies to help consumers in determining products. Online customer review is the most honest opinion that is done online and which is considered a means of promotion (Hartanto & Indiyani 2022). Online Customer Review is a form of assessment of a product in various aspects so that consumers can find out the quality of the product (Ningsih, 2019). The Online Customer Review feature makes additional information that can influence consumer assumptions and decisions regarding the product and seller concerned. This is related to consumer assessments of products and sellers in online stores.
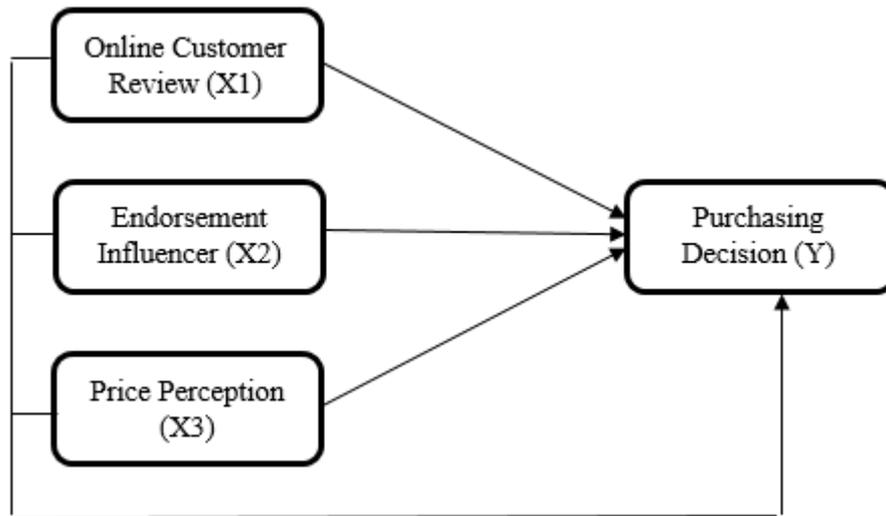
Influencer Endorsements (X₂)

According to Glucksman (2017), influencer marketing is a marketing strategy that became popular in 2017. Influencer marketing strategy by way of endorsement is considered important because it can build a positive image of a brand or product, and can fulfill business goals. Endorsement activities are mutually beneficial activities for both parties because the company or community that owns a product gets a positive image of the product through the endorsement services of social media influencers and the influencer gets a certain amount of money from the party using endorsement services.

Price Perceptions (X₃)

According to Rivai & Zulfitri (2021) argue that price perception is a parameter that is observed based on the nominal money given by consumers for products or services that have been sold to these consumers. Price perception is how consumers can understand all information about a price and this gives a deep impression to the consumers themselves

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(Sudaryono, 2018).

Conseptual Framework

Source: Researcher (2024)

Figure 1. Conceptual Framework

3. RESEARCH METHOD

Type of research

The type of research used in this study is quantitative. Quantitative research is a method used to test certain theories by examining each relationship between variables. In this study, it is quantitative, namely data consisting of numbers of respondents' answers or data that can be calculated and will be included in calculations or used in quantitative analysis such as variables that will be studied for their influence on customer satisfaction. (Sugiyono, 2021).

Data source

This research uses primary and secondary data sources, as follows:

a. According to Sugiyono, (2021), primary data is data that directly provides data to data collectors. Primary data sources are obtained through an interview activity with the research subject and by observation or observation in the field. The primary data used by the authors in the study was a questionnaire.

b. According to Sugiyono, (2021), secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents. Secondary data sources are complementary data sources that function to complement the data needed by primary data.

Research Population and Sample

According to Sugiyono, (2021) population is the whole of the object under study. Population is a generalization area consisting of objects / subjects to study and then draw conclusions. The population in this study was taken from members of the Nature Lovers Community in North Sumatra with a total of 200 members, namely members of the North Sumatra Indonesia Climbing Community. According Sugiyono (2021) states that the sample is part of the number and characteristics of the population. The sampling technique in this study uses Non-probility sampling, which is a way of selecting elements of the population to become members of the sample where each element does not get the same opportunity to be selected In this study to calculate the sample of a particular population. With an error rate of 10%, the authors use the slovin formula. In this study, it was determined that the number of samples based on the above calculations was 66.6. However, this sample was increased to 100 respondents, because the appropriate sample size in a study is between 30 and 500. So the determination of the number of 100 samples or respondents in this study is included in the criteria so that it is feasible to study. The sample in this study were members of the North Sumatra Indonesia Climbing Community.

4. RESULTS AND DISCUSSION

Respondent Characteristics

Table 3. Characteristics of Respondents

No.	Characteristic	Description	Number of Respondents
1.	Age	17-20 year	38 respondents
		21-25 year	48 respondents
		25-30 year	9 respondents
		31-33 year	5 respondents
2.	Gender	Male	62 respondents
		Female	38 respondents
3.	Number of transactions	1-2 time	28 respondents
		3-4 time	34 respondents
		5-6 time	15 respondents
		>6 time	23 respondents
4.	Income	500.000 – 1.000.000	34 respondents
		1.500.000 – 2.000.000	23 respondents
		2.500.000-3.000.000	28 respondents
		>3.000.000	15 respondents

Source: Processed by researchers (2024)

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Validity and Reliability Test Results

Table 4. Validity Test Results

Item Statement	Corrected Item Total Correlation	Information
X1.1	0,522	Valid
X1.2	0,793	Valid
X1.3	0,573	Valid
X1.4	0,793	Valid
X1.5	0,770	Valid
X1.6	0,511	Valid
X1.7	0,621	Valid
X1.8	0,632	Valid
X1.9	0,671	Valid
X1.10	0,673	Valid
X2.1	0,540	Valid
X2.2	0,798	Valid
X2.3	0,595	Valid
X2.4	0,798	Valid
X2.5	0,767	Valid
X2.6	0,496	Valid
X2.7	0,601	Valid
X2.8	0,616	Valid
X2.9	0,728	Valid
X2.10	0,729	Valid
X3.1	0,755	Valid
X3.2	0,676	Valid
X3.3	0,647	Valid
X3.4	0,716	Valid
X3.5	0,716	Valid
X3.6	0,464	Valid
X3.7	0,788	Valid
X3.8	0,667	Valid
X3.8	0,788	Valid
X3.10	0,755	Valid
Y.1	0,693	Valid
Y.2	0,852	Valid
Y.3	0,854	Valid
Y.4	0,554	Valid
Y.5	0,702	Valid
Y.6	0,653	Valid
Y.7	0,693	Valid
Y.8	0,852	Valid
Y.9	0,554	Valid
Y.10	0,579	Valid

Source: Processed by researchers (2024)

Based on the statistical test results above, it is known that the corrected item correlation

value > 0.361, so the data is declared valid.

Table 5. Reliability Test Results

No	Variable	Cronbach Alpha	Results
1	Online Customer Review (X1)	0,857	
2	Influencer Endorsement (X2)	0,864	Reliable
3	Price Perception (X3)	0,883	
4	Purchasing Decision (Y)	0,884	

Source: Processed by researchers (2024)

Based on the table above, it is known that the Cronbach's alpha value for all research variables onlince customer review, influencer endorsement, price perception, purchasing decision > 0.60, it can be said that the overall reliability test results are reliable (reliable).

Normality Test Results

Table 6. Kolmogorove-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.93251744
Most Extreme Differences	Absolute	.050
	Positive	.050
	Negative	-.047
Test Statistic		.050
Asymp. Sig. (2-tailed)		**.200[c,d]**

Source: Processed by researchers (2024)

Based on the data in the table above, it can be seen that the asymp. sig (2-tailed) value is 0.200 > 0.05 so it can be concluded that this study is normally distributed and has met the requirements of the normality test.

Multicollinearity Test Results

Table 7. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	**VIF**
1	(Constant)		
	Online Customer Review	**.669**	**1.495**
	Endorsement Influencer	**.976**	**1.024**
	Price Perception	**.682**	**1.465**

Source: Processed by researchers (2024)

Based on the table of multicollinearity test results, it is known that the two VIF values for each variable are < 10, and the Tolerance value for each variable is > 0.10, so it can be concluded that there is no multicollinearity.

Heteroscedasticity Test Results

Table 8. Glejser Heteroscedasticity Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	**T**	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	1.097	1.813		**.605**	**.546**
	Online Customer Review	-.004	.043	-.010	**-.082**	**.935**
	Endorsement Influencer	.056	.040	.144	**1.409**	**.162**
	Price Perception	-.009	.045	-.025	**-.201**	**.841**
a. Dependent Variable: RES_2						

Source: Processed by researchers (2024)

Based on the Glejser test table above, the significance value of the three independent variables is > from 0.05, it can be concluded that there is no heteroscedasticity.

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Multiple Linear Regression Test Results

Tabel 9. Multiple Linear Regression Test Results

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	**B**	Std. Error	Beta	t	Sig.
(Constant)	**-2.869**	3.246		-.884	.379
Online Customer Review	**.627**	.077	.609	8.139	.000
Endorsement Influencer	**.156**	.072	.134	2.169	.033
Price Perception	**.312**	.080	.288	3.885	.000
a. Dependent Variable: Purchasing decision					

Source: Processed by researchers (2024)

Based on the table above, the regression equation is obtained as follows:

$$Y = -2{,}869 + 0{,}627\ X1 + 0{,}156\ X2 + 0{.}312\ X3 + e$$

This can be seen in the following information:

1. The regression equation shows a constant value of -2.869, which means that the online customer review variable, influencer endorsement, and price perception are in a constant state of -2.869.

2. The regression equation shows that the regression coefficient value $b1 = 0.627$ and is positive, which means that if the online customer review variable increases by one unit, the dependent variable on purchasing decisions will also increase by 0.627, assuming that other variables are not examined in this study.

3. The regression equation shows that the regression coefficient value $b2 = 0.156$ and is positive, which means that if the influencer endorsement variable increases by one unit, the purchasing decision dependent variable will also increase by 0.156, assuming that other variables are not examined in this study.

4. From the regression equation, it shows that the regression coefficient value $b3 = 0.312$ indicates that the price perception variable has a positive influence on purchasing decisions, which means that every time 1 unit of the price perception variable increases, it will affect purchasing decisions by 0.312, assuming that other variables are not examined in this study.

T-test Results (Partial Test)

Table 10. T-test Results (Partial Test)

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	**t**	**Sig.**
(Constant)	-2.869	3.246		**-.884**	**.379**
Online Customer Review	.627	.077	.609	**8.139**	**.000**
Endorsement Influencer	.156	.072	.134	**2.169**	**.033**
Price Perception	.312	.080	.288	**3.885**	**.000**
a. Dependent Variable: Purchasing decision					

Source: Processed by researchers (2024)

Based on the t-test results above, the t-table value = at n-k (100-4) is 96 at a significant level of 5% (0.05) is 1,66. Thus, to find out partially, the following explanation can be described:

1. The t-value of the Online Customer Review variable (X1) is 8.139 and has a positive and significant effect of 0.001. Hypothesis H1 is accepted because t-value > t-table (8.139 > 1.66), which means that the Online Customer Review variable (X1) has a significant effect on Purchasing Decisions (Y).

2. The t-value of the Endorsement Influencer variable (X2) is 2.169 and has a positive and significant effect of 0.033. Hypothesis H2 is accepted because t-value > t-table (2.169 > 1.66), which means that the Endorsement Influencer variable (X2) has a significant effect on Purchasing Decisions (Y).

3. The t-value of the Price Perception variable (X3) is 3.885 and has a positive and significant effect of 0.001. Hypothesis H3 is accepted because t count > t table (3.885 > 1.66), which means that the Price Perception variable (X3) has a significant effect on Purchasing Decisions (Y).

F-Test Results (Simultaneous Test)

Table 11. F-Test Results (Simultaneous Test)

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	1518.594	3	506.198	**57.079**	**.000[b]**
Residual	851.366	96	8.868		
Total	2369.960	99			
a. Dependent Variable: Purchasing decision					
b. Predictors: (Constant), Price perception, influencer endorsement, online customer review					

Source: Processed by researchers (2024)

Based on the table above, the f count value is 57.079 with a significance value of 0.001. This shows that the f count value is greater than the f table (57.079 > 2.70) and the significance value is less than 0.000 (0.000 < 0.05). So it can be concluded that online customer reviews, influencer endorsements and price perceptions simultaneously have a positive and significant effect on purchasing decisions. So H4 is accepted..

Determination Test Results

Table 12. Determination Test Results

Model Summary				
Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	.800a	.641	**.630**	2.978
a. Predictors: (Constant), Price perception, influencer endorsement, online customer review				

Source: Processed by researchers (2024)

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Based on the results of the determination test in the table above, it shows that:

1. R = 0.800 means the relationship between Online Customer Review, Endorsement Influencer, and Price Perception is 80% which means it has a close relationship. The greater the R means the closer the relationship.

2. Adjusted R Square of 0.641 means 64.1% of the factors that influence Purchasing Decisions are explained by Online Customer Review, Endorsement Influencer, and Price Perception. While the remaining 35.8% can be explained by other factors not examined by this study.

3. Standard Error of Estimated means measuring the variation of the predicted value. Standard error of Estimated can also be called standard deviation. From the table above, the Standard Error of Estimated is 2.978. The smaller the standard deviation, the better the model.

5. CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of the research and discussion, the following conclusions can be drawn:

1. There is a positive influence between online customer reviews, the t-count value is 8.139 > t-table, which is 1.660 with a significance level of less than 0.05, which is 0.000 and the regression coefficient 22 has a positive value of 0.641.

2. There is a positive influence between influencer endorsement on purchasing decisions. The t-count value is 2.169 > t-table, which is 1.660 with a significance level of less than 0.05, which is 0.033 and the regression coefficient has a positive value of 0.100.

3. There is a positive influence between price perception on purchasing decisions. The t-count value is 3.885 > t-table, which is 1.660 with a significance level of less than 0.000, which is 0.000 and the regression coefficient has a positive value of 0.307.

4. There is a positive and significant influence of the variables online customer review, endorsement influencer and price perception on the decision to purchase Eiger products in the Indonesian North Sumatra climbing community. This is indicated by the results of the F test with an F-count value of 57.079 > F-table 2.70 and a significance value of 0.000 <0.05. The R2 test result is 0.641

Suggestion

Based on the conclusions obtained from the above research, the following suggestions are made:

1. Based on the results of statistical tests, there is a statement on the online customer review variable with the lowest mean about "Can see the product purchasing guide online clearly and easily understood", therefore the researcher suggests simpler and emphasizes clarity so that customers can understand more easily.

2. Based on the results of statistical tests, there is a statement on the influencer endorsement variable with the lowest mean about "Endorsers are always role models in choosing a product", therefore the researcher suggests that endorsers provide more emphasis and influence so that customers can trust more about the expertise they have.

3. Based on the results of statistical tests, there is a statement on the price perception variable with the lowest mean about "The price of products online and in stores is not much different", therefore the researcher suggests that the price of products online be more easily accessible so that more customers decide to purchase the product.

4. Based on the results of statistical tests, there is a statement on the purchasing decision variable with the lowest mean about "almost every month I always buy Eiger products either online or at the nearest store" because not many customers make product purchases every month.

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