Brand Equity as an Economic Asset in Shaping Consumer Loyalty and Purchase Intentions for Erigo Products

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Abstract:

This study examines the influence of Brand Awareness, Brand Image, and Brand Equity on Consumers' Purchase Intention in the context of Erigo products. Conducted in Yogyakarta, the research involved a sample of 126 Erigo product users who had made at least one purchase. Respondents were selected based on a minimum age criterion of 17 years and prior purchasing experience with Erigo. Data were processed using SPSS to analyze the relationships between the studied variables. The findings indicate that Brand Awareness, Brand Image, and Brand Equity each have a significant positive impact on Consumers' Purchase Intention, demonstrating the crucial role of branding in influencing consumer purchasing decisions.

Keywords: *Brand Awareness; Brand Image; Brand Equity; Consumers Purchase Intention*

1. Introduction

The fashion industry in Indonesia has experienced significant growth in recent years, marked by the rise of numerous local brands that have not only captured domestic consumers' attention but have also begun expanding into international markets. This development is closely linked to the increasing quality of local fashion products in terms of design, materials, and craftsmanship, allowing them to compete with global standards. Fashion has become an essential aspect of individual identity, influencing daily fashion choices and the way people present themselves in social interactions. Clothing choices often serve as a reflection of personality, allowing individuals to express themselves through their outfits (Lutfy & Cuandra, 2023).

Several local fashion brands have gained consumer attention by continuously innovating and keeping up with global fashion trends. Additionally, the rising public awareness of the importance of supporting local products has contributed to the industry's growth, as more consumers shift towards domestic fashion brands. According to a GoodStats (2024) survey, 40.2% of Indonesian youth prefer local brands for their everyday fashion choices, with Erigo (27.6%), 3Second (23.8%), Hijup (10.7%), and Roughneck (10.3%) being among the most popular. Erigo, founded by Muhammad Sadad in 2013, has emerged as one of Indonesia's

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leading fashion brands, initially focusing on streetwear and travel fashion. Over time, the brand expanded its product lines to include Hawaiian shirts, jogger pants, jackets, slide sandals, and various other fashion items (Yasin, 2021).

In the marketing landscape, Brand Awareness, Brand Image, and Brand Equity play a crucial role in shaping consumer purchasing decisions. Brand Awareness is defined as consumers' ability to recognize or recall a brand within a particular product category (Tran et al., 2020; Guha et al., 2021). Meanwhile, Brand Image represents consumers' perceptions and beliefs about a brand, which are shaped by associations stored in their memory (Tjiptono, 2015; Rangkuti, 2021). Brand Equity, on the other hand, refers to the added value a brand provides to products or services, influencing how consumers think, feel, and respond to a brand (Pandiangan et al., 2021; Aaker, 2014). These factors significantly impact Consumers' Purchase Intention, which reflects the desire and motivation to buy a product or service (Jasin, 2022).

Although numerous studies have examined the relationship between Brand Awareness, Brand Image, Brand Equity, and Purchase Intention, their findings remain inconsistent. For example, Febriyantoro (2020) found that Brand Awareness does not significantly affect Purchase Intention, while Tsabitah & Anggraeni (2021) reported a positive and significant relationship between these variables. Furthermore, most existing research has focused on global brands or small-scale local businesses, leaving a gap in the literature regarding successful Indonesian fashion brands that have expanded internationally, such as Erigo.

This study contributes to the existing literature by examining the impact of Brand Awareness, Brand Image, and Brand Equity on Purchase Intention in the context of a successful local fashion brand that has expanded beyond Indonesia. Unlike previous research, which primarily focused on global brands or emerging local brands with limited market reach, this study explores how a well-established Indonesian brand like Erigo has built strong brand equity and influenced consumer purchasing behavior. The findings are expected to provide valuable insights for local fashion entrepreneurs in formulating more effective branding and marketing strategies.

By addressing this research gap, the study aims to offer a deeper understanding of how branding elements influence consumer decision-making, particularly in the highly competitive fashion industry. The results will help businesses develop strategies that enhance brand awareness, strengthen brand image, and build brand equity, ultimately increasing consumer purchase intention and supporting the long-term growth of Indonesian fashion brands in both domestic and international markets.

2. Theoretical Background

Brand Awareness
Brand Awareness is the ability of consumers to recognize or recall a brand within a specific product category (Tran et al., 2020; Guha, 2021). It plays a crucial role in marketing effectiveness and influences consumer purchasing behavior. High brand awareness increases the likelihood of a brand being included in a consumer's

consideration set, ultimately impacting sales volume and brand sustainability (Guha, 2021). According to Guha (2021)**,** the key indicators of Brand Awareness are familiarity, awareness, and recognition**.**

Brand Image

Brand Image refers to the perceptions and associations that consumers hold about a brand, shaping their evaluation and purchasing decisions (Tjiptono, 2015; Rangkuti, 2021). It represents the set of beliefs and feelings stored in consumers' memories, influencing how they interpret a brand's identity (Tran et al., 2020). Pandiangan et al. (2021) describe Brand Image as a reference point that consumers use when evaluating products, especially when they lack sufficient product knowledge. According to Guha (2021)**,** the main indicators of Brand Image include perceived quality, reliability, and excellence**.**

Brand Equity

Brand Equity represents the additional value a brand provides to a product or service, influencing consumer perceptions and purchasing behavior (Aaker, 2014; Pandiangan et al., 2021). It differentiates a branded product from an unbranded one with identical features, creating a competitive advantage (Majeed et al., 2021). Strong Brand Equity enhances consumer preference, brand loyalty, and overall trust, ensuring long-term business sustainability. Guha (2021) identifies the key indicators of Brand Equity **as** preference, brand loyalty, differentiation, and brand trust**.**

Consumers' Purchase Intention

Consumers' Purchase Intention reflects the strong desire and willingness of consumers to buy a product, shaped by their cognitive evaluation and emotional response to a brand (Husain et al., 2022). It is a critical factor in predicting actual purchase behavior, emerging when consumers recognize a product and actively consider purchasing it (Kotler & Keller, 2016). Guha (2021) highlights the primary indicators of Consumers' Purchase Intention **as** exploration, interest, referral, and transaction**.**

3. Methodology

This research employs a quantitative approach, utilizing numerical data to analyze consumer behavior related to Erigo products. The population consists of Erigo consumers across various cities in Indonesia. The sample size is determined based on the number of research indicators, which total 14, and follows a multiplier of 9, resulting in a required sample of 126 respondents. The sampling method applied is purposive sampling, allowing the selection of respondents who meet specific criteria relevant to the study. This method ensures that the collected data aligns with the research objectives by targeting individuals who have purchased Erigo products at least once and are 17 years or older.

Data collection is conducted through the distribution of questionnaires, utilizing a Likert scale to measure responses. This scale enables respondents to express their level of agreement or perception regarding the research variables. The study relies on primary data, which is directly obtained from the selected respondents. To analyze the

relationship between variables, the study employs multiple regression analysis, a statistical technique that examines the influence of independent variables on the dependent variable. This method helps determine the significance and strength of relationships between factors such as brand awareness, brand image, brand equity, and purchase intention. Through this approach, the research aims to provide insights into consumer preferences and purchasing behavior toward Erigo products.

4. Empirical Findings/Result

Test of Validity and Reliability
The instrument test in this study includes validity and reliability tests to ensure that the research variables are accurately measured and consistent. The validity test assesses whether the instrument truly measures what it is intended to measure. This test uses the Pearson Product Moment Correlation with a significance level of 0.05, where an instrument is considered valid if the significance value is below 0.05 or if the correlation coefficient (r count) is higher than the r table value. The reliability test is conducted using the Cronbach's Alpha method, with an instrument being considered reliable if the alpha value is greater than 0.6. A value above 0.7 is deemed acceptable, while a value exceeding 0.8 is classified as good reliability. Since all variables in this study have Cronbach's Alpha values above the 0.6 threshold, the instrument is considered valid and reliable for further analysis.

Classical Assumption Test
The classical assumption tests ensure that the regression model meets the necessary assumptions for accuracy. The normality test evaluates whether the data is normally distributed, which is crucial for conducting parametric statistical analyses. This study applies the Kolmogorov-Smirnov test using SPSS 25, and the results show a Monte Carlo Sig. (2-tailed) value greater than 0.05, indicating that the residuals are normally distributed, allowing for further statistical testing.

The multicollinearity test checks whether there is a high correlation between independent variables, which could distort the regression results. This test is conducted using the Tolerance Value and Variance Inflation Factor (VIF). If the tolerance value is greater than 0.10 and the VIF is less than 10, there is no multicollinearity. The findings indicate that all independent variables meet these criteria, confirming that the regression model does not suffer from multicollinearity.

The heteroscedasticity test examines whether there is an unequal variance in the residuals across observations, which could affect the reliability of the regression model. This study employs the Glejser test, where the significance value of each independent variable is checked. If the significance value is greater than 0.05, it indicates that heteroscedasticity is not present. The results confirm that all variables have significance values above 0.05, meaning that the regression model exhibits homoscedasticity, ensuring the consistency of variance across observations.

Analysis of Regression
Relapse investigation could be a factual method that appears the presence or nonattendance of a relationship also known as a causal connect or cause and effect as

an condition or systematic demonstrate. Relapse can be utilized to make a demonstrate, such as a relapse condition, or to foresee results. The method of relapse examination itself is utilized to discover how much one variable influences one or more other factors.

Results of Multiple Linear Regression
Table 1. The Brand Equity of Brand Awareness and Brand Image

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.061	1.143		.053	.958
	Brand Awareness	.496	.103	.316	4.833	.000
	Brand Image	.869	.089	.579	8.843	.000

a. Dependent Variable: Brand Equity

Source: Data Processed by SPSS (2025)

The regression analysis results indicate that Brand Awareness (X1) and Brand Image (X2) have a positive correlation with Brand Equity (Z), meaning that an increase in Brand Awareness and Brand Image leads to an increase in Brand Equity. The constant (α) value is 0.061, showing that even when the independent variables remain unchanged, Brand Equity still has a base value. The b1 coefficient is 0.496, demonstrating that Brand Awareness positively influences Brand Equity, implying that the stronger the Brand Awareness, the higher the Brand Equity, which in turn increases purchase intention. Similarly, the b2 coefficient is 0.869, indicating that Brand Image also has a positive effect on Brand Equity, meaning that a stronger Brand Image enhances Brand Equity and boosts consumers' intention to buy. Based on this analysis, the regression equation can be formulated as Z = 0.316BA + 0.579BI, confirming the direct and positive impact of Brand Awareness and Brand Image on Brand Equity.

Results of Multiple Linear Regression II,
Table 2. Brand Equity Mediates the Brand Awareness and Brand Image and Consumers Purchase Intention

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.094	.829		1.320	.189
	Brand Awareness	.196	.081	.134	2.410	.017
	Brand Image	.203	.091	.145	2.224	.028
	Brand Equity	.630	.065	.677	9.641	.000

a. Dependent Variable: Consumers Purchase Intention

Source: Data Processed by SPSS (2025)

The regression analysis results indicate that Brand Awareness (X1), Brand Image (X2), and Brand Equity (Z) have a positive correlation with Consumers Purchase Intention (Y), meaning that an increase in these three factors leads to a higher Consumers Purchase Intention. The constant (α) value is 1.094, showing that even

when the independent variables remain unchanged, Consumers Purchase Intention still has a base value. The b1 coefficient is 0.196, demonstrating that Brand Awareness positively influences Consumers Purchase Intention, meaning that the stronger the Brand Awareness, the higher the intention to buy. The b2 coefficient is 0.203, indicating that Brand Image also has a positive influence, implying that a stronger Brand Image enhances Consumers Purchase Intention. Additionally, the b3 coefficient is 0.630, confirming that Brand Equity has the most significant positive impact on Consumers Purchase Intention, meaning that the stronger the Brand Equity, the greater the consumer's intention to make a purchase. Based on this analysis, the regression equation can be formulated as Y = 0.134BA + 0.145BI + 0.677BE, reinforcing the direct and positive impact of Brand Awareness, Brand Image, and Brand Equity on Consumers Purchase Intention.

Godness Of Fit Test
Fractional Parameter Centrality Test (T Measurable Test)
The partial t test is conducted to determine how far the influence of the independent variables, namely, Brand Awareness, Brand Image, Brand Equity in explaining the variation in the dependent variable, namely Consumers Purchase Intention. The t table value at the α = 5% or 0.05 level and the degree of freedom (df) = n - 1 = 126 - 1 = 125, then the t table value is 1.6571.

Table 3. t Test Results Consumers Purchase Intention And The Impact Of Brand Awareness And Brand Image

	Coefficients[a]				
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	.061	1.143		053	.958
Brand Awareness	.496	.103	.316	4.833	.000
Brand Image	.869	.098	.579	8.843	.000
a. Dependent Variable: Brand Equity					

Source: Data Processed by SPSS (2025)

Regression analysis results lead to the following outcome:
1. Examination of the Brand Awareness Variable (X1) to Brand Equity Variable (Z): The table above produces a t value of the Brand Awareness variable (X1) of 4.833 with a significant scale of 0.000. So, the calculated t value (4.833) > from t table (1.6571) and Ho is accepted and H3 is accepted because the significant value of 0.000 is less than 0.05. This shows that the dependent variable Brand Equity (Z) is partially and significantly influenced by the Brand Awareness (X1) variable.

2. Analysis of the Brand Image (X2) to Variable Brand Equity (Z): The table above shows the t value of the Brand Image (X2) variable of 8.843 with a significant scale of 0.000. So, the calculated t value (8.843) > from t table (1.6571) and Ho is accepted and H4 is accepted because the significant value of 0.000 is less than 0.05. This shows that the dependent variable Brand Equity (Z) is partially and significantly influenced by the Brand Image variable (X2).

Table 4. Function Test II Outcomes Brand Equity acts as a mediator between the effects of Brand Awareness and Brand Image on Consumers Purchase Intention.

		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.094	.829		1.320	.189
	Brand Awareness	.196	.081	.134	2.410	.017
	Brand Image	.203	.091	.145	2.224	.028
	Brand Equity	.630	.065	.677	9.641	.000

a. Dependent Variable: Consumers Purchase Intention

Source: Data Processed by SPSS (2025)

Relapse investigation comes about lead to the taking after result:

3. Examination of the Brand Awareness Variable (X1) to Variable Consumers Purchase Intention (Y): The table above produces a t value of the Brand Awareness variable (X1) of 2.410 with a significant scale of 0.017. So, the calculated t value (2.410) > from t table (1.6571) and Ho is accepted and H1 is accepted because the significant value of 0.017 is less than 0.05. This shows that the dependent variable Consumers Purchase Intention (Y) is partially and significantly influenced by the Brand Awareness (X1) variable.

4. Analysis of the Brand Image Variable (X2) to Variable Consumers Purchase Intention (Y): The table above produces a t value of the Brand Image variable (X2) of 2.224 with a significant scale of 0.028. So, the calculated t value (2.224) > from t table (1.6571) and Ho is accepted and H2 is accepted because the significant value of 0.028 is less than 0.05. This shows that the dependent variable Consumers Purchase Intention (Y) is partially and significantly influenced by the Brand Image variable (X2).

5. Analysis of the Brand Equity Variable (Z) to Variable Consumers Purchase Intention (Y): The table above produces a t value of the Brand Equity variable (Z) of 9.641 with a significant scale of 0.000. So, the calculated t value (9.641) > from t table (1.6571) and Ho is accepted and H5 is accepted because the significant value of 0.000 is less than 0.05. This shows that the dependent variable Consumers Purchase Intention (Y) is partially and significantly influenced by the Brand Equity variable (Z)

Coefficient of Determination (R Square)

The Coefficient of Determination (R^2) is carried out to measure how far the model's ability to explain the variation in the dependent variable.

Table 5. R Square Test Results, Phase I: Brand Awareness and Brand Image to Brand Equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
		Model Summary		
1	.801[a]	.641	.635	1.637

a. Predictors: (Constant), Brand Image, Brand Awareness

Source: Data Processed by SPSS (2025)

Based on the table above, it can be seen that the coefficient of determination (Adjusted R²) in this study is 0.635. This value means that the independent variables, namely Brand Awareness (BA), Brand Image (BI) in influencing Brand Equity (BE) are 63.5%, while the remaining 36.3% is influenced by other factors not examined in this study.

Table 6. Brand Awareness, Brand Image, Brand Equity to Consumers Purchase Intention. Square Test Results Phase II.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
		Model Summary[b]		
1	.886[a]	.784	.779	1.795

a. Predictors: (Constant), Brand Awareness, Brand Image, Brand Equity

b. Dependent Variable: Consumers Purchase Intention

Source: Data Processed by SPSS (2025)

Based on table 4.28 above, it can be seen that the coefficient of determination (Adjusted R²) in this study is 0.779. This value means that the independent variables, namely Brand Awareness (BA), Brand Image (BI), Brand Equity (BE) in influencing Consumers Purchase Intention (CPI) are 77.9% while the remaining 22.1% is influenced by other factors not examined in this study.

Path Analysis
Path Interpretation
This way elucidation is utilized to decide whether there's an impact of the intervention (mediating) measurement in this investigate show.
Relapse Step 1:
1. P1:Unstandardized coefficient beta for the Brand Awareness variable (X1) is 0.496
2. P2:Unstandardized coefficients beta for the Brand Image (X2) is 0.869

Relapse Step 2:
1. P3:Unstandardized coefficients beta for the Brand Awareness variable (X1) is 0.196
2. P4:Unstandardized coefficients beta for the Brand Image variable (X2) is 0.203
3. P5:Unstandardized coefficients beta for Brand Equity (Z) is 0.630

Diagrammatic Path Interpretation
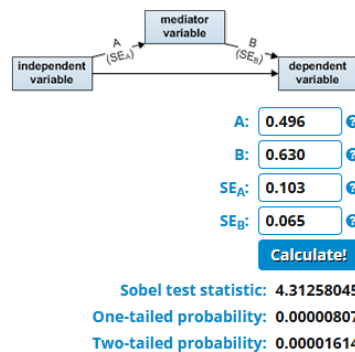
Source: Data Processed by SPSS (2025)

Figure 1. Sobel test 1

From the results of the sobel test above with a two-tailed probability value of 0.00001614 which means < 0.05 and a sobel test value of 4.31258045 > 1.96, it can be concluded that the effect of Brand Awareness on Consumers Purchase Intention is sufficient to state that the independent variable affects the dependent variable directly but with Brand Equity as an accepted intervening variable.
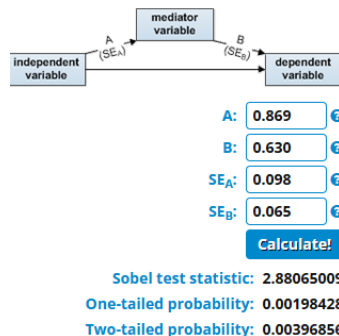
Source: Data Processed by SPSS (2025)

Figure 1. Sobel test 2

From the results of the sobel test above with a two-tailed probability value of 0.00396856 which means < 0.05 and a sobel test value of 2.88065009 > 1.96, it can be concluded that the effect of Brand Image on Consumers Purchase Intention is sufficient to state that the independent variable affects the dependent variable directly with Brand Equity as an intervening variable is accepted.

5. Discussion

The research findings confirm that Brand Awareness plays a crucial role in influencing Consumers Purchase Intention. When consumers are familiar with a brand and can easily recognize it, they develop a sense of trust, which ultimately increases their intention to make a purchase. This is consistent with the study conducted by Tsabitah & Anggraeni (2021), which highlights the significance of Brand Awareness in shaping consumer buying decisions. A strong brand presence not only makes a

product more recognizable but also enhances consumer confidence, reducing uncertainty during the purchasing process (Febriyantoro, 2020).

Furthermore, the study also supports the positive and significant influence of Brand Image on Consumers Purchase Intention. A brand with a strong and favorable image is perceived as more reliable and desirable by consumers, leading to a higher likelihood of purchase. This aligns with the findings of Jasin (2022), which emphasize that Brand Image contributes to consumer trust and brand preference. A well-established Brand Image enhances emotional connections with consumers, making them more inclined to choose the brand over its competitors (Hossain et al., 2020).

The impact of Brand Awareness extends beyond purchase intention, as it also significantly influences Brand Equity. A well-recognized brand is more likely to build strong equity by fostering consumer loyalty and creating a positive reputation in the market. This finding is supported by the research of Appiadu et al. (2023), which states that Brand Awareness is a key driver of Brand Equity. A brand that remains top-of-mind among consumers enjoys a competitive advantage, leading to long-term business success (Keller, 2013). Moreover, consumers tend to associate higher equity with brands that are widely known and easily recognizable (Lutfy & Cuandra, 2023).

Similarly, Brand Image plays a vital role in shaping Brand Equity. A positive Brand Image, characterized by strong consumer associations and perceptions, enhances the brand's value and strengthens its market position. This is in line with the research of Hossain et al. (2020), which suggests that a strong Brand Image fosters brand loyalty and contributes to long-term Brand Equity. Consumers are more likely to develop positive perceptions of a brand that consistently delivers quality and reliability, leading to a more favorable brand reputation (Kotler & Keller, 2016).

Finally, the study confirms that Brand Equity significantly influences Consumers Purchase Intention. A brand with strong equity enjoys higher consumer trust, preference, and loyalty, which directly translates into increased purchase intention. Majeed et al. (2021) found similar results, highlighting that consumers are more inclined to purchase from brands they perceive as having high value and credibility. Strong Brand Equity reduces perceived risks associated with a purchase and enhances consumer willingness to pay a premium price, reinforcing the brand's competitive strength (Sari & Wijaya, 2023).

In conclusion, this research reaffirms the interdependence between Brand Awareness, Brand Image, Brand Equity, and Consumers Purchase Intention. The findings suggest that companies should prioritize strategies that strengthen Brand Awareness and Brand Image to build strong Brand Equity, which ultimately leads to higher purchase intentions. Effective brand management can ensure long-term consumer loyalty and sustained business growth, as supported by previous studies on brand marketing and consumer behavior (Arief & Suryani, 2022).

6. Conclusions

The findings of this study confirm that Brand Awareness has a positive and significant effect on Consumers Purchase Intention, indicating that the more familiar consumers are with Erigo, the higher their likelihood of purchasing its products. Similarly, Brand Image plays a crucial role in shaping purchase intention, as a strong and positive image enhances consumer trust and preference toward Erigo products. Moreover, Brand Awareness significantly contributes to Brand Equity, demonstrating that the stronger a brand's presence in consumers' minds, the more valuable the brand becomes. Likewise, Brand Image positively impacts Brand Equity, reinforcing the idea that a brand's reputation and perceived quality directly influence its overall value. Finally, Brand Equity itself has a direct and significant effect on Consumers Purchase Intention, meaning that consumers are more likely to purchase Erigo products when they perceive the brand as strong, credible, and valuable.

For future research, several areas can be explored to deepen the understanding of brand-related factors influencing consumer behavior. First, studies can investigate the role of social media engagement and digital marketing strategies in enhancing Brand Awareness and Brand Image, particularly in the fashion industry. Additionally, future research can examine the impact of influencer marketing and brand ambassador programs on Brand Equity and Purchase Intention. Another potential direction is to explore the moderating effects of consumer demographics, such as age, income level, and cultural background, in shaping Brand Awareness, Brand Equity, and Purchase Intention. Lastly, researchers may conduct comparative studies between local and international fashion brands to assess how brand positioning and marketing strategies influence consumer perceptions in different markets. By addressing these areas, future studies can provide deeper insights into the evolving dynamics of branding and consumer behavior in the fashion industry.

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