Brand image, product quality, and price as antecedent of purchase decision

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ARTICLE INFO	ABSTRACT
	Purpose-Currently, there are various brands of various product variants on the market. This is one of the effects of increasing business competition. As a result of this phenomenon, consumers need to consider carefully before purchasing. This study analyzes the influence of brand image, product quality, and price on consumer purchasing decisions. **Methodology-**The object of this study is Indonesian students who have purchased sneakers in their daily lives. The sample consisted of 108 respondents obtained using purposive sampling. The data analysis methods used were validity and reliability tests and hypothesis testing using SPSS 22 analysis tools. **Findings-**The results indicate that, partially, brand image, product quality, and price positively affect purchasing decisions. A positive brand image, consistent product quality, and prices that align with product quality influence consumers' decisions to buy sneakers. **Research Limitations-**The limitation of this study is the relatively small number of respondents, even though it covers students throughout Indonesia, so the results of this study cannot be said to represent the majority of sneaker users in various regions of Indonesia. Further research could increase the number of respondents, focus on a specific area in Indonesia, or focus on a particular sneaker brand. **Novelty-**This study can be used as a reference for future researchers and as a guideline for sneaker manufacturers to encourage consumer purchasing decisions by considering the factors analyzed in this study. This study analyzes sneaker users in general, not specific to certain brands.

1. Introduction

The rapid growth and development of global businesses have led to intense competition, including in the fashion industry (Guo et al., 2020). Various innovations have been presented to face this competition by developing products, thus making consumers choose from many product variants (Pantano et al., 2018). To win the competition, companies must offer products that outperform their competitors in all aspects and satisfy consumers' ever-changing wants and needs.

The fashion industry continues to grow annually, and trends are constantly changing (Bertola & Teunissen, 2018). One of the growing fashion businesses is sneaker production. The growing trend of sneakers has led to interaction between manufacturers, distributors, and resellers. This can be seen from the increasing variety of brands and types of sneaker shoes available in Indonesia. This encourages consumers to be more selective in choosing the type and brand of sneakers they will buy. The value of benefits obtained by consumers is a factor that determines consumer interest in choosing and purchasing products. These factors include brand image, product quality and price.

Foster (2016) opines that brand image influences purchasing decisions as it comprises consumers' associations and perceptions of a brand. According to Rachmawati et al. (2019), items with a strong and positive brand image can affect purchase choices by enhancing quality perceptions and promoting values relevant to consumers. As Jin et al. (2019) noted, a strong and positive brand image can shape consumer expectations, foster loyalty, and create deep-seated preferences, ultimately affecting consumer attitudes and their purchasing decisions. Building on this concept, a strong and positive brand image links consumers and brands (Azizan & Yusr, 2019). In the Indonesian market, a positive brand image can boost consumer confidence, directly influencing their purchasing decisions (Amron, 2018). Brand image affects buying choices, including the associations and perceptions consumers have of a brand. Agu et al. (2024) observed that a strong and positive brand image can mold consumer expectations, cultivate loyalty, and establish entrenched preferences, influencing consumer attitudes and buying choices. In Indonesia, a brand that develops a strong and positive image can boost consumer confidence and thus affect their purchasing choices. According to Khoironi et al. (2018), it is easier to attract and retain customers for products with a brand image aligned with consumer expectations.

Product quality is among the main factors in marketing (Išoraitė, 2016). A product's quality encompasses various aspects, some of which are physically tangible, while others are intangible (Karamustafa & Ülker, 2020). It comprises color, cost, a well-known brand name, and supplementary services. These factors are significant for fulfilling consumer needs and desires. Consistent with this, products encompass more than just physical items; they include everything consumers receive, such as the core benefits provided, the product's physical appearance, customer friendliness, and various other supporting elements that enhance consumer value. Amron (2018) emphasizes that product quality shapes consumer purchasing decisions. To effectively satisfy consumers' needs and wants, products must have superior quality and functionality. According to Brata et al. (2017), product quality pertains to the item's capacity to carry out its anticipated functions, encompassing factors such as durability, reliability, and accuracy. These aspects influence customer satisfaction with the offered product or service, affecting the chances of repeat purchases (Cao et al., 2018). The results demonstrate that every company continuously enhances the quality of its products (Ross, 2017), ensuring that the items it produces remain appealing to consumers. Product quality that can be depended on demonstrates a product's capacity to optimally fulfill its function (Hadita & Wufron, 2022).

According to Novansa and Ali (2017), prices significantly impact consumer purchasing decisions in Indonesia. According to Mirabi et al. (2015), price is a key factor for businesses in retaining loyal customers who are willing to pay more for their preferred products. Furthermore, the perception of price directly impacts customer satisfaction, whereas the perception of price fairness has an indirect effect. Price fairness can also predict consumer purchasing decisions (El Haddad et al., 2015). In Indonesia, consumers are susceptible to prices and consistently seek the best value to guide their purchasing decisions. Thus, an effective pricing strategy should consider consumers' purchasing power by establishing prices that align with their financial capabilities and value expectations. Companies can increase product attractiveness and encourage more positive purchasing decisions with competitive pricing (Brata et al., 2017a).

2. Literature Review and Hypothesis Development

According to Foster (2016), brand image plays a role in influences purchasing decisions because it is a set of associations and perceptions that consumers have of a brand. Products with a strong and positive brand image can influence purchasing decisions by increasing perceptions

of quality and instilling values relevant to consumers (Rachmawati et al., 2019). A strong and positive brand image can shape consumer expectations, build loyalty, create deep preferences (Jin et al., 2019), and ultimately influence consumer attitudes and decisions when purchasing products. Extending this idea, a strong and positive brand image bridges brands and consumers (Azizan & Yusr, 2019). In the Indonesian market, a strong and positive brand image can increase consumer confidence, directly impacting purchasing decisions. Products with a brand image that matches consumer expectations will make it easier to attract and retain customers. Research conducted by Hanaysha (2018) and Sanny et al. (2020) show that brand image partially has a positive effect on purchasing decisions. **H₁: Brand Image Has a Positive Influence on Purchase Decision.**

Product quality is a key element in marketing (Išoraitė, 2016). Product quality covers a wide range of aspects, both tangible and intangible (Karamustafa & Ülker, 2020). These attributes include color, price, a recognizable brand name, and accompanying services. These factors play an important role in meeting consumer needs. In line with this, products are not only limited to physical goods but also include everything that consumers receive, including the core benefits offered, the physical appearance of the product, friendliness, and various other supporting elements that add value to consumers. Amron (2018) underscores the importance of product quality in influencing consumer purchasing decisions. Good product quality is directly related to increased consumer interest and purchase tendency. Therefore, products must have high quality and functionality to effectively meet the needs and desires of consumers. Brata et al. (2017) emphasize that product quality refers to the product's ability to perform its expected functions, including durability, reliability, and accuracy. These factors affect customer satisfaction with the product or service provided, ultimately affecting the likelihood of repeat purchase (Cao et al., 2018). Their research by Kumar and Ghodeswar (2015) and Aeni (2020) prove that partial product quality positively affects purchasing decisions. **H₂: Product Quality Has a Positive Influence on Purchase Decision.**

Novansa and Ali (2017) explain that price also plays an important role in influencing consumer purchase decisions in Indonesia. Consumers in Indonesia are very price-sensitive and always look for the best value to determine their purchasing decisions. Therefore, an effective pricing strategy should consider consumers' purchasing power by setting prices that match their value expectations and financial capabilities. Companies can increase product attractiveness and encourage more positive purchasing decisions with competitive pricing (Brata et al., 2017a). Research conducted by Brata et al. (2017) and Nekmahmud and Fekete-Farkas (2020) state that price positively affects purchasing decisions. **H₃: Price Has a Positive Influence on Purchase Decision.**

Figure 1 illustrates the framework of the research model and shows the factors that influence purchasing decisions. These factors include brand image, product quality, and price, all of which positively affect purchasing decisions.
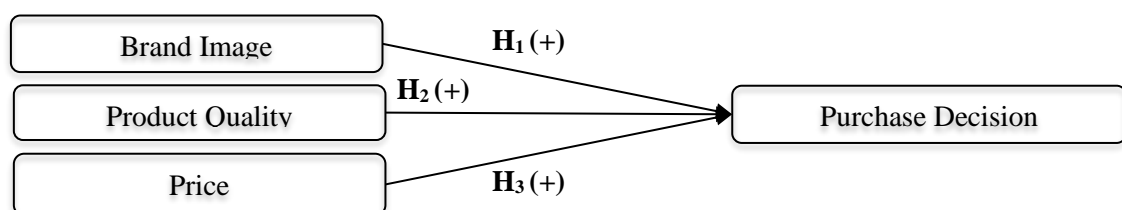

Figure 1. Research Model

3. Research Methodology

The population in this study included all students in Indonesia who had bought or used sneakers. Google Forms was used to distribute the questionnaires online to collect data. Each

variable was represented by indicator items rated on a Likert scale. Three indicator items are used to measure brand image (BI) adapted from Herr et al. (1994), product quality (PQ) with seven indicator items adapted from Kotler and Keller (2016), price (PC) with four indicator items adapted from Cravens and Lipsky (2002), and purchase decision (PD) with four indicator items adapted from Kotler and Keller (2016).

The research data were then evaluated for validity, reliability, and regression tests using SPSS software. The loading factor value of each indicator item of each variable was examined to perform a validity test. An indicator item can be valid if the loading factor value exceeds 0.5, and vice versa (Ghozali, 2018). The validation test must be carried out if there are invalid indicator items, and they are excluded from the data analysis. Then, a reliability test was conducted after the validity test. Variable reliability was assessed using Cronbach's alpha. The research variable can be considered reliable if Cronbach's alpha exceeds 0.6 (Ghozali, 2018). Next, hypothesis testing is conducted to determine whether the hypotheses that have been formulated are accepted or rejected. The p-value of each hypothesis was used as the basis for regression testing. The hypothesis can be accepted if the significance value is less than 0.05, and vice versa (Ghozali, 2018).

4. Result and Discussion
Characteristics of Respondents

Table 1 presents the respondents' characteristics. In general, most of the respondents were male, with 66 respondents (61.11%), and the remaining 42 were female (38.89%). The age of the respondents was dominated by the age range of 21-25 years, with 104 respondents (96.30%), and the least were respondents aged 18-20 years, four respondents (3.70%). Apart from the gender and age categories, the characteristics of the respondents can be seen based on their income level (in this case, monthly allowance). Most respondents (60.19%) had a monthly allowance of less than 500,000 (IDR).

Table 1. Characteristics of Respondents

Classification	Description	Frequency	
		Total	**Percentage**
Gender	Male	66	61.11
	Female	42	38.89
Age	18-20 years old	4	3.70
	21-25 years old	104	96.30
Income	< 500,000 IDR	65	60.19
	500,001 – 1,000,000 IDR	20	18.25
	> 1,000,000 IDR	23	21.30

Validity Test

Table 2 shows the tabulation of the loading factor value of each indicator item representing each research variable in the validity test. All indicator items of the research variables were proven valid because they had a loading factor value of 0.5.

Table 2. Validity Test Result

Indicator	Brand Image	Product Quality	Price	Purchase Decision
BI 1	0.620			
BI 2	0.593			
BI 3	0.572			
PQ 1		0.661		
PQ 2		0.737		
PQ 3		0.680		
PQ 4		0.667		
PQ 5		0.511		
PQ 6		0.578		

Indicator	Brand Image	Product Quality	Price	Purchase Decision
PQ 7		0.549		
PC 1			0.731	
PC 2			0.752	
PC 3			0.600	
PC 4			0.537	
PD 1				0.729
PD 2				0.791
PD 3				0.676
PD 4				0.771

Reliability Test

The reliability test results shown in Table 3 indicate that all research variables are reliable. This can be seen from the Cronbach's alpha values of the brand image, product quality, price, and purchase decision variables, which are more than 0.6. Therefore, this data analysis can be continued to the next stage of testing, namely, the regression test.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha
Brand Image	0.649
Product Quality	0.753
Price	0.757
Purchase Decision	0.794

Hypothesis Test

Table 4 presents the results of the hypothesis testing. Based on these results, all hypotheses in this study were accepted or supported. This can be proven by the fact that all hypotheses show a positive direction and the significance value is less than 0.05. Brand image, product quality, and price positively influence purchase decisions.

Table 4. Hypothesis Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constanta)	0.696	1.364		0.511	0.611
Brand Image → Purchase Decision	0.238	0.099	0.171	2.401	0.018
Product Quality → Purchase Decision	0.360	0.054	0.552	6.721	0.000
Price → Purchase Decision	0.192	0.086	0.174	2.223	0.028

Discussion

The Effect of Brand Image on Purchase Decision

Testing the first hypothesis proved that brand image positively affects purchasing decisions. Research conducted by Hanaysha (2018) and Sanny et al. (2020) show that brand image partially has a positive effect on purchasing decisions. According to Azizan and Yusr (2019), a strong and consistent brand image links products to consumers. In the Indonesian market, a positive brand image can increase consumer confidence, which directly impacts their purchasing decisions (Amron, 2018). Brand image influences purchasing decisions as it comprises the associations and perceptions consumers hold about a brand. Products with a robust and affirmative brand image can affect buying choices by enhancing quality perceptions and promoting values relevant to consumers. Agu et al. (2024) noted that a strong and positive brand image can shape consumer expectations, foster loyalty, and create deep-seated preferences, ultimately affecting consumer attitudes and purchasing decisions. In Indonesia, a brand that cultivates a strong and positive image can enhance consumer confidence and influence purchasing

decisions. Products with a brand image that matches consumer expectations are easier to attract and retain (Khoironi et al., 2018).

The Effect of Product Quality on Purchase Decision

Testing the second hypothesis proved that product quality positively affects purchasing decisions. Research conducted by Kumar and Ghodeswar (2015) and Aeni (2020) proved that product quality positively affects purchasing decisions. These results illustrate that every company tries to continuously improve the quality of its products (Ross, 2017) so that the products produced continue to attract consumers. Products offered to the market with reliable quality can satisfy the needs and desires of consumers. Reliable product quality indicates a product's ability to perform its function optimally (Hadita & Wufron, 2022). These capabilities include durability, reliability, accuracy, ease of operation, repair, and other valuable attributes of the product (Brata et al., 2017). Thus, the better the product quality, the better the consumer purchasing decisions.

The Effect of Price on Purchase Decision

Testing the third hypothesis proved that price positively affects purchasing decisions. Brata et al. (2017) and Nekmahmud and Fekete-Farkas (2020) prove that price positively affects purchasing decisions. Price is an important factor for companies to maintain loyal customers willing to pay higher prices for their favorite products (Mirabi et al., 2015). Vasic et al. (2019) state that price is an important factor in customer purchases and impacts customer satisfaction. In addition, customer satisfaction is directly affected by price perception and price fairness. Price fairness can predict consumer purchasing decisions (El Haddad et al., 2015).

5. Conclusion

This study proves that brand image, product quality, and price positively affect purchase decisions. Companies must consider factors that can encourage consumers to buy a product. This study also has limitations, including the research area, which was only conducted in one region; therefore, the results may not be the same in other regions. Consumer conditions may differ across regions. The number of respondents was relatively limited. The research variables were limited to looking at only three factors (brand image, product quality, and price), even though many other factors can influence purchasing decisions, such as the influence of friends and promotions. The data collection method using a questionnaire has the disadvantage that respondents may not be honest, and the method cannot dig deeper into the information. This research can be used as a reference for future researchers, and it is hoped that future researchers can develop or add other variables that are thought to influence purchasing decisions beyond the variables in this study.

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