

PRICE PERCEPTION AND ONLINE PROMOTION EFFECTS ON BRAND AWARENESS AND PURCHASE DECISIONS FOR KAIAMUSLIMWEAR KURTA

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Abstract

This study examines the influence of price perception and online promotion on brand awareness and its implication for purchase decision for KaiaMuslimWear kurta products. The issue addressed in this study is the need for KaiaMuslimWear to strengthen its competitive position in the Muslim fashion market, particularly in the men's kurta category, where consumers are exposed to various product alternatives, competitive prices, and intensive digital promotion. This study used a quantitative approach with a descriptive and verificative design. Data were collected through an online questionnaire distributed to 200 KaiaMuslimWear consumers and analyzed using SPSS 27 and LISREL 8.80 with Structural Equation Modeling. The results show that price perception and online promotion have positive and significant effects on brand awareness and purchase decision. Brand awareness also has a positive and significant effect on purchase decision. Furthermore, brand awareness significantly mediates the effect of price perception and online promotion on purchase decision. These findings indicate that purchase decision is shaped through an integrated process involving perceived price fairness, online promotional effectiveness, and consumer awareness of the brand.

Keywords: Brand Awareness; KaiaMuslimWear; Online Promotion; Price Perception; Purchase Decision

1. INTRODUCTION

The rapid development of digital technology has significantly transformed consumer behavior and business strategies, particularly in the fashion industry. In the digital era, consumers increasingly rely on online platforms to search for information, compare products, evaluate prices, and make purchase decisions. This transformation is highly relevant in Indonesia, where internet penetration, social media usage, and e-commerce transactions continue to grow. DataReportal (2025) reported that Indonesia had approximately 212 million internet users and 143 million social media user identities in January 2025. This condition indicates that digital platforms have become strategic channels for businesses to communicate product value, build brand recognition, and influence consumer purchase decisions.

The Muslim fashion industry is one of the sectors experiencing substantial growth within this digital ecosystem. Muslim fashion products are no longer perceived merely as religious attire but have evolved into lifestyle products that reflect identity, comfort, social values, and modern fashion preferences. One product that represents this transformation is the men's kurta. Historically, the kurta is rooted in cultural exchanges among Central Asia, Persia, and South Asia, and it has developed into a versatile garment used for religious, semi-formal, and casual activities. In Indonesia, the increasing demand for Muslim fashion is supported by religious, social, and lifestyle factors. Furthermore, Indonesia has gained global recognition in the modest fashion sector. The State of the Global Islamic Economy Report 2024/2025 places Indonesia in a leading position in global modest fashion, reflecting the strong potential of the national Muslim fashion industry (BPJPH, 2025; IAEI, 2025).

Although the market opportunity for Muslim fashion continues to expand, competition in the kurta product category has become increasingly intense. Many brands offer similar products through marketplaces and social media platforms, resulting in a high level of product substitution and low consumer loyalty. In this competitive environment, consumers do not only consider product design and functionality, but also price, promotional attractiveness, store reputation, customer ratings, online reviews, and brand familiarity. Therefore, brand awareness becomes an important factor in shaping consumer consideration and purchase decisions, especially for developing brands competing against stronger marketplace competitors.

KaiaMuslimWear is a Muslim fashion brand that markets men's kurta products through Shopee and promotes them through Instagram, Facebook, and WhatsApp. The brand targets Muslim men, especially active consumers and millennials who frequently use social media to search for fashion references, compare products, evaluate prices, and make online purchase decisions. However, preliminary observations indicate that KaiaMuslimWear still faces several challenges in strengthening its competitive position in the online Muslim fashion market. Compared with similar competitors, KaiaMuslimWear has a lower number of marketplace followers, a slightly lower store rating, and inconsistent promotional content on Instagram. These conditions show that the brand still needs to improve its digital visibility, consumer trust, marketplace credibility, and brand awareness. In addition, internal sales data for 2025 show that kurta sales reached their highest point in March, coinciding with Ramadan and Eid al-Fitr, but declined in the following months. This sales pattern suggests that consumer purchase decisions are not only influenced by seasonal demand, but also by the intensity of online promotion, consumers' price perception, and the strength of brand awareness. Therefore, these factors are relevant to examine in the context of KaiaMuslimWear's marketing strategy and purchase decision formation in Indonesia's competitive Muslim fashion digital ecosystem.

Table 1. Specific Situation of KaiaMuslimWear

Aspect	Empirical Condition	Research Implication
Marketplace followers	KaiaMuslimWear has fewer than 1,000 followers, while several competitors have more than 10,000 followers	Brand awareness and digital reputation need to be strengthened
Price comparison	KaiaMuslimWear offers kurta products at Rp169,000, higher than Moeslimind Official at Rp160,000 but lower than Nauhtec Official Store at Rp199,000	Price perception should be examined in relation to value, fairness, and competitiveness
Store rating	KaiaMuslimWear has a rating of 4.7, while major competitors reach 4.9	Consumer trust and perceived quality still need improvement
Instagram content	The number of promotional posts fluctuated from November 2024 to December 2025	The consistency of online promotion needs to be analyzed as a factor influencing brand awareness
Sales performance	The highest sales occurred in March 2025 with 231 units sold, while the lowest sales occurred in September 2025 with 17 units sold	Purchase decisions may be influenced by seasonal events, promotional activities, and brand strength

Source: Processed from Shopee marketplace observation, Instagram content data, and KaiaMuslimWear internal sales data, 2025.

One factor that may influence brand awareness and purchase decisions is price perception. Price perception refers to how consumers evaluate the price of a product in relation to its perceived quality, benefits, affordability, and fairness. In marketing, price is not merely a monetary sacrifice but also a signal of value and quality (Kotler et al., 2022). For Muslim fashion products such as men's kurta, consumers may perceive a product as attractive when the price is considered reasonable, competitive, and consistent with the quality of material, design, comfort, and brand reputation. Previous studies have shown that perceived price can significantly influence consumer purchase decisions, particularly when consumers compare similar products in a competitive market (Maulidina & Rofiaty, 2023). Therefore, price perception is an important variable to examine in the context of KaiaMuslimWear.

In addition to price perception, online promotion plays a significant role in building brand awareness and encouraging purchase decisions. Online promotion enables brands to deliver product information, display visual content, communicate offers, interact with consumers, and build stronger relationships with target markets. Chaffey and Ellis-Chadwick (2019) emphasized that digital marketing allows firms to develop customer engagement through integrated digital channels, relevant content, and interactive communication. In the context of social media marketing, content quality, message

consistency, visual attractiveness, and interactivity can increase consumer familiarity with a brand. Dabbous and Barakat (2020) found that brand social network content quality influences brand awareness and purchase intention. Similarly, Cheung et al. (2020) demonstrated that perceived social media marketing elements contribute to consumer–brand engagement and brand knowledge.

Brand awareness is a crucial construct in this study because it reflects the extent to which consumers recognize and recall a brand within a specific product category. In online marketplaces, brand awareness helps a brand enter the consumer’s consideration set before the final purchase decision is made. Keller and Swaminathan (2019) stated that brand awareness is a fundamental component of brand equity because consumers are more likely to consider and trust brands they are familiar with. Thus, when online promotion is carried out consistently and price is perceived as fair, consumers may find it easier to recognize KaiaMuslimWear as a relevant option for men’s kurta products.

Purchase decision refers to the process through which consumers select a product after recognizing a need, searching for information, evaluating alternatives, and forming purchase preferences. In online shopping, purchase decisions are influenced not only by product quality but also by online content, ratings, reviews, price comparison, promotional offers, and consumer trust in the seller. Hanaysha (2022) found that social media marketing features can influence consumer purchase decisions through brand trust. Moslehpour et al. (2022) also showed that social media marketing activities affect purchase intention in the Indonesian digital market context. These findings support the assumption that online promotion and brand awareness may play important roles in explaining consumer purchase decisions toward KaiaMuslimWear products.

Based on the empirical condition and literature review, this study is important because there is a gap between the large market potential of Muslim fashion and the relatively weak brand awareness of KaiaMuslimWear compared with its competitors. Previous studies have widely examined the influence of social media marketing on purchase intention or brand image, but limited research has specifically investigated the influence of price perception and online promotion on brand awareness and its implication for purchase decisions in the men’s kurta product category. This research therefore contributes to the literature on digital marketing and consumer behavior, particularly in the context of Muslim fashion products sold through online marketplaces.

This study analyzes the influence of price perception and online promotion on brand awareness and their implications for purchase decisions for KaiaMuslimWear kurta products. The findings are expected to provide practical managerial insights for developing effective marketing strategies, particularly in setting competitive prices, improving the consistency and quality of online promotional content, strengthening consumer brand awareness, and encouraging stronger purchase decisions in the competitive Muslim fashion market through evidence-based digital marketing planning and implementation efforts.

2. RESEARCH METHOD

This study employed a quantitative research design with a descriptive and verificative approach. The descriptive approach was used to explain the empirical condition of consumers' responses toward price perception, online promotion, brand awareness, and purchase decision. Meanwhile, the verificative approach was applied to test the causal relationship among the research variables. This design is appropriate because the study aims to examine the direct and indirect effects of price perception and online promotion on purchase decision through brand awareness. Quantitative research enables the researcher to measure variables numerically, test hypotheses, and generalize empirical findings based on statistical procedures (Creswell & Creswell, 2023).

The research was conducted on consumers of CV Khalif Indonesia, which markets men's kurta products under the KaiaMuslimWear brand. The research process was carried out for six months, covering preliminary observation, proposal development, instrument testing, field data collection, data analysis, and manuscript preparation. The target population consisted of consumers of KaiaMuslimWear in Indonesia who had knowledge of, interest in, or experience with KaiaMuslimWear kurta products. Because the exact population size was not known with certainty, the study used a non-probability sampling approach with purposive sampling. Purposive sampling was selected because respondents had to meet specific criteria relevant to the research objectives, namely consumers who recognized KaiaMuslimWear, had accessed its online promotional channels, or had purchased or considered purchasing its kurta products. Purposive sampling is suitable when the researcher needs information-rich respondents who are aligned with the purpose of the study (Campbell et al., 2020).

The minimum sample size was calculated using the Lemeshow formula for an unknown or large population. With a 95% confidence level, an estimated population proportion, and a 5% margin of error, the minimum sample requirement was approximately 196 respondents. To strengthen the adequacy of the sample and anticipate incomplete responses, the study used 200 respondents. This number is also considered acceptable for structural equation modeling because SEM generally requires an adequate sample size to estimate measurement and structural parameters reliably (Kline, 2023; Hair et al., 2019).

The main instrument used in this study was a structured questionnaire developed based on the indicators of each research variable. The questionnaire was distributed online through Google Forms to collect respondents' perceptions efficiently. SPSS version 27 was used for preliminary data processing, validity testing, reliability testing, and descriptive statistics. Meanwhile, LISREL 8.80 was employed to estimate the structural equation model. The questionnaire applied a five-point Likert scale, ranging from strongly disagree to strongly agree, as presented in Table 1 to ensure consistent measurement.

Table 2. Likert scale measurement

Response category	Code	Score
Strongly disagree	SD	1
Disagree	D	2
Neutral	N	3
Agree	A	4
Strongly agree	SA	5

Source: Data Generated, 2026

The research instrument was designed based on four latent variables: price perception, online promotion, brand awareness, and purchase decision. Price perception was measured through affordability, price-quality suitability, price competitiveness, and price-benefit suitability. Online promotion was measured through promotional frequency, promotional quality, promotional quantity, promotional timing, and target efficiency. Brand awareness was measured through brand recall, brand recognition, purchase-related awareness, and consumption-related awareness. Purchase decision was measured through product choice, brand choice, seller choice, purchase timing, and purchase quantity. The operationalization of variables is presented in Table 3.

Table 3. Operationalization of research variables

Variable	Symbol	Role in model	Indicators
Price perception	X1 / ξ_1	Exogenous variable	Affordability, price-quality suitability, price competitiveness, price-benefit suitability
Online promotion	X2 / ξ_2	Exogenous variable	Frequency, quality, quantity, timing, target efficiency
Brand awareness	Y / η_1	Mediating endogenous variable	Brand recall, brand recognition, purchase-related awareness, consumption-related awareness
Purchase decision	Z / η_2	Final endogenous variable	Product choice, brand choice, seller choice, purchase timing, purchase quantity

Source: Data Generated, 2026

The questionnaire items were first tested through an instrument try-out to assess validity and reliability. Item validity was examined using corrected item-total correlation, while reliability was assessed using Cronbach’s alpha. Items with inadequate validity values were excluded from the final analysis. The reliability results showed that all constructs had Cronbach’s alpha values above the acceptable threshold, indicating that the instruments were internally consistent. In quantitative research, reliability testing is necessary to ensure that indicators consistently measure the same construct, while validity testing ensures that the

items reflect the intended concept (Hair et al., 2019; Taherdoost, 2021). The summary of instrument testing is shown in Table 4.

Table 4. Summary of validity and reliability testing

Variable	Initial items tested	Valid items retained	Invalid items removed	Cronbach's alpha	Interpretation
Price perception	36	35	1	0.960	Reliable
Online promotion	30	23	7	0.954	Reliable
Brand awareness	24	22	2	0.943	Reliable
Purchase decision	30	20	10	0.923	Reliable

Source: Data Generated, 2026

Primary data were collected directly from respondents through an online questionnaire. The questionnaire link was distributed to consumers and potential consumers who met the research criteria. Secondary data were collected from previous studies, books, journal articles, marketplace observations, social media information, and internal company sales data. These secondary sources were used to strengthen the background, develop the research instrument, and support the interpretation of findings.

Before hypothesis testing, the data were screened and prepared for analysis. The screening process included checking incomplete responses, coding questionnaire answers, identifying outliers, and examining the distribution of the data. Descriptive statistics were used to describe the profile of respondents and the tendency of responses for each variable. The study also examined the assumptions required for SEM, including normality, linearity, and multicollinearity. Normality was assessed using skewness and kurtosis values, while multicollinearity was examined through the correlation among exogenous variables. These steps were conducted to ensure that the data met the requirements for multivariate analysis.

Structural Equation Modeling (SEM) was used to test the research model. SEM was selected because it allows simultaneous testing of relationships between latent variables and their observed indicators. It also enables the researcher to assess direct effects, indirect effects, and mediation effects in one integrated model. The use of SEM is appropriate for this study because price perception and online promotion are expected to influence purchase decision both directly and indirectly through brand awareness. Kline (2023) explains that SEM is suitable for testing theoretically grounded causal models involving latent constructs, while Hair et al. (2019) emphasize that SEM is useful for examining complex relationships among multiple variables. The conceptual model of this study is presented in Figure 1.

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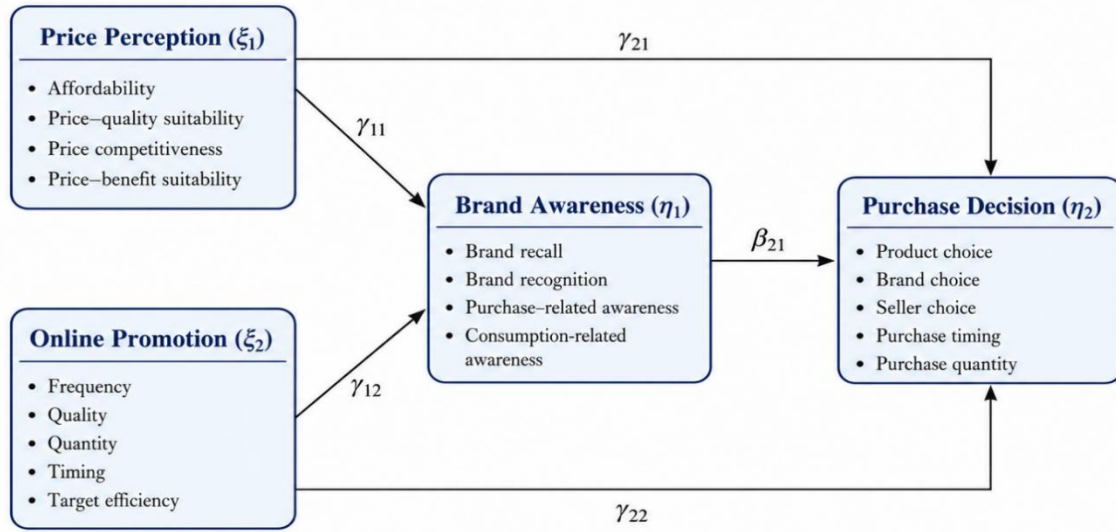


Figure 1. Research model

The structural model was specified through two main equations. The first equation estimates the influence of price perception and online promotion on brand awareness. The second equation estimates the influence of price perception, online promotion, and brand awareness on purchase decision.

$$\eta_1 = \gamma_{11}\xi_1 + \gamma_{12}\xi_2 + \zeta_1 \quad (1)$$

$$\eta_2 = \gamma_{21}\xi_1 + \gamma_{22}\xi_2 + \beta_{21}\eta_1 + \zeta_2 \quad (2)$$

In Equation (1), brand awareness is treated as an endogenous mediating variable influenced by price perception and online promotion. In Equation (2), purchase decision is treated as the final endogenous variable influenced by price perception, online promotion, and brand awareness. The mediation effect was examined by assessing the indirect effect of price perception and online promotion on purchase decision through brand awareness. The significance of mediation was evaluated using the Sobel test and supported by the interpretation of indirect effects. Mediation analysis is appropriate when the researcher aims to examine whether the effect of an independent variable on a dependent variable is transmitted through an intervening variable (Hayes, 2022; Igartua & Hayes, 2021).

Model fit was evaluated using several goodness-of-fit indices. The model was considered acceptable when the statistical criteria indicated adequate fit between the theoretical model and empirical data. The fit indices used in this study included Chi-square probability, RMSEA, GFI, AGFI, CFI, TLI/NNFI, and IFI. The criteria for evaluating model fit are shown in Table 4.

Table 5. Goodness-of-fit criteria

Fit index	Recommended criterion	Interpretation
Chi-square probability	> 0.05	Good fit
RMSEA	≤ 0.08	Acceptable fit
GFI	≥ 0.90	Good fit
AGFI	≥ 0.90	Good fit
CFI	≥ 0.90	Good fit
TLI/NNFI	≥ 0.90	Good fit
IFI	≥ 0.90	Good fit

Source: Data Generated, 2026

Hypothesis testing was conducted at a significance level of 5%. A hypothesis was accepted when the t-value was greater than 1.96 or when the p-value was less than 0.05. The hypotheses tested in this study were: price perception affects brand awareness; online promotion affects brand awareness; price perception affects purchase decision; online promotion affects purchase decision; brand awareness affects purchase decision; brand awareness mediates the effect of price perception on purchase decision; and brand awareness mediates the effect of online promotion on purchase decision.

3. RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 200 respondents who were consumers of KaiaMuslimWear kurta products under CV Khalif Indonesia. All distributed questionnaires were returned and considered valid for analysis, resulting in a response rate of 100%. The respondent profile shows that most respondents were male, representing 165 respondents or 82.5% of the total sample, while female respondents accounted for 35 respondents or 17.5%. This composition is consistent with the product category studied, namely men's kurta, which primarily targets Muslim male consumers.

In terms of age, the majority of respondents were between 26 and 35 years old, consisting of 117 respondents or 58.5%. Respondents aged 36-45 years represented 78 respondents or 39%, while respondents aged 17-25 years represented only 5 respondents or 2.5%. This indicates that KaiaMuslimWear consumers are dominated by productive-age consumers who are relatively mature in making fashion-related purchase decisions. Based on occupation, most respondents were private employees, totaling 98 respondents or 49%. This was followed by entrepreneurs with 54 respondents or 27.5%, civil servants with 40 respondents or 20%, other occupations with 5 respondents or 2.5%, and students with 3 respondents or 1.5%.

Table 6. Respondent characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	165	82.5%
	Female	35	17.5%
Age	17-25 years	5	2.5%
	26-35 years	117	58.5%
	36-45 years	78	39.0%
Occupation	Private employee	98	49.0%
	Civil servant	40	20.0%
	Entrepreneur	54	27.5%
	Student	3	1.5%
	Others	5	2.5%

Source: Data Generated, 2026

The dominance of male respondents and productive-age consumers confirms that the sample is relevant to the research object. Since the product studied is men’s Muslim fashion, especially kurta, the respondent composition strengthens the empirical relevance of the data used in this study.

Descriptive Analysis of Research Variables

Descriptive analysis was conducted to understand the general tendency of respondents’ perceptions toward price perception, online promotion, brand awareness, and purchase decision. The results show that all variables obtained empirical mean scores above their theoretical mean scores. This indicates that respondents generally provided positive evaluations of KaiaMuslimWear in terms of price, digital promotion, brand awareness, and purchase decision.

Table 7. Descriptive statistics of research variables

Variable	Valid N	Mean	Standard deviation	Minimum	Maximum	Interpretation
Price perception	200	144.89	25.582	50	173	Good
Online promotion	200	86.57	15.460	27	105	Good
Brand awareness	200	87.89	16.395	32	108	Good
Purchase decision	200	82.62	14.490	27	100	Good

Source: Data Generated, 2026

The price perception variable obtained a mean score of 144.89, which is higher than its theoretical mean score of 105. This result indicates that consumers generally perceive the price of KaiaMuslimWear kurta products as affordable, competitive, and proportional to the benefits received. However, several indicators still require managerial attention, particularly

the perception of routine affordability and the suitability of price with expected quality. This means that although the price is generally perceived positively, some consumers may still compare KaiaMuslimWear with competing brands before making a purchase.

The online promotion variable obtained a mean score of 86.57, which is higher than its theoretical mean score of 63. This shows that consumers perceive KaiaMuslimWear's online promotion as frequent, varied, timely, and relevant to their interests. The strongest responses were found in promotional frequency, promotional quantity, promotional timing, and target efficiency. However, the promotional content attractiveness indicator still needs improvement because visual appeal, message clarity, and persuasive content are important in online fashion marketing.

Brand awareness obtained a mean score of 87.89, exceeding its theoretical mean score of 66. This indicates that consumers are generally able to recognize and recall KaiaMuslimWear as a Muslim fashion brand. The dimensions of brand recall, brand recognition, purchase-related awareness, and consumption-related awareness were all positively evaluated. These findings suggest that KaiaMuslimWear has begun to occupy consumers' memory structure, although the brand still needs stronger consistency in marketplace and social media exposure to compete with larger competitors.

The purchase decision variable obtained a mean score of 82.62, exceeding its theoretical mean score of 60. This indicates that consumers generally show positive purchase decisions toward KaiaMuslimWear kurta products. The strongest dimensions were product choice, brand choice, seller choice, and purchase timing. Meanwhile, the purchase quantity dimension obtained a relatively lower mean score, indicating that consumers may purchase the product selectively rather than repeatedly or in large quantities.

Measurement Model Results

Confirmatory Factor Analysis (CFA) was used to test the validity and reliability of the latent constructs. The measurement model results show that all constructs met the recommended criteria. Standardized loading factors were above the minimum acceptable value, Construct Reliability (CR) values exceeded 0.70, and Variance Extracted (VE) values exceeded 0.50. Therefore, the measurement model can be considered valid and reliable.

Table 8. Summary of CFA results

Construct	Number of indicators	Range of SLF	CR	VE	Interpretation
Price perception	4	0.93-0.95	0.9663	0.8777	Valid and reliable
Online promotion	5	0.87-0.91	0.9490	0.7882	Valid and reliable
Brand awareness	4	0.66-0.97	0.9097	0.7195	Valid and reliable
Purchase decision	5	0.76-0.82	0.8961	0.6333	Valid and reliable

Source: Data Generated, 2026

The price perception construct produced the highest reliability value, with CR = 0.9663 and VE = 0.8777. This indicates that the indicators of affordability, price–quality suitability, price competitiveness, and price–benefit suitability strongly represent the construct. Online promotion also showed strong reliability, with CR = 0.9490 and VE = 0.7882, indicating that promotional frequency, quality, quantity, timing, and target efficiency consistently explain the online promotion construct.

Brand awareness showed CR = 0.9097 and VE = 0.7195, indicating that brand recall, brand recognition, purchase-related awareness, and consumption-related awareness are appropriate indicators for measuring consumer awareness of KaiaMuslimWear. Meanwhile, purchase decision showed CR = 0.8961 and VE = 0.6333, confirming that product choice, brand choice, seller choice, purchase timing, and purchase quantity are valid indicators of consumer purchase decision.

Structural Model Fit

The structural model was evaluated using several goodness-of-fit indices. The full model showed good fit, indicating that the theoretical model is consistent with the empirical data. The model obtained a Chi-square value of 41.26 with 27 degrees of freedom, resulting in a Chi-square/DF ratio of 1.53. The probability value was 0.2183, exceeding the required threshold of 0.05. In addition, the RMSEA value was 0.007, while GFI, AGFI, and CFI reached 0.99, 0.98, and 1.00, respectively.

Table 9. Goodness-of-fit results

Goodness-of-fit index	Cut-off value	Model result	Interpretation
Degrees of freedom	Positive	27	Good fit
Chi-square	Smaller is better	41.26	Good fit
Chi-square/DF	≤ 2.00	1.53	Good fit
Probability value	≥ 0.05	0.2183	Good fit
RMSEA	≤ 0.08	0.007	Good fit
GFI	≥ 0.90	0.99	Good fit
AGFI	≥ 0.90	0.98	Good fit
CFI	≥ 0.90	1.00	Good fit

Source: Data Generated, 2026

These results indicate that the model specification is empirically acceptable. Therefore, the structural model can be used to test the proposed hypotheses concerning the influence of price perception and online promotion on brand awareness and purchase decision. The structural equations generated from LISREL are as follows:

$$Y = 0.68X_1 + 0.66X_2, \text{Errorvar.} = 0.43, R^2 = 0.57$$

$$Z = 0.48Y + 0.30X_1 + 0.35X_2, \text{Errorvar.} = 0.39, R^2 = 0.61$$

The first equation shows that price perception and online promotion explain 57% of the variance in brand awareness. The remaining 43% is explained by other variables outside the model. The second equation shows that price perception, online promotion, and brand awareness explain 61% of the variance in purchase decision, while 39% is explained by other factors not examined in this study.

Hypothesis Testing

Hypothesis testing was conducted by examining the path coefficient and t-value of each structural relationship. A hypothesis is accepted when the t-value is greater than 1.96 at the 5% significance level. The results show that all direct effects are positive and significant.

Table 10. Direct effect hypothesis testing

Hypothesis	Structural path	Path coefficient	SE	t-value	Result
H1	Price perception → Brand awareness	0.68	0.024	28.45	Accepted
H2	Online promotion → Brand awareness	0.66	0.022	29.52	Accepted
H3	Price perception → Purchase decision	0.30	0.044	6.75	Accepted
H4	Online promotion → Purchase decision	0.35	0.043	8.18	Accepted
H5	Brand awareness → Purchase decision	0.48	0.017	28.49	Accepted

Source: Data Generated, 2026

The first hypothesis is accepted because price perception has a positive and significant effect on brand awareness, with a path coefficient of 0.68 and a t-value of 28.45. This indicates that consumers who perceive KaiaMuslimWear's price as affordable, fair, and proportional to product value are more likely to recognize and remember the brand. The second hypothesis is accepted because online promotion has a positive and significant effect on brand awareness, with a path coefficient of 0.66 and a t-value of 29.52. This shows that promotional activities through digital platforms contribute to strengthening consumers' recognition and recall of KaiaMuslimWear. The third hypothesis is accepted because price perception has a positive and significant effect on purchase decision, with a path coefficient of 0.30 and a t-value of 6.75. This finding indicates that the more positive consumers' perception of price, the stronger their tendency to purchase KaiaMuslimWear kurta products. The fourth hypothesis is accepted because online promotion has a positive and significant effect on purchase decision, with a path coefficient of 0.35 and a t-value of 8.18. This means

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that promotional frequency, content quality, promotional variety, timing, and target accuracy are able to encourage consumers to make purchase decisions. The fifth hypothesis is accepted because brand awareness has a positive and significant effect on purchase decision, with a path coefficient of 0.48 and a t-value of 28.49. This finding indicates that consumers who are more familiar with KaiaMuslimWear are more likely to consider, choose, and purchase its kurta products.

The mediation effects were tested using the Sobel test. The results show that brand awareness significantly mediates the relationship between price perception and purchase decision, as well as the relationship between online promotion and purchase decision.

Table 11. Indirect effect and mediation testing

Hypothesis	Indirect path	Indirect effect	t-value	Probability	Result
H6	Price perception → Brand awareness → Purchase decision	0.33	19.99	0.000	Accepted
H7	Online promotion → Brand awareness → Purchase decision	0.32	20.56	0.000	Accepted

Source: Data Generated, 2026

The sixth hypothesis is accepted because the Sobel test statistic for the indirect effect of price perception on purchase decision through brand awareness was 19.99, which is higher than the critical value of 1.96. The indirect effect coefficient was 0.33. This indicates that brand awareness significantly strengthens the effect of price perception on purchase decision. Although the indirect effect is slightly higher than the direct effect of price perception on purchase decision, the direct effect remains significant. Therefore, the mediation is more accurately interpreted as complementary partial mediation, with brand awareness functioning as a strong mediating mechanism. The seventh hypothesis is accepted because the Sobel test statistic for the indirect effect of online promotion on purchase decision through brand awareness was 20.56, also higher than the critical value of 1.96. The indirect effect coefficient was 0.32. Since the direct effect of online promotion on purchase decision remains significant, brand awareness also functions as a partial mediator in this relationship.

Discussion

The finding that price perception positively affects brand awareness indicates that price is not only a transactional element but also a cognitive signal that shapes how consumers remember and evaluate a brand. In the context of Muslim fashion, consumers tend to compare prices among similar products before deciding whether a brand is worth remembering. When the price of KaiaMuslimWear kurta products is perceived as reasonable, competitive, and aligned with quality and benefits, the brand becomes easier to

recognize and recall. This finding is consistent with studies in online shopping contexts showing that perceived price fairness plays an important role in shaping positive consumer responses (Octaviani et al., 2021; Putri & Bernarto, 2023).

The positive effect of price perception on purchase decision confirms that consumers are more likely to buy when they perceive the product price as fair and proportional to the value received. For KaiaMuslimWear, the price of Rp169,000 places the product in a competitive position between lower-priced and higher-priced competitors. This means that the brand does not necessarily need to compete only through the cheapest price, but must strengthen consumers' perception that the price reflects product quality, comfort, design, and brand credibility. In online fashion markets, consumers often rely on price as an evaluative cue because they cannot directly touch or inspect the product before purchasing.

The effect of online promotion on brand awareness is also significant. This finding shows that digital promotion through Instagram, Facebook, WhatsApp, and marketplace exposure contributes to strengthening consumers' memory of KaiaMuslimWear. Promotional frequency, attractive visual content, promotional variation, and timing can increase the likelihood that consumers recognize the brand repeatedly. This is in line with Bilgin (2018), who found that social media marketing activities have a strong effect on brand awareness. In the same direction, Lin et al. (2024) emphasized that interaction, trendiness, customization, and electronic word-of-mouth in social media marketing strengthen brand equity and behavioral intention.

Online promotion also has a direct effect on purchase decision. This means that consumers do not only become aware of the brand after seeing online promotion, but may also be encouraged to purchase when the promotion provides relevant information, attractive offers, and persuasive product visualization. This supports Alalwan (2018), who explained that social media advertising features can predict customer purchase intention. For KaiaMuslimWear, this finding implies that promotional content should not merely increase posting frequency, but must also strengthen product appeal, clarify product benefits, and create a sense of urgency during important Muslim fashion consumption moments, such as Ramadan, Eid al-Fitr, Friday prayer needs, and family religious events.

The finding that brand awareness significantly affects purchase decision confirms the importance of brand familiarity in online fashion purchasing. Consumers are more likely to choose brands that they can recognize, remember, and distinguish from competitors. In the case of KaiaMuslimWear, brand awareness helps reduce uncertainty in online purchasing because consumers feel more confident toward brands that are already stored in their memory. This finding strengthens the argument that brand awareness is a strategic bridge between marketing stimuli and consumer purchase behavior.

The mediation results show that brand awareness plays an important role in linking price perception and online promotion to purchase decision. Price perception does not only

influence purchase decision directly; it also works indirectly by strengthening awareness of the brand. Similarly, online promotion does not only stimulate immediate purchase decisions, but also builds brand awareness that later supports purchase behavior. These findings indicate that KaiaMuslimWear should treat brand awareness as a strategic asset, not merely as a communication output. Strong awareness can make price strategies and online promotion more effective in producing consumer purchase decisions.

The practical implication of these findings is that KaiaMuslimWear needs to strengthen three managerial areas. First, the brand should maintain price competitiveness while clearly communicating product value, such as material quality, comfort, design, stitching, and suitability for Muslim men's daily and religious activities. Second, online promotion should be more consistent, visually attractive, and segmented toward Muslim male consumers and millennials. Third, the company should strengthen brand awareness through repeated visual identity, marketplace optimization, customer testimonials, live shopping, and content that connects kurta products with lifestyle, worship, and semi-formal daily use.

Overall, the results show that price perception and online promotion are important antecedents of brand awareness and purchase decision. Brand awareness also functions as a significant mediator in the research model. Therefore, the purchase decision of KaiaMuslimWear consumers is not formed only by price or promotion separately, but through an integrated process in which price fairness and digital promotion strengthen brand awareness, and brand awareness subsequently encourages consumers to make purchase decisions.

CONCLUSION

This study was conducted to analyze the influence of price perception and online promotion on brand awareness and its implication for purchase decision for KaiaMuslimWear kurta products. Based on the background of the study, the main issue addressed in this research was the need for KaiaMuslimWear to strengthen its competitive position in the Muslim fashion market, particularly in the men's kurta category, where consumers are increasingly exposed to various product alternatives, competitive prices, and intensive online promotions. The results confirm that price perception and online promotion are important factors in shaping brand awareness and encouraging consumer purchase decisions.

The findings show that price perception has a positive and significant effect on brand awareness and purchase decision. This means that consumers who perceive KaiaMuslimWear's price as affordable, fair, competitive, and consistent with product quality and benefits are more likely to recognize the brand and decide to purchase its products. Therefore, price is not merely a transactional element but also functions as a value signal that influences consumer cognition and brand evaluation. For KaiaMuslimWear,

maintaining competitive pricing while communicating product value clearly is essential to strengthen consumer trust and purchase confidence.

Online promotion was also found to have a positive and significant effect on brand awareness and purchase decision. This indicates that promotional activities through digital platforms such as Instagram, Facebook, WhatsApp, and marketplaces contribute to increasing consumer recognition, recall, and interest in KaiaMuslimWear. The results imply that online promotion should not only focus on frequency but also on content quality, visual attractiveness, message clarity, promotional timing, and relevance to target consumers. Effective online promotion can help KaiaMuslimWear build stronger digital visibility and influence consumer decision-making in the competitive online fashion market.

Brand awareness was proven to have a positive and significant effect on purchase decision. This finding confirms that consumers who are familiar with KaiaMuslimWear are more likely to consider, choose, and purchase its kurta products. Brand awareness also significantly mediates the influence of price perception and online promotion on purchase decision. This means that price strategy and online promotion will be more effective when they are able to strengthen consumers' awareness of the brand. In this study, brand awareness acts as a strategic bridge between marketing stimuli and consumer purchase behavior.

Overall, the study concludes that purchase decisions for KaiaMuslimWear kurta products are formed through an integrated process involving price perception, online promotion, and brand awareness. Price perception and online promotion influence purchase decision both directly and indirectly through brand awareness. Thus, KaiaMuslimWear needs to manage these three aspects simultaneously: setting prices that are perceived as fair and valuable, improving the quality and consistency of online promotion, and strengthening brand awareness through repeated visual identity, marketplace optimization, customer testimonials, and content that connects kurta products with Muslim men's lifestyle, worship activities, and semi-formal daily use.

For future development, KaiaMuslimWear is expected to implement a more structured digital marketing plan. The company can develop a monthly content calendar, optimize promotional campaigns during Islamic seasonal moments such as Ramadan and Eid al-Fitr, improve product storytelling, strengthen customer review management, and use marketplace data to evaluate consumer preferences. Future research may also expand the model by including other variables such as brand trust, product quality, customer satisfaction, electronic word of mouth, or repurchase intention to provide a broader understanding of consumer behavior in the Muslim fashion industry.

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