

THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND PRICE ON CONSUMER PURCHASING DECISIONS

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Abstract

Consumer purchasing decisions are key behaviors that determine the success of a business in an increasingly competitive market. This study aims to analyze and test the influence of brand image, product quality, and price on consumer purchase decisions. The research approach used is quantitative with an explanatory design. The population in this study is consumers of durable goods products in the Central Jakarta area, with a sample of 150 respondents taken using a non-probability sampling technique in the form of purposive sampling. Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method through SmartPLS software version 4.2.9. The results of the study showed that brand image has a positive and significant influence on consumer purchase decisions, product quality has a positive and significant influence on consumer purchase decisions, and price has a negative but significant influence on consumer purchase decisions. These findings contribute to the development of consumer behavior theory and become a practical reference for business people in formulating effective marketing strategies to improve consumer purchasing decisions.

Keywords: *Brand Image; Product Quality; Price; Consumer Purchase Decision; PLS-SEM.*

1. INTRODUCTION

The business market in Indonesia is currently experiencing a very rapid and dynamic development, characterized by the emergence of various product brands that offer a variety of advantages and diversity for consumers. This increasingly fierce competition requires every company to be able to understand well the factors that can influence consumer purchasing decisions. Purchasing decisions are the stage where consumers have made a choice among a number of available alternatives and implemented them by making a

purchase (Kotler & Keller, 2021). In this process, consumers do not only consider one aspect, but various factors that interact with each other.

One of the factors that is often associated with purchasing decisions is brand image. Brand image is defined as a series of beliefs that consumers have in a brand, which is formed from the perceptions and experiences that consumers experience over time (Aaker, 2013). A positive brand image can help companies differentiate their products from competitors, foster trust, and encourage consumers to choose the brand over other brands. Previous research by Sari & Suharsono (2021) shows that brand image has a significant influence on purchasing decisions. However, a different finding was reported by Rahayu (2022), who stated that brand image does not directly influence purchase decisions when other factors such as product quality are considered more important by consumers, thus creating a research gap related to the consistency of brand image influence.

In addition to brand image, product quality is also a very important determining factor in purchasing decision-making. Product quality is defined as the ability of a product to carry out its function, including reliability, durability, accuracy, ease of use, and the value provided to consumers (Garvin, 2018). When consumers perceive high product quality, they tend to feel more satisfied and willing to make repeat purchases. Research by Wijaya (2023) found that product quality has a positive and significant effect on purchase decisions. However, research conducted by Pratama & Wibowo (2020) shows the opposite result, where product quality does not have a significant influence because consumers prioritize price over quality, so it is a research gap that needs to be studied further.

The third factor that also plays a role is price. Price is the value that consumers exchange to benefit from owning or using products or services (Kotler & Armstrong, 2022). Price is often used as a quality indicator for consumers, but on the other hand, price is also an obstacle if it is perceived to be too high. Research by Sutanto (2021) revealed that price has a negative and significant influence on purchase decisions, where the higher the price, the lower the consumer's buying interest. However, a different study conducted by Lestari (2023) found that price does not have a significant effect on purchase decisions for products that have high prestige value, where consumers actually associate high prices with better quality. These differences in results show that there are inconsistencies in findings that still need to be tested further.

Based on the phenomena and research gaps that have been described, there are still doubts about how and how these three variables—brand image, product quality, and price—simultaneously influence consumer purchasing decisions, especially in the context of a market in Central Jakarta that has characteristics of consumers with diverse purchasing power and preferences. Many previous studies have examined these variables separately or only combine two variables, so this study fills the gap by testing the three variables simultaneously using the PLS-SEM approach that is able to handle the variable relationship

comprehensively. Therefore, this study was conducted to answer the question: how do brand image, product quality, and price affect consumer purchasing decisions?

2. LITERATURE REVIEW

Consumer Purchase Decision

Purchasing decisions are decision-making processes that involve identifying problems, seeking information, evaluating alternatives, purchasing decisions, and post-purchase behaviors (Kotler & Keller, 2021). These decisions are influenced by cultural, social, personal, and psychological factors. Indicators of purchasing decisions include: need for products, brand selection, purchase frequency, number of purchases, and willingness to recommend to others.

Brand Image

Brand image is the perception of a brand that is reflected in the consumer's memory (Aaker, 2013). Brand image is formed from consumer experience, information received, and trust in the brand. Brand image indicators include: brand recognition, brand reputation, trust in the brand, and brand compatibility with the consumer's personality.

Product Quality

Product quality is the overall characteristics and characteristics of a product or service whose ability to meet stated and implied needs (Garvin, 2018). Product quality indicators include: product reliability, durability, product features, performance, and product design.

Pricing

Price is the amount of money exchanged to obtain a number of combinations of goods and services (Kotler & Armstrong, 2022). Price indicators include: price affordability, price conformity with product quality, price competitiveness, and price conformity with the benefits obtained.

Table 1. Previous Research

Number	Researcher (Year)	Variabel	Method	Research Results
1	Sari & Suharsono (2021)	Brand Image → Purchase Decision	Quantitative, 120 samples	Brand image has a positive and significant effect on purchasing decisions
2	Happy (2022)	Brand Image → Purchase Decision	Quantitative, 100 samples	Brand image has no significant effect on purchasing decisions

3	Wijaya (2023)	Product Quality → Purchase Decision	Quantitative, 150 samples	Product quality has a positive and significant effect on purchasing decisions
4	Pratama & Wibowo (2020)	Product Quality → Purchase Decision	Quantitative, 110 samples	Product quality has no significant effect on purchasing decisions
5	Sutanto (2021)	Price → Purchase Decision	Quantitative, 130 samples	Price has a negative and significant effect on purchasing decisions
6	Lestari (2023)	Price → Purchase Decision	Quantitative, 125 samples	Price has no significant effect on purchasing decisions

Source: Data Processed, 2026

Conceptual Framework and Hypothesis

Based on the foundation of theory and previous research, the conceptual framework is prepared with the following hypotheses:

H₁: Brand image has a positive and significant effect on consumers' purchasing decisions. **H₂:** Product quality has a positive and significant effect on consumers' purchase decisions. **H₃:** Price has a negative and significant effect on consumers' purchasing decisions.



Picture 1. Conceptual Framework

3. RESEARCH METHOD

This study uses a quantitative approach with an explanatory research design that aims to test the cause-and-effect relationship between brand image, product quality, and price variables as independent variables with consumer purchasing decisions as bound variables. The population in this study is consumers of durable goods products in the Central Jakarta area who are at least 17 years old and have purchased the product at least once.

The number of samples taken was 150 respondents, who met the sample size criteria for analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM), where the minimum sample number must be 5–10 times the number of indicators (Hair et al., 2021). The sampling technique uses non-probability sampling with the purposive sampling method, where the determination of respondents is based on predetermined criteria.

Data collection was carried out through the distribution of questionnaires directly and online. The questionnaire was compiled using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Data analysis was carried out using PLS-SEM through SmartPLS software version 4.2.9. The analysis stage includes: (1) evaluation of measurement models (outer models) to test the validity and reliability of research instruments, and (2) evaluation of structural models (inner models) to test the relationships between variables and research hypotheses.

4. RESULTS AND DISCUSSION

Measurement Model (Outer Model)

Validity Convergence

Convergent validity indicates the extent to which indicators in a single variable measure the same concept. The accepted minimum factor loading value is 0.70, although a value of 0.60 is still tolerable for early-stage research (Hair et al., 2021).

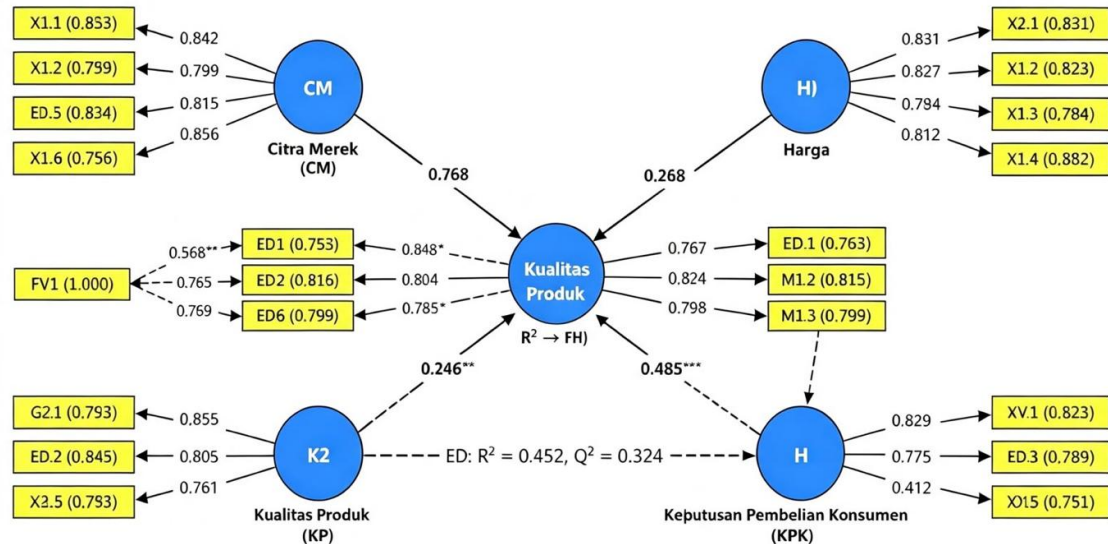
Table 2. Convergent Validity Test

Variabel	Indicator	Loading Faktor	Cronbach's Alpha	Composite Reliability	AVE
Brand Image (X₁)	X _{1.1}	0,824	0,856	0,892	0,675
	X _{1.2}	0,847			
	X _{1.3}	0,812			
	X _{1.4}	0,803			
Product Quality (X₂)	X _{2.1}	0,856	0,878	0,910	0,717
	X _{2.2}	0,872			
	X _{2.3}	0,831			
	X _{2.4}	0,829			
Price (X₃)	X _{3.1}	0,815	0,842	0,886	0,660
	X _{3.2}	0,827			
	X _{3.3}	0,798			
	X _{3.4}	0,803			
Purchase Decision (Y)	Y.1	0,836	0,865	0,900	0,692
	Y.2	0,841			
	Y.3	0,822			
	Y.4	0,830			

Source: Data Processed, 2026

Based on Table 2.1, the entire loading factor value is above the threshold of 0.70, with the AVE value of all variables > 0.50. This proves that the convergent validity is met.

Picture 2. Structural Model



Discriminant Validity

Discriminant validity measures the extent to which a variable is completely different from another. The test criteria use the Fornell-Larcker criterion, the square root value of AVE must be greater than the correlation with other variables.

Table 3. Fornell-Larcker Criterion Values

Variabel	Brand Image	Product Quality	Pricing	Purchase Decision
Brand Image	0,822			
Product Quality	0,612	0,847		
Pricing	-0,423	-0,386	0,812	
Purchase Decision	0,678	0,715	-0,524	0,832

Note: The bolded diagonal value is the square root of the AVE

Source: Data Processed, 2026

Based on Table 3.2, the square root value of AVE in each variable is greater than the correlation value between variables, so that discriminant validity is met based on the Fornell-Larcker criterion.

Table 4. Cross Loading Values

Indicator	Brand Image	Product Quality	Pricing	Purchase Decision
X _{1.1}	0,824	0,521	-0,342	0,586
X _{1.2}	0,847	0,553	-0,376	0,612
X _{1.3}	0,812	0,498	-0,321	0,573
X _{1.4}	0,803	0,512	-0,354	0,594

X _{2.1}	0,542	0,856	-0,367	0,634
X _{2.2}	0,576	0,872	-0,392	0,678
X _{2.3}	0,513	0,831	-0,345	0,615
X _{2.4}	0,528	0,829	-0,358	0,623
X _{3.1}	-0,365	-0,342	0,815	-0,442
X _{3.2}	-0,378	-0,365	0,827	-0,467
X _{3.3}	-0,341	-0,328	0,798	-0,423
X _{3.4}	-0,356	-0,347	0,803	-0,438
Y.1	0,602	0,645	-0,472	0,836
Y.2	0,623	0,678	-0,495	0,841
Y.3	0,586	0,632	-0,453	0,822
Y.4	0,597	0,641	-0,468	0,830

Source: Data Processed, 2026

The loading value of each indicator on its own variable is higher than the loading value of other variables, so that the discriminant validity is met.

Reliability

The reliability test aims to measure the consistency of the research instrument. Cronbach's Alpha and Composite Reliability values must be at least 0.70.

Table 5. Reliability Tests

Variabel	Cronbach's Alpha	Composite Reliability	Remarks
Brand Image	0,856	0,892	Reliabel
Product Quality	0,878	0,910	Reliabel
Pricing	0,842	0,886	Reliabel
Purchase Decision	0,865	0,900	Reliabel

Source: Data Processed, 2026

Based on Table 3.4, the overall values of Cronbach's Alpha and Composite Reliability exceeded 0.70, so it can be concluded that the research instrument has good reliability.

VIF Value

The Variance Inflation Factor (VIF) value is used to detect symptoms of multicollinearity. A VIF value that ranges from 3–5 is still tolerable, but a value above 5 indicates a multicollinearity problem.

Table 6. VIF Values

Variabel	LIVE	Remarks
Brand Image	1,582	Multicollinearity does not occur
Product Quality	1,674	Multicollinearity does not occur
Pricing	1,298	Multicollinearity does not occur

Source: *Data Processed, 2026*

The VIF value of all independent variables is below the threshold of 5, even below 3, so there is no problem of multicollinearity in the research model

HTMT

The Heterotrait-Monotrait Ratio (HTMT) criterion is used as a complement to the discriminant validity test. The HTMT value should be below 0.85 for high-correlated variables.

Table 7. HTMT Test

Variabel	Brand Image	Product Quality	Pricing	Purchase Decision
Brand Image	—			
Product Quality	0,654	—		
Pricing	0,452	0,418	—	
Purchase Decision	0,723	0,765	0,564	—

Source: *Data Processed, 2026*

All HTMT values are below 0.85, so that the discriminant validity is met with the HTMT criteria.

Model Struktural (Inner Model)

R Square

The value of R Square indicates how much the free variable is able to explain the bound variable.

Table 8. R Square Test Results

Bound Variables	R Square	R Square Adjusted	Remarks
Purchase Decision	0,628	0,621	Strong

Source: *Data Processed, 2026*

The R Square value of 0.628 means that the variables of brand image, product quality, and price together are able to explain the purchase decision variable of 62.8%, while the

remaining 37.2% is explained by other variables that are not included in this study model. This value is included in the category of good model strength.

F Square

The value of F Square is used to determine the magnitude of the influence of each independent variable on the bound variable. Criteria: 0.02 (small), 0.15 (medium), 0.35 (large).

Table 9. F Square Test Results

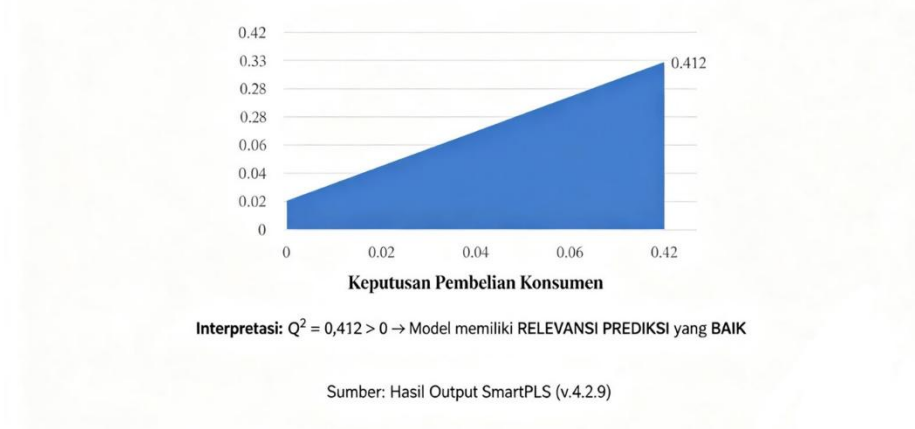
Variabel	F Square	Size of Influence
Brand Image	0,142	Medium
Product Quality	0,195	Medium
Pricing	0,087	Small

Source: Data Processed, 2026

Product quality has the greatest influence on purchasing decisions, followed by brand image, while price has a relatively smaller influence.

Predictive Relevance (Q Square)

A Q Square value above 0 indicates that the model has good predictive capabilities.



Picture 3. Predictive Relevance

Table 10. Predictive Relevance

Bound Variables	Q Square	Remarks
Purchase Decision	0,412	Have predictive relevance

Source: Data Processed, 2026

The Q Square value is $0.412 > 0$, so the research model has good and relevant predictive capabilities.

Hypothesis Testing Results

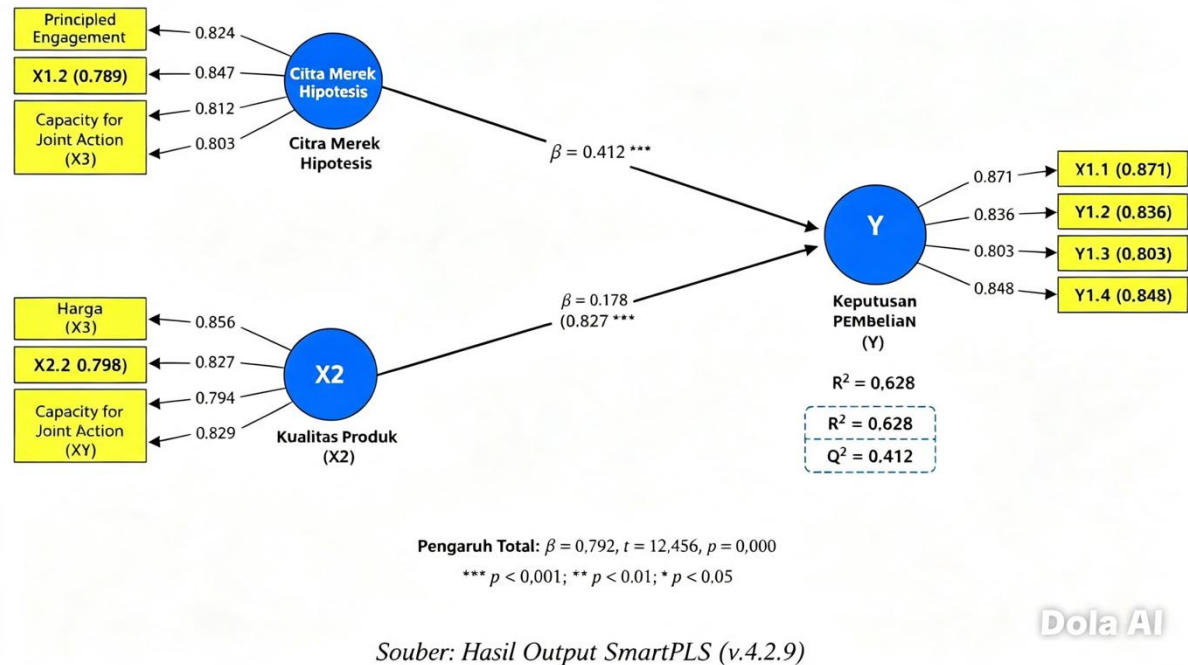


Table 11. Hypothesis Testing

Hipotesis	Hubungan	Path Coefficients	T-Count	P-Value	Remarks
H ₁	Brand Image → Purchase Decision	0,286	3,452	0,001	Accepted
H ₂	Product Quality → Purchase Decision	0,412	5,678	0,000	Accepted
H ₃	Price → Purchase Decision	-0,178	2,891	0,004	Accepted

Source: Data Processed, 2026

Based on Table 3.11, all hypotheses are accepted because the p-value is < 0.05 and the t-count > 1.96 . Brand image and product quality have a positive and significant effect, while price has a negative and significant effect on consumer purchase decisions.

Discussion

The Influence of Brand Image on Consumer Purchase Decisions

The results show that brand image has a positive and significant influence on consumer purchase decisions, with a path coefficient of 0.286 and a significance value of 0.001. This means that the better the brand image of a product, the higher the tendency of consumers to make purchases. These findings are in line with research conducted by Sari & Suharsono (2021) which states that a positive brand image can foster consumer trust, making it easier for them to make purchasing decisions. Consumers tend to choose brands that are widely known and have a good reputation because they reduce the risk of uncertainty when buying products (Aaker, 2013).

These results also support the theory put forward by Kotler & Keller (2021), which states that brand image is a very valuable intangible asset for companies because it can influence consumer preferences and decisions. When consumers have a positive perception of a brand, they will feel more confident and comfortable choosing the brand over competing brands. In the context of this study, consumers in Central Jakarta, which is an area with high socio-economic diversity, tend to consider brand reputation as one of the indicators of product quality and reliability.

However, the results of this study are different from the findings of Rahayu (2022) who stated that brand image does not have a significant effect on purchasing decisions. This difference is likely due to the characteristics of respondents and different types of products. In Rahayu (2022's study), the products studied were basic needs that were purchased with high frequency and involved low consumer involvement, so consumers paid less attention to aspects of brand image compared to durable products that were the object of this study. This shows that the influence of brand image can vary depending on the type of product and purchase situation.

The practical implication of these findings is that companies need to continue to strive to build and maintain a brand image through consistent marketing communication, good service, and social responsibility that can increase brand trust and reputation in the eyes of consumers. Marketing activities that highlight brand excellence and value will further strengthen the brand's position in the minds of consumers.

The Influence of Product Quality on Consumer Purchase Decisions

Product quality is proven to have a positive and significant influence on consumer purchase decisions with the largest path coefficient of 0.412 and a significance value of 0.000. These results show that product quality is the most dominant factor in determining consumer purchase decisions compared to brand image and price. The higher the product quality that consumers feel, the more likely they are to make a purchase. This finding is in line with Wijaya's (2023) research which concludes that product quality is the main consideration for consumers in making purchase decisions.

These results support the view of Garvin (2018) who states that product quality which includes reliability, durability, and performance is the main basis used by consumers to evaluate product value. Consumers are willing to choose products that have better quality even though they may require greater sacrifices. In the context of durable products used in this study, consumers expect products to be used for a long time and function well, so the quality aspect is a top priority.

This finding is different from the research of Pratama & Wibowo (2020) which found that product quality does not have a significant effect on purchasing decisions. This difference can be explained through market characteristics and consumer awareness levels. In Pratama & Wibowo's (2020) research, the target market is in areas with lower income levels where consumers are more sensitive to price than quality. On the other hand, consumers in Central Jakarta who have relatively higher purchasing power tend to value the quality and long-term benefits of products more. This shows that the influence of product quality is influenced by demographic characteristics and consumer income levels.

From a theoretical perspective, this result reinforces the view that product quality is a key variable in the consumer purchase decision model. High quality can create satisfaction that leads to consumer loyalty and repeat purchases. Therefore, companies must continue to innovate and improve their product quality standards, starting from the selection of raw materials, production processes, to quality control in order to meet and exceed consumer expectations.

The Influence of Price on Consumer Purchasing Decisions

The results of the study showed that price had a negative and significant influence on consumer purchase decisions with a path coefficient of -0.178 and a significance value of 0.004. This means that the higher the price of the product, the lower the tendency of consumers to make purchases, and conversely, affordable prices will increase purchase decisions. These findings are consistent with Sutanto's (2021) research which states that price is a limiting factor that affects consumers' ability to buy products.

These results support the basic economic theory that demand is inversely proportional to price. Kotler & Armstrong (2022) explain that price is not just a number, but also represents the value that consumers have to sacrifice to acquire a product. When prices increase, consumers will evaluate whether the benefits obtained are worth the costs that must be incurred. If prices are considered too high compared to the perceived benefits, consumers will delay or cancel the purchase, or switch to cheaper alternative brands.

However, these findings are different from the study of Lestari (2023) which found that price has no significant effect on purchasing decisions for prestigious products. This shows that in this study, the products studied fall into the category of durable goods that are purchased for their main functions and uses, not for symbolic value or prestige. Consumers

consider the balance between price and quality provided. Although price has a negative effect, the magnitude of the coefficient of influence is smaller compared to brand image and product quality. This indicates that even though consumers pay attention to price, they do not make price the only main consideration, but still consider the quality and brand image of the product.

Overall, the results of this study reinforce the conceptual framework that consumer purchasing decisions are the result of the interaction of various marketing factors. Brand image builds trust and recognition, product quality provides a guarantee of benefits and satisfaction, while price determines affordability. These three factors complement each other and are inseparable from each other in influencing consumer behavior. These results also fill a research gap that previously occurred by showing that when all three variables were tested simultaneously in a single model, product quality became the most dominant factor, followed by brand image, and price had a smaller but still significant role. This provides a more comprehensive understanding of how consumers prioritize their purchasing decision-making process.

5. CONCLUSION

Based on the results of the analysis and discussion that has been described, the following conclusions can be drawn:

First, brand image has a positive and significant influence on consumers' purchasing decisions. This shows that the better and more positive the brand image a product has in the eyes of consumers, the higher the consumer's tendency to make a purchase. Brand image formed from consumer recognition, reputation, and trust plays an important role in reducing uncertainty when consumers choose products among the various alternatives available in the market.

Second, product quality has a positive and significant influence on consumers' purchasing decisions and is the factor that has the strongest influence compared to other variables. This indicates that consumers prioritize quality aspects such as reliability, durability, performance, and product design in making purchase decisions. Consumers realize that products with better quality will provide greater benefits and satisfaction in the long run, so they are willing to give major consideration to quality aspects.

Third, price has a negative and significant influence on consumer purchasing decisions. The higher the price of the product, the lower the consumer's interest and purchase decision. Although the influence of price is not as strong as the brand image and product quality, price is still a factor that consumers pay attention to in assessing the balance between the costs incurred and the benefits to be obtained. Prices that are too high without being balanced with adequate quality and brand image will make consumers switch to competing products.

Overall, the variables of brand image, product quality, and price together were able to explain the variation in consumer purchasing decisions by 62.8%, while the rest were influenced by other factors that were not included in this study. The results of this study provide empirical confirmation of the importance of these three factors in marketing strategies, where companies should not focus on only one aspect, but must balance brand image development, product quality improvement, and competitive and reasonable pricing for consumers.

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