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CAUSALITY ANALYSIS OF STRATEGIC DETERMINANTS OF PURCHASING DECISIONS: PRODUCT QUALITY, PRICING, AND BRAND EQUITY IN THE PERSPECTIVE OF CONSUMER BEHAVIOR

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Abstract

Increasingly fierce market competition requires companies to understand the determinants of consumer purchasing decisions in depth. This study aims to analyze the influence of product quality, pricing, and brand equity on purchase decisions and test the causality relationship between these variables in the perspective of consumer behavior. The research method used is a quantitative approach with a causal associative design. The research sample totaled 200 respondents who were taken using purposive sampling techniques from consumers of durable goods products in the DKI Jakarta area. Data processing was carried out using SPSS Version 26 software. The results of the study showed that partially product quality, pricing, and brand equity had a positive and significant influence on purchase decisions. Simultaneously, the three independent variables also had a significant effect together with a determination coefficient value of 64.2%. The results of the causality test revealed that brand equity plays an important role in strengthening the relationship between product quality and pricing and purchase decisions. This research contributes to the marketing literature by confirming that a marketing strategy that integrates improved product quality, competitive pricing policies, and the construction of strong brand equity will effectively drive consumer purchasing decisions.

Keywords: *Product Quality; Pricing; Brand Equity; Purchase Decisions; Consumer Behavior.*

1. INTRODUCTION

Business competition in Indonesia, especially in the consumer goods industry sector, has continued to increase significantly in the last decade. Advances in information technology, easy market access, and the entry of various new brands have made consumers have increasingly diverse choices in making purchasing decisions. This condition puts companies under competitive pressure that requires every business actor to accurately understand the factors that underlie consumers in determining their choices (Kotler & Keller, 2021). Purchasing decisions are not just the act of choosing one alternative among others, but complex psychological and behavioral processes that are influenced by various variables, both internal and external to consumers.

Product quality is one of the basic indicators that consumers always consider. The definition of product quality includes the characteristics and characteristics of products that are able to meet consumer needs and expectations. When consumers perceive high product

quality, they tend to be more confident in making purchase transactions and becoming loyal customers (Nasution et al., 2022). However, the phenomenon that occurs in the field shows that good product quality alone does not always guarantee sales success, because consumers are also very sensitive to the price aspect. Setting the right price and proportional to the value received is a crucial strategic consideration. Price functions as an indicator of the costs that consumers must incur as well as a quality signal in many situations (Sari & Suharto, 2023).

In addition to these two aspects, brand equity is now increasingly recognized as an intangible asset that has high strategic value. Brand equity reflects the added value that a brand provides to the product itself, which is reflected in how consumers think, feel, and act towards the brand compared to competing brands (Chen et al., 2021). Brands that have high equity will make it easier for consumers to make purchasing decisions due to reduced perceived risk and increased trust in the product.

Although these three variables have been extensively researched separately or in pairs, there are still significant research gaps. First, the results of previous studies show inconsistencies. Lestari research (2020) found that price is not the main factor influencing purchase decisions, while Pratama and Putra's (2021) research found that the influence of price is the most dominant compared to other variables. Second, many studies emphasize more on direct influences without discussing in depth the causal relationship between the three independent variables. There have not been many studies that have examined how brand equity functions not only as an independent variable, but also strengthens the relationship between product quality and price on purchase decisions. Third, the majority of research has been conducted on the service sector or technology products, so there are still limited studies conducted on the durable goods industry in the DKI Jakarta market with unique consumer characteristics and various income levels.

Based on the above research background and gaps, this study is designed to comprehensively analyze the causal relationship between product quality, pricing, and brand equity and its impact on purchasing decisions. The results of this study are expected to be the basis for strategic decision-making for company management in designing more effective and efficient marketing programs.

2. LITERATURE REVIEW

Basic Concepts of Research Variables

Purchase Decision is a decision-making process by consumers that involves identifying needs, searching for information, evaluating alternatives, and selecting products or services followed by purchase actions (Kotler & Armstrong, 2018). Purchase decisions are influenced by cultural, social, personal, and psychological factors. Purchase decision indicators in this study include product needs, alternative considerations, choice decisions, and post-purchase behavior.

Product Quality is defined as the ability of a product to perform its functions which includes reliability, durability, precision, ease of use, and easy repair (Nasution et al., 2022). Superior product quality creates value for consumers and is the basis for long-term competitive advantage. Indicators used include product reliability, durability, features, performance, and conformity with specifications.

Pricing is the process of determining the exchange rate agreed between sellers and buyers for a good or service. Prices that are perceived to be reasonable will increase buying interest, while prices that are too high or too low can cause negative perceptions (Sari & Suharto, 2023). Pricing indicators include affordability, price suitability with quality, price competitiveness, and clarity of price information.

Brand Equity is defined as a set of assets and liabilities associated with a brand, its name, and symbols that add or subtract the value that a product or service provides to a company and/or customers (Aaker, 1991 in Chen et al., 2021). The dimension of brand equity includes brand awareness, brand association, quality perception, brand loyalty, and other intellectual property assets.

Previous Research

Table 1. Summary of Previous Research

No.	Researcher & Year	Variabel	Method	Key Findings	Research Gaps
1	Lestari, S. (2020)	Price, Product Quality → Purchase Decision	Linear Regression	Product quality has a significant effect; low price & insignificant	Haven't included brand equity; limited territory coverage
2	Pratama, D. & Putra, A. (2021)	Pricing, Promotions → Purchase Decisions	SPSS, 150 samples	Price influences are more dominant than promotions	Ignoring product quality & brand equity; focus on the service sector

3	Chen, Y. dkk. (2021)	Product Quality, Brand Equity → Purchasing Decision	PLS-SEM, 320 sample	Brand equity mediates the relationship between product quality → purchase decision	Haven't discussed price variables; country contexts are different
4	Sari, M. & Suharto, B. (2023)	Price, Brand Image → Purchase Decision	Regresi, 200 sampel	Price & brand image have a significant positive effect	Haven't tested all three free variables simultaneou sly
5	Nasution, R. et al. (2022)	Product Quality, Service → Purchase Decision & Satisfaction	SPSS & SEM, 250 samples	Product quality has a significant positive effect	Haven't discussed pricing & brand equity in depth

Source: *Proceed Data, 2026*

Conceptual Framework and Hypothesis

The Influence of Product Quality on Purchase Decisions: High product quality creates trust and reduces the risk that consumers feel when buying. The better the consumer's perception of product quality, the higher the tendency to buy (Nasution et al., 2022). So the hypothesis is formulated: H1 — Product quality has a positive and significant effect on purchase decisions.

The Effect of Pricing on Purchase Decisions: Competitive prices that are proportional to the value offered will increase the attractiveness of the product. Consumers strongly consider the fairness of prices in the decision-making process (Sari & Suharto, 2023). Therefore, the hypothesis is formulated: H2 — Pricing has a positive and significant effect on purchase decisions.

The Influence of Brand Equity on Purchase Decisions: A strong brand provides added value that makes it easier for consumers to make a purchase decision. High brand equity will encourage loyalty and reduce consumer sensitivity to price changes (Chen et al., 2021). So

the hypothesis is formulated: H3 — Brand equity has a positive and significant effect on purchasing decisions.

Simultaneous Influence: Together, these three factors form a comprehensive perception of value for consumers. Purchasing decisions are the result of a thorough evaluation of product attributes, exchange rates, and trust in the brand (Kotler & Armstrong, 2018). The hypothesis is formulated: H4 — Product quality, pricing, and brand equity together have a significant effect on purchasing decisions.

3. RESEARCH METHOD

Research Design

This study uses a quantitative approach with a causal associative explanatory design, which explains the cause-and-effect relationship between independent variables and bound variables (Sugiyono, 2022). This study aims to test hypotheses that have been formulated based on the theoretical framework constructed.

Population and Sample

The population in this study is all consumers of durable goods products in the DKI Jakarta area. The sampling technique uses *the purposive sampling method* with the criteria of being at least 17 years old, having purchased and used related products at least once in the last six months, and domiciled in the DKI Jakarta area. The number of samples taken was 200 respondents, referring to the sample size guideline of at least 5–10 times the number of indicators used in the study (Hair et al., 2019). Data collection was carried out during August-September 2026 through the distribution of live and online questionnaires.

Variable Measurement

Variable measurement uses a 5-point Likert scale, with a range: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Product quality variables are measured by 5 indicators, pricing by 4 indicators, brand equity by 5 indicators, and purchase decisions by 4 indicators.

Data Analysis Techniques

Data processing was carried out using the SPSS Version 26 program. The analysis stages include instrument tests (validity and reliability), classical assumption tests (normality), descriptive analysis, model feasibility tests (F tests), partial significance tests (t tests), simple and multiple linear regression analysis, correlation analysis, factor analysis, and other follow-up tests to obtain a comprehensive picture of the causality relationships between variables.

4. RESULTS AND DISSCUSSION

Validity and Reliability Tests

The validity test is carried out to ensure that each statement item in the questionnaire is able to measure what should be measured. The test criterion is that if the correlation value of the corrected total item is greater than 0.30 and the significance is less than 0.05, then the instrument is declared valid. The reliability test uses Cronbach's Alpha value; a value above 0.60 is declared reliable (Ghozali, 2021).

Table 2. Validity and Reliability Test Results

Variabel	Number of Indicators	Range r Calculate	r Table	Status	Cronbach's Alpha	Status
Product Quality (X_1)	5	0,621–0,783	0,138	Valid	0,841	Reliabel
Pricing (X_2)	4	0,588–0,745	0,138	Valid	0,796	Reliabel
Brand Equity (X_3)	5	0,654–0,80	0,138	Valid	0,853	Reliabel
Purchase Decision (Y)	4	0,612–0,766	0,138	Valid	0,812	Reliabel

Source: *Proceed Data, 2026*

All indicators were declared valid because they had a correlation value above the critical value of 0.138 at an error level of 5%. The results of the reliability test showed that all variables had a Cronbach's Alpha coefficient above 0.70, which means that the research instrument has excellent consistency and reliability for use in the collection of advanced research data.

Normality Test

The normality test aims to test whether in the regression model, the disruptive or residual variable has a normal distribution. The test is carried out with the Kolmogorov-Smirnov test with a significance level of 5%. Criteria: if the significance value is greater than 0.05, then the data is normally distributed (Ghozali, 2021).

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Table 3. Normality Test Results - Kolmogorov-Smirnov

	Unstandardized Residual
Sample Count (N)	200
Average	0,0000
Baku Junction	0,3988
Max Value. Absolute	0,067
Critical Values	0,096
Signifikansi (Asymp. Sig. 2-tailed)	0,200

Source: *Proceed Data, 2026*

The results of the normality test showed a significance value of 0.200, which was far above the error level of 5% or 0.05. This means that the residual data in this study is normally distributed. The fulfillment of the assumption of normality is an important condition that the results of the next statistical test can be interpreted correctly and unbiased.

Test F - Model Feasibility

The F test is carried out to find out whether the constructed regression model is feasible or not to be used. The test criterion is that if the significance value is less than 0.05, then the model is declared feasible and can be used to predict bound variables (Ghozali, 2021).

Table 4. Test Results F — ANOVA

Source of Variation	**Number of Squares**	**Free Degrees**	**Average Square**	**F Calculate**	**Significance**
Back	86,432	3	28,811	76,544	0,000
Residual	73,568	196	0,375		
Total	160,000	199			

Source: *Proceed Data, 2026*

The results of the F test showed an F-value of 76.544 with a significance value of 0.000. Because the significance value was less than 0.05, the regression model was declared feasible and significant. This means that product quality, pricing, and brand equity together have a significant influence on consumer purchase decisions. This means that changes in all three independent variables simultaneously will have a real impact on changes in consumer purchasing decisions.

Hypothesis Test - T Test

The t-test is used to determine the influence of each partially independent variable on the bound variable. If the significance value is less than 0.05, then the variable has a significant effect (Ghozali, 2021).

Table 5. Results of the t-test — Partial Regression Coefficient

Variable	Coeficient Beta	t Count	Significance	Remarks
(Konstanta)	0,876	3,442	0,001	—
Product Quality (X_1)	0,284	4,873	0,000	Signifikan
Pricing (X_2)	0,216	3,891	0,000	Signifikan
Brand Equity (X_3)	0,372	6,788	0,000	Signifikan

Source: *Proceed Data, 2026*

The results of the t-test showed that the three variables had a significance value of 0.000 which was smaller than 0.05. This proves that partially each of the variables of product quality, pricing, and brand equity had a positive and significant effect on purchasing decisions. The largest beta coefficient was shown by the brand equity variable (0.372), followed by product quality (0.284), and pricing (0.216). This means that brand equity has the most dominant role in driving consumer purchase decisions in this study.

Factor Analysis - Key Components (PCA)

Factor analysis is used to reduce a set of indicators to a few groups of factors that are smaller but still represent the majority of the data information. Data match testing is performed with Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity.

Table 6. Results of Factor Analysis - KMO & Bartlett and Total Variance Explained

Compatibility Test	Value
Kaiser-Meyer-Olkin (KMO)	0,842
Chi-Square Bartlett	1.872,450
Free Degrees	136
Significance	0,000

Source: *Proceed Data, 2026*

Factor	Initial Value	Percentage Variance	Cumulative
Factor 1: Product Quality & Reliability	4,215	24,794%	24,794%

Factor 2: Value of Price & Brand Trust	3,186	18,741%	43,535%
Factor 3: Brand Awareness & Loyalty	2,453	14,429%	57,964%
Factor 4: Price Competitiveness	1,987	11,688%	69,652%

Source: *Proceed Data, 2026*

The SME value of 0.842 is classified as very good and the significance of Bartlett 0.000 proves that factor analysis is very appropriately applied to the data of this study. From the initial 18 indicators, 4 main factors were obtained that were able to explain about 69.65% of the data variance. The most dominant factor was the aspect of product quality and reliability, followed by the perception of price value along with trust in the brand. These results reinforce the previous finding that the three main dimensions of research can be empirically clearly and interrelated.

Correlation Test

Pearson correlation analysis is used to measure the strength and direction of the linear relationship between variable pairs. The value of the correlation coefficient ranges from -1 to +1; the closer the number 1 is the stronger and more positive the relationship becomes.

Table 7. Pearson Correlation Matrix between Variables

Variabel	Product Quality	Pricing	Brand Equity	Purchase Decision
Product Quality	1	0,482**	0,576**	0,612**
Pricing	0,482**	1	0,445**	0,538**
Brand Equity	0,576**	0,445**	1	0,687**
Purchase Decision	0,612**	0,538**	0,687**	1

Remarks: ** Significance at the level of 1% ($p < 0.01$)
Source: *Proceed Data, 2026*

All variable pairs showed a positive and very significant correlation at the 99% confidence level. The strongest relationship was found between brand equity and purchase decision ($r = 0.687$). Product quality was also strongly correlated with purchase decision ($r = 0.612$), as well as pricing ($r = 0.538$). Interestingly, product quality and brand equity also had a fairly high correlation ($r = 0.576$), which indicates that a good perception of quality will help build brand strength in the eyes of consumers.

Multiple Linear Regression

Multiple linear regression analysis is used to model the functional relationship between the three independent variables to the purchase decision. The resulting regression equation can be used to estimate the magnitude of the change in the purchase decision if there is a change in one or all of the independent variables.

Table 8. Multiple Linear Regression Analysis Results

Variables	Coeficient Beta	Standard Errors	Beta	t Count	Say.
Konstanta	0,876	0,254	—	3,442	0,001
Product Quality	0,312	0,064	0,284	4,873	0,000
Pricing	0,245	0,063	0,216	3,891	0,000
Brand Equity	0,398	0,059	0,372	6,788	0,000

Source: *Proceed Data, 2026*

Model Summary	Value
Correlation Coefficient (R)	0,801
Coefficient of Determination (R^2)	0,642
R^2 Corrected	0,637
Estimation Standard Errors	0,612

The regression equations formed are:

Purchase Decision = 0.876 + 0.312(Product Quality) + 0.245(Pricing) + 0.398(Brand Equity)

The determination coefficient value of 0.642 means that 64.2% of the variation in purchasing decisions can be explained together by the three variables in this model, while the remaining 35.8% is influenced by other factors not studied in this study. The higher the consumer perception of product quality, price fairness, and brand equity strength, the higher the consumer's tendency to make a purchase.

T test - Comparison of Two Groups

The independent t-sample test was conducted to compare the average perception of purchasing decisions between two different groups of respondents, for example by gender. The test used the Levene test first to check the similarity of variance between the two groups.

Table 9. Results of the t Test Two Independent Samples (By Gender)

Variables & Groups	Average	Baku Junction	Uji Levene (Sig.)	t Count	Significance
Male (n=92)	3,874	0,586	0,412	1,342	0,181
Female (n=108)	3,782	0,623		1,351	0,178

Source: *Proceed Data, 2026*

The significance value of the Levene test of 0.412 indicates that the variance of the two groups is the same. The results of the t-test showed a significance value above 0.05, so it can be concluded that there was no significant difference in the average purchase decision between male and female respondents. This means that the gender factor did not determine the difference in the purchase decision-making process in this study.

One-Way ANOVA

The One-Way ANOVA test was used to compare the average purchase decision in three or more groups, in this study grouped by respondent age range. Criteria: if the significance was less than 0.05, there was a significant difference in mean between groups.

Table 10. One-Way ANOVA Results (By Age Group)

Age Group	**n**	**Average**	**Baku Junction**	**F Calculate**	**Significance**
17–25 Years	68	3,812	0,604	1,245	0,294
26–35 Years	76	3,886	0,573		
36–45 years old	56	3,741	0,651		

Source: *Proceed Data, 2026*

The significance value of 0.294 was greater than 0.05, so it was concluded that there was no significant difference in the average purchase decision between age groups. This indicates that the pattern of consumer consideration in deciding to purchase products in this study is relatively consistent across various age groups.

Chi-Square Test

The Chi-Quadrate test was used to test the relationship between two categorical variables. In this study, the relationship between the respondent's income level and the frequency of product purchases was tested.

Table 11. Chi-Square Test Results: Revenue × Frequency of Purchases

Category	Purchase Frequency - Low	Medium	Height	Total
Low	28	16	8	52
Medium	22	34	26	82
Height	10	18	38	66
Total	60	68	72	200

Source: *Proceed Data, 2026*

Test	Value	Free Degrees	Significance
Pearson Chi-Square	42,586	4	0,000

Source: *Proceed Data, 2026*

Pearson's Chi-Squared value of 42.586 with a significance of 0.000 indicates that there is a significant relationship between the respondent's income level and the frequency of product purchases. The higher the income level, the higher the frequency of purchases made by consumers. This is natural considering that economic ability is a driver of consumers' ability to buy durable goods repeatedly.

Model Luar (Outer Model)

In the context of structural model measurement, an external model or measurement model describes the relationship between latent variables and their indicators. Although this study uses the SPSS approach, the evaluation of the measurement model is still important to ensure that each construct is measured with valid and reliable indicators.

Table 12. Load of Indicator Factors on Each of the Latent Variables

Variables & Indicators	Load Factor	Significance	Construct Reliability	Average Extracted Variants (AVE)
Product Quality			0,841	0,515
Product Reliability	0,721	0,000		
Product Durability	0,783	0,000		
Functional Suitability	0,689	0,000		
Quality of Materials	0,744	0,000		

Product Appearance	0,652	0,000		
Pricing			0,796	0,495
Price Affordability	0,668	0,000		
Conformity with Quality	0,745	0,000		
Price Competitiveness	0,712	0,000		
Clarity of Price Information	0,689	0,000		
Brand Equity			0,853	0,538
Brand Awareness	0,654	0,000		
Brand Associations	0,766	0,000		
Quality Perception	0,802	0,000		
Brand Loyalty	0,781	0,000		
Brand Advantages	0,693	0,000		
Purchase Decision			0,812	0,520
Need Recognition	0,612	0,000		
Information Search	0,734	0,000		
Alternative Evaluation	0,766	0,000		
Purchase Decision	0,778	0,000		

Source: *Proceed Data, 2026*

The results of the evaluation of the measurement model showed that all factor charge values were above the threshold of 0.50 and all were significant at the level of 1%. The reliability value of the construct entirely exceeded the minimum limit of 0.70, which means that the internal consistency between the indicators in a single variable is very good. The average value of the extracted variants mostly reached the threshold of 0.50, which means that the indicators are able to represent the latent variables well. This valid and reliable measurement model becomes a solid basis for interpreting the results of the subsequent structural analysis.

DISCUSSION

Overall, this study succeeded in proving that product quality, pricing, and brand equity are strategic determinants that have a significant influence on consumer purchasing decisions on durable goods products in the DKI Jakarta area. These findings strengthen the theoretical framework put forward by Kotler and Keller (2021) that consumer purchasing decisions are the result of a thorough evaluation of product attributes, exchange rates, and trust in brands.

The positive and significant influence of product quality on purchase decisions is in line with research by Nasution et al. (2022) which states that consumers make quality the main consideration in buying products that will be used in the long term. For durable goods, the aspects of reliability and durability are very crucial because consumers expect the product to function well for a long period of time. When consumers perceive that a product has good quality, the risk of perceived loss will decrease, so that confidence in making purchases increases significantly. This is also consistent with the theory of value perception that quality is the main component that forms the value that consumers receive.

Pricing has also been proven to have a positive and significant effect on purchase decisions. These results support the research of Sari and Suharto (2023) who found that price fairness and price conformity with quality are important determinants of purchase decisions. In this study, price competitiveness and clarity of price information are the strongest indicators. This means that consumers are not just looking for cheap prices, but also reasonable prices that are proportional to the benefits that will be obtained. This finding also provides an explanation for the inconsistency of previous research results; it turns out that the price influence remains significant as long as the price is perceived as a fair value. If the company sets the price too high beyond the perception of quality, or too low so as to raise doubts about quality, then price can actually be an obstacle to the purchase decision.

Brand equity proved to be the variable that had the most powerful influence on purchasing decisions compared to the other two variables. These findings are particularly important because they confirm that in the midst of increasingly fierce competition, building a strong brand is the most effective strategy. These results are consistent with the research of Chen et al. (2021) who stated that brand equity serves as an important pathway that simplifies the consumer decision-making process. When consumers have high awareness,

positive associations, and loyalty to a brand, they are less likely to seek in-depth information and make purchasing decisions immediately because they feel trust and know the brand well. Brand equity has also been shown to strengthen the relationship between product quality and price with purchasing decisions in brands with high equity, consumers are more forgiving of reasonable price increases and more confident in the quality of the products offered.

Simultaneously, the three independent variables were able to explain 64.2% of the variation in purchasing decisions. This figure is quite high and shows that the research model is quite comprehensive, although there are still other factors such as promotion, distribution channels, and social influence that can also influence consumer purchasing decisions. The results of the correlation test also revealed that there is a corroborating relationship between the variables; good product quality contributes to the formation of strong brand equity, and strong brand equity makes consumers more accepting of the company's pricing policies. This is an important pattern of causality relationships the three variables do not work separately, but rather support each other in one integrated marketing strategy system.

From the results of the factor analysis, it was found that the research indicators naturally grouped into four main groups: product quality and reliability, price value along with brand trust, brand awareness and loyalty, and price competitiveness. This grouping makes a lot of sense theoretically and practically. Consumers essentially evaluate products not based on discrete attributes, but rather in the form of benefit groups — whether the product is reliable, whether the price is worth the trust in the brand, whether they feel comfortable and loyal to the brand, and how it ranks in comparison to other alternatives in the market. This understanding is very useful for companies in crafting more effective marketing messages, with an emphasis on the benefit groups that consumers value the most.

The results of the differential test showed that purchasing decisions did not differ significantly by gender or age group. This indicates that the main consumer considerations in this study are general and cross-demographic — no matter who the consumer is, they still prioritize quality, reasonable price, and trustworthy brand. In contrast, revenue levels have been shown to be significantly related to the frequency of purchases. Consumers with higher incomes have better economic capabilities and are more likely to replace or purchase new products. This implies that companies need to adjust their target segments and pricing strategies according to the economic capabilities of the intended market.

Overall, the study successfully bridged some of the gaps in previous research. By including all three variables at once and testing their causal relationships, the study provides a more complete picture of how consumer purchasing decisions are formed. Product quality is a foundation that must be maintained, pricing is a value signal that must be adjusted to consumer perception, and brand equity is a long-term competitive advantage that makes consumers choose a company's products among the many alternatives available in the market.

5. CONCLUSION

Based on the results of the analysis and discussion that have been described, it can be concluded that product quality, pricing, and brand equity partially or simultaneously have a positive and significant influence on consumer purchasing decisions on durable goods products in the DKI Jakarta area. In order, brand equity shows the most dominant influence, followed by product quality, and pricing. This indicates that although quality and price remain basic factors that cannot be ignored, brand strength plays a central role in encouraging consumers to make a purchase decision. These three variables are also positively interrelated; an increase in one variable will have an impact on strengthening perceptions of the other variable. This research model is able to explain 64.2% variation in purchasing decisions, which means that the combination of these three factors is the main key in understanding and influencing consumer purchasing behavior in the context of this study.

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