IMPROVING PURCHASING DECISIONS THROUGH PRICE PERCEPTION AND PRODUCT QUALITY: THE MEDIATING ROLE OF BRAND IMAGE IN

BOTANICA APARTMENT

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Abstract

This research examines the impact of brand impression through the mediators of pricing perception and product quality on a buying decision for a Botanical Apartment. This study used primary data from questionnaires with a purposive sampling technique and the PLS-SEM (Partial Least Squares - Structural Equation Modelling) method to investigate the stated hypothesis. Two sessions were used to complete the PLS-SEM analysis in two phases. The reliability and validity analysis is the first stage, and the estimate and validation of the path coefficients and the robustness of the structural models are the second and third stages, respectively. For statistical analysis, using a sample of 220 respondents was taken from residents living in The Botanica Apartment and applying Smartpls V.3.2.9 to test the hypothesis of the influence of variables simultaneously and partially. Research findings show that brand image influences purchasing decisions, product quality affects the brand image, product quality affects purchasing decisions, price perception affects the brand image, and price affects purchasing decisions. In addition, the study revealed that product quality impacts brand image indirectly through purchasing decisions, and price perception impacts brand image indirectly through buying decisions.

Keywords: Price perception, product quality, purchasing decision, brand image

INTRODUCTION

Urbanization (movement from villages to cities) and the high birth rate are several factors that cause an increase in the population in Jakarta. With the increase in population every year, the need for housing is also increasing because residential houses include primary conditions that must be met. Limited land in Jakarta affects people to live in vertical housing, which can be called apartments, as a solution.

The growth of apartments in Jakarta is increasing, and property entrepreneurs are developing apartment construction businesses. For example, the Botanica apartment was designed by PT Pikko Land Development Tbk and built on an area of 2.8 hectares and has three towers. The Botanica Apartment is located on Jl. Sultan Iskandar Muda No. 8, Kebayoran

Lama, South Jakarta. Botanica has a *green development* concept. Botanica has complete facilities, including gyms, indoor and outdoor swimming pools, mini cinema, and mini golf, to support consumers' purchasing decisions. With full facilities and vast apartment land, price perception also greatly influences customers in making purchasing decisions.

According to Schiffman (2018), Price perception is the view of consumers in seeing the high or low price of a product/service in determining purchases and getting purchase satisfaction. In this case, the customer will evaluate his purchase decision in addition to the product offered. In this case, the customer also decides to purchase with price perception. Customers will be interested in and purchase a product if it is inexpensive and high-quality. Price perception can be influenced by factors such as the quality of the product or service, brand reputation, market situation, and previous experience with similar products or services. For example, the price of the same effect can be considered too expensive by one person and affordable by another. Based on the research results of Anggraeni & Soliha (2020), price perception is very favorable toward purchasing decisions. In addition to price perception, customers will be interested in the products we sell with good quality.

Product quality is a crucial element of a critical marketing strategy or tool that marketers can use to design products and marketing strategies so that consumers remember products based on product quality (*Kotler & Armstrong*, 2008a). This viewpoint suggests that a good product's quality might entice buyers to purchase a product. A good product often has good resilience and is free of harm. Product quality is the ability of a product to meet or exceed customer expectations of the selected product. Product quality can be seen from various aspects such as performance, reliability, durability, design, safety, comfort, and other features (Besterfield et al., 2012). Suari, Telagawathi, and Yulianthini (2018) Decisions to buy are favorably influenced by explanations of product quality. The product's quality determines most flat purchases and rentals. Customers will be interested in purchasing the products provided if the quality of the products offered to them is exceptional and has a positive brand image. Research results from Kharisma & Hutasuhut (2019) claimed that the decision to buy a product is not influenced by its quality.

Brand image is a form of perception that customers have of a brand, which in the mind of customers, forms customer trust in a brand's opinions (Wardhana, 2022). The brand image includes aspects such as quality, reputation, design, price, value, and brand personality. A strong and positive brand image can help differentiate a brand from competitors, build customer loyalty, and increase customer trust. Previous research conducted by Rachmawati, Andjarwati, and Lestari (2020) Explaining brand image partially impacts purchasing decisions. From the theory above, a good brand can significantly determine how customers purchase a product. Purchasing decisions, according to Firmansyah (2018), are consumer behavior in deciding to buy, use, and benefit from a product to satisfy the customer itself. This study seeks to ascertain how pricing perception, product quality, and brand image affect purchasing decisions based on the abovementioned idea. Purchasing decision refers to the process by which a person chooses and buys a product or service because it is considered capable of meeting the needs and desires of buyers. Various factors influence purchasing decisions, including personal, social, psychological, and situational factors. This means that everyone has different preferences, values, and experiences that influence how they make purchasing decisions (Hawkins & Mothersbaugh, 2010).

Through the brand image of Botanica flats, this study seeks to examine how price perception and product quality affect purchasing decisions.

LITERATURE REVIEW
Price Perception

Schiffman & Kanuk (2018) Perception is a decision to choose, organize, and interpret something from each person's point of view based on needs and expected values. Perception is a decision to select, collect, and analyze something from each person's point of view based on conditions and expected values. While the understanding of prices, according to Alma (2020), has corresponding values, price is also related to a product that aims to satisfy customers. Price is therefore taken into account by consumers while making purchases of goods or services. At the same time, the perception of prices, according to Peter & Olson (2014), is information about prices that are understood and understood by consumers. There are four pricing strategies, according to Kotler et al. (2015) Namely: Price affordability refers to the ability of a person or a group to buy products or services at affordable prices or under the knowledge of consumer purchasing power. Price affordability is also an essential factor in economic development. More people can buy and get the product when the selling price is reasonable, increasing economic growth and social prosperity.

Low price compared to the product's quality According to this idea, consumers' prices must be reasonable and balanced with the quality of the goods they receive. If the cost of the product is relatively low, but the quality is high, then the price is considered by the quality. Conversely, if the product's price is high, but the quality is low, then the cost is considered not under the marker. Pricing according to benefits involves considering several factors, such as the benefits produced by the product or service, consumer value perception, production costs, marketing costs, level of competition, and the company's business strategy. Sellers must consider the benefits consumers expect and ensure that the price set provides benefits commensurate with what they pay.

Price competitiveness concept refers to the price acceptable to consumers concerning the value and benefits they derive from the product. Price competitiveness involves a comparison between the price of a product with the cost of similar products from its competitors. If the product's price is lower or comparable to similar products from competitors, then the product has the advantage of price competitiveness.

According to the findings of earlier investigations conducted by (Anandia et al., 2015) According to study findings, stated pricing perception has a significant impact on brand image. Muhtarom et al. (2022) dan Alfian & Nainggolan (2022) reveal that pricing perception affects buying choices. Research findings from Ryananda et al. (2022) prove that there is an indirect influence between price perception and buying decisions through brand image. Hypotheses that can be drawn include:

H1: Price perception has an impact on brand perception.
H2: Price perception has an impact on consumers' purchasing choices.
H3: Price perception indirectly impacts purchasing decisions through brand perception.

Product Quality

An item's quality determines whether it can satisfy and meet a desired need. (Keller, 2021). A product is something of value only created to be conveyed or addressed to consumers (Zeithaml et al., 2016). Kotler & Armstrong (2008) Say product quality is a vital placement tool closely related to customer satisfaction scores. Consequently, a value considered from the

consumer's perspective to evaluate the quality of the items is product quality. The valuation of a product is determined according to Garvin (1984). Among other things: Features refer to specific characteristics, attributes, or functions of a product, service, or object. These features are designed to meet a particular need or solve a problem and can be why someone chooses one product over another. Features can be an important factor in consumer purchasing decisions. Consumers look for products or services with features that meet their needs or provide the desired benefits. Therefore, companies often seek to develop new and innovative features to differentiate their products from competitors and attract consumers. Product quality conformity refers to the degree of consistency or agreement between the quality expected by the consumer and the actual quality provided by the product. The suitability of product quality is an essential aspect of consumer satisfaction and influences the perception of the product value. Product quality durability refers to the ability of a product to maintain its quality over an expected period or under anticipated conditions of use. This means the product remains functional and meets established quality standards over time or use. Product quality durability is essential because consumers expect products that last a long time and provide consistent performance. When products do not withstand regular use or experience significant deterioration in quality, consumers can feel disappointed and dissatisfied. Product aesthetics are essential in business because they can affect how consumers receive products.

In many cases, the product's visual appearance becomes a significant factor in attracting the interest of consumers and making them choose the product among the many options available. When a product is designed with aesthetics in mind, it can enhance user experience, build a strong brand image, and provide visual satisfaction to consumers. Attractive and memorable product design can also help differentiate a brand from its competitors. Product quality is very significant because it can affect purchasing decisions, and brand image, as a whole. Products that have good quality will get a positive response from consumers, increase their trust and satisfaction, and build a strong reputation for the brand or company that produces them

The results of the study, according to Usmar Wicaksono (2017), Explain there is an influence of product quality on brand image. Analysis results from Suari et al. (2018) dan Alfian & Nainggolan (2022) also said there was an influence of product quality on purchasing decisions as well as research results from Oktavenia & Ardani (2018) demonstrated through brand image the indirect impact of product quality on purchase choices. Hypotheses that can be drawn are:

H4: there is an influence of product quality on brand image
H5: there is an influence of product quality on purchasing decisions
H6: there is an indirect influence of product quality on purchasing decisions through brand image

Brand Image

The brand can also be interpreted as a name, emblem, or design that symbolizes the overall characteristics of a product/service opinion of(Laksana, 2008). Brand image is the customer's comprehensive view of a brand formed from information or experience after using a brand and statements (Firmansyah, 2019). Brand image is an assessment from customers that the product has quality.

There are brand image measurement indicators, according to Keller (2013). Among others: Strong Brands The views, impressions, and opinions of consumers about a brand after interacting with it or using its goods and services are reflected in the brand image. The strength of the brand image is reflected in the degree to which the brand is known, remembered, valued,

and associated with positive attributes by consumers.

Brand favorability or interest brings comfort to each consumer's feelings. Reflects the positive attitude or feeling that consumers have towards the brand and their tendency to choose and interact with the brand. Brand liking can develop through positive experiences, perceptions of high quality, identification with brand values, positive associations with the brand, or emotional connection. When consumers like a brand, they tend to have a higher tendency to choose it over similar competing brands.

Please make a memorable impression contrasting with a brand different from its competitors (*brand uniqueness*). Brand uniqueness reflects specific attributes or characteristics that distinguish the brand, including design aspects, brand values, unique selling propositions, and other elements that make a brand distinct and easily recognizable to consumers. Brand uniqueness is essential because it helps brands to differentiate themselves from the competition. By having vital essence, brands can create a unique and difficult-to-replicate position in the market, strengthen brand image, and influence consumer preferences and purchasing decisions.

Previous research conducted by Muhtarom et al. (2022), Usmar Wicaksono (2017), and Alfian & Nainggolan (Alfian & Nainggolan, 2022) explains how the perception of a brand affects consumer decisions. From the results of the theory above, decision-making is based on the customer's view of an available brand before purchasing. The hypothesis that can be drawn is as follows:

H7: There is an influence of brand image on purchasing decisions

Purchasing Decision

Wibowo dan Fausi (2017) Opinion decisions are actions taken by customers in choosing several options before deciding to buy or use a product or service. While according to opinion, decisions are actions taken by customers in choosing several options before deciding to purchase or use a product or service. While according to Firmansyah (2018), Purchasing decision is consumer behavior in choosing, buying, and using a product or service to satisfy customer needs. (Firmansyah, 2018) also argues that purchasing decisions are consumer considerations in determining the products to use. Kotler & Keller (2013) There are five processes in buying decisions, namely. This process involves many decisions and interactions between buyers and sellers, with the end goal being to make a purchase transaction. Consumer information retrieval is how customers look for, gather, and assess data regarding a good or service before purchasing. It is an essential step in the buying process, where consumers gather relevant information to help them make informed decisions and choose products or services that suit their needs and preferences. Alternative evaluation is a process in which consumers compare different alternative products or services before they make a purchase decision. It is an essential step in the buying process where consumers evaluate each option's characteristics, attributes, benefits, and advantages and disadvantages. Purchasing decisions are the final process in which consumers choose the desired product according to their needs and qualification according to consumer needs. And post-purchase behavior is the activities, attitudes, and decisions consumers make after purchasing a product or service. Includes evaluating the purchase experience, consumer satisfaction, and continued interaction with the product, brand, or seller after the transaction. Previous research by Eltonia & Hayuningtias (2022) uses the brand image to demonstrate how pricing perception and product quality affect buying decisions.

Thinking frame

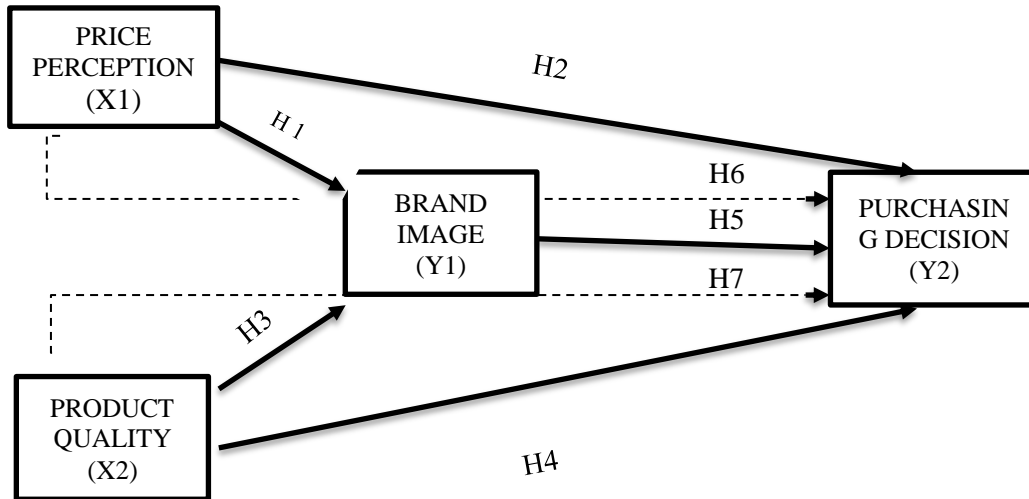From the hypothesis above, the frame of mind can be described as below:

Figure 1: frame of mind

METHODOLOGY

Data collection techniques that use numbers to describe the data that has been collected are known as quantitative descriptive approaches(Sugiyono, 2013). In this study, researchers used a scale containing five answer options. Researchers take data collection techniques with descriptive quantitative. This research was conducted in December 2022 – February 2022 at the apartment botanica addressed jl. Sultan Iskandar Muda no.8, Kebayoran Lama, Jakarta, 12220. By collecting data directly from residents of Botanica apartments. The analysis of this research uses path analysis. A method by looking at the relationship between various combined correlation data either directly or indirectly (Sugiyono, 2013)

The respondents to this survey or population are residents who live in Botanica apartments. A population is someone who makes conclusions and must understand the characteristics of the population as a whole (Sugiyono, 2013). Two hundred fifty tenants of The Botanica Apartment were chosen for the study's sample using a purposive sampling technique. The model itself has the meaning of the size or characteristics of the population (Sugiyono, 2013).

Data analysis using the SEM-PLS method using Smart-PLS 3 software consists of two stages. The first stage consists of an outer model test, which uses Confirmatory Factor Analysis (CFA) to evaluate convergent and construct validity. The combined reliability method and Cronbach alpha value are used to measure reliability (Heir et al., 2017). Because the discriminant is checked using the cross-loading method, each construct must have a value higher than the highest correlation with the other construct. Then, multicollinearity is tested using variance inflation factor (VIF), where a VIF value of less than 5 indicates no multicollinearity problem(Heir et al., 2017). The second stage involves creating a Structural Equation Model (SEM) by testing the inner model. This stage consists in trying the coefficient of determination (R2), the effect of the measure (f2), r, and the predictive relationship (Q^2) (Heir et al., 2017).

RESULTS AND DISCUSSION

Respondent Profile

Table 1. Respondent Profile

Character	information	Total	%
Gender	Male	80	36.36
	female	140	63.64
Work	Worker / Entrepreneur	183	83.18
	Housewives	17	7.72
	Student	20	9.09
Age	< 20 years	0	0.00
	21 - 30 years	102	46.36
	31 - 40 years	105	47.73
	> 40 years	13	5.92

Source: Processed Questionnaire 2023

Respondent profiles are in Table 1. The residents who were respondents in this study were dominated by Male as 80 people (36.36%), and female respondents 140 people (63.64%). Furthermore, in terms of work, residents of The Botanica Apartment predominantly work as workers/entrepreneurs 183 people (83.18%), students by 20 people (9.09%), and finally housewives 17 people (7.72). In terms of age, respondents are generally aged 20-30 years, as many as 117 people (46.36%) and 31-40 years old, 105 people (47.73%), and finally the age of >40 years, as many as 13 people (5.92%). This shows that respondents are generally dominated by women with jobs generally employees and entrepreneurs. The age group is generally in the 31-40 years category, which describes the age group that has become economically independent.

Evaluation of the Measurement Model (Outer Model)
Convergent Validity Test
The correlation between indicator values and component values is used to assess the validity of reflective indicators. Measurement of reflective indicators shows that when other indicators in the exact construct change, the hands in that construct also change. Load factor measurements are shown in Table 2 below.

Table 2: **Evaluate model measurement**

Statements	Outer Loadings	CR.	Alpha Cronbach	AVE
Price Perception				
The price offered at the Botanica apartment is affordable	0,749			
The price offered at the Botanica apartment is under the quality of the product	0,780	0,839	0,745	0,567
The price offered at the Botanica apartment is under the benefits provided by the product.	0,705			
Prices offered at Botanica apartments can compete with other apartments.	0,774			
Product Quality				
The features in the Botanica apartment rooms are modern.	0,740	0,882		0,599
The Botanica Apartment is very concerned about the durability of its	0,750			

products.			**0,832**	
The Botanica apartment prioritizes comfort for consumers who are visiting.	0,806			
The Botanica apartment provides conformity to the room specifications it provides	0,818			
The botanica apartment provides beauty in terms of scenery both inside the apartment and outside.	0,753			
Brand Image				
The Botanica apartment has a good reputation (good name) among new and old consumers.	0,810			
I like the Botanica apartment because the staffs are friendly and provide comfort during the stay.	0,765	**0,847**	**0,728**	**0,649**
The Botanica apartment has a luxurious room design, superior quality, and complete facilities compared to other apartments.	0,840			
Purchasing Decision				
I chose the Botanica apartment because it suits my choice of needs.	0,741			
I stayed at the Botanica apartment because I got enough information about the product.	0,721			
I feel that the Botanica apartment is the best compared to other apartments.	0,767	**0,865**	**0,806**	**0,563**
I decided to stay at the Botanica apartment because the comfort is better than other apartments	0,756			
I feel satisfied with the Botanica apartment because it suits my wishes	0,766			

Source: Data Processing Results

The study was conducted using the CFA method. The results show the value of each indicator for outer loading >0.700 (Table 2). Loading factor value all variable indicators of Product Quality, Price Perception, Brand Image, and Purchasing Decision have CR results showing internal consistency between 0.839 and 0.882, which all > .0.7 results show very satisfactory. Alpha-Cronbach >0.7 indicates the reliability of the instrument. A total AVE >0.5 suggests that the data has good validity and is fulfilled. In this study, the reality of the variables of Product Quality, Price Perception, Brand Image, and Purchasing Decision has been accepted and fulfilled the Reliability *test*.

Discriminant Validity Test

Table 3: Discriminant Validity with Cross Loadings

	Brand Image	Purchasing Decision	Product Quality	Price Perception
PH 1	0,578	0,617	0,541	0,749
PH 2	0,586	0,621	0,570	0,780
PH 3	0,534	0,561	0,520	0,705
PH 4	0,646	0,675	0,661	0,774
KP 1	0,595	0,569	0,740	0,550
KP 2	0,616	0,608	0,750	0,581
KP 3	0,677	0,631	0,806	0,628
KP 4	0,717	0,713	0,818	0,640
KP 5	0,579	0,633	0,753	0,554
CM 1	0,810	0,662	0,685	0,618
CM 2	0,765	0,602	0,633	0,594
CM 3	0,840	0,670	0,676	0,673
KP 1	0,527	0,741	0,593	0,621

KP 2	0,606	0,721	0,601	0,591
KP 3	0,605	0,767	0,581	0,600
KP 4	0,684	0,756	0,669	0,642
KP 5	0,576	0,766	0,618	0,634

Perception; KP=Product Quality; CM= Brand Image; KP= Purchase Decision PH=Price
Source: Data Processing Results

Based on the processing results from Table 3, the numbers indicate the maximum number for each indicator. The cross-loading to other constructions is more significant than the loading value of the PH1, PH2, PH3, and PH4 indicators. KP1, KP2, KP3, KP4, and KP5 have higher loading values than cross-loading to other constructsCM1, CM2, and CM3 indicators have a higher loading value than when cross-loaded to other constructs. Compared to cross-loading to other constructs, hands KP1, KP2, KP3, and KP4 have a higher loading value. Each loading indicator's cross-loading value relative to the construct is higher than the cross-loading.

Multicollinearity Test

Table 4: *Inner* VIF Value

	Brand Image	**Purchasing Decision**	**Product Quality**	**Price Perception**
Brand Image		3,787		
Purchasing Decision				
Product Quality	2,407	3,556		
Price Perception	2,407	2,898		

Source: Data Processing Results

Multicollinearity between constructs is tested using VIF values. Table 4 shows that there is no correlation between the exogenous variables studied. Exogenous variables are product quality and price perception, and endogenous variables are product image and purchase decisions. Shows VIF value < 5. Therefore, the assumption of non-multicollinearity can be satisfied.

Evaluasi Model Struktural *(Inner Model)*
Coefficient Determination (R-Square)

The coefficient of determination shows how well exogenous factors may account for different endogenous elements. According to (Heir et al., 2017), R-squared values are 0.75, 0.50, and 0.25, classified as significant, medium, or weak if <0.02 has no effect.

	R Square	**R Square Adjusted**
Brand Image	0,736	0,734
Purchasing Decision	0,775	0,772

Source: Processed Questionnaire 2023

The *R-square* value in the table shows that Brand Image is as much as 0.736 (73.6%) on the influence of causal factors, namely Price Perception and Product Quality. The R-square value of the Brand Image variable also has medium strength. Purchasing decisions of 0.775 (77.5%) are influenced by the contributing factors, namely Price Perception and Product Quality.
The Purchase Decision variable's R-square value shows that the model is solid/significant.

Size Effect (F-Square)

	Brand Image	Purchasing Decision	Product Quality	Price Perception
Brand Image		0,050		
Purchasing Decision				
Product Quality	**0,477**	0,143		
Price Perception	**0,204**	**0,250**		

Source: Processed Questionnaire 2023

A significant impact is produced when the Product Quality variable strongly influences Brand Image of 0.477 > 0.02. Price Perception Variables on Brand Image 0.204 > 0.02 produce a moderate effect. The variable Purchase Failure on Product Quality of 0.143 > 0.02 creates little impact. The Purchase Decision Variable on Brand Image of 0.050 > 0.15 produces a little result. The Purchase Decision Variable on Price Perception of 0.250 > 0.15 creates a moderate impact. If the value of 0.02 has no effect, the basis of the effective measures is 0.02, 0.15, and 0.35, which explain the minor, medium, and significant influence benchmarks (Cohen, 1988).

Prediction Accuracy (Q-Square)

Endogenous variable prediction match using Q-Square, prediction match of both variables >0. Hair et al. (2017) explain that the Q-Square effect is determined based on assessing the contribution of exogenous structures to the Q-Square of latent endogenous variables. Therefore, if the Q-Square value > 0, the exogenous structural variable has a predictive relationship to the endogenous structural variable. While the weight of $Q^2>0$ indicates, the model has *predictive relevance.*

	SSO	SSE	Q² (=1-SSE/SSO)
Brand Image	660,000	461,708	0,300
Purchasing Decision	1100,000	724,483	0,341
Product Quality	1100,000	663,700	
Price Perception	880,000	632,453	

Source: Processed Questionnaire 2023

The Q-square result for the Brand Image variable is 0.300, as seen in the table above. Therefore the Q-square value = 0.300 > 0, the conclusion drawn is that Price Perception and Product Quality have a predictive solid relevance category relationship to Brand Image. And for the Q-square value of the purchase decision of 0.341. The resulting Q-square value = 0.341 > 0. Therefore, based on the processed data, it can be concluded that the variables of Price Perception and Product Quality with Brand Image have the relevance of predictive Purchasing Decisions with strong categories

The Goodness of Fit Model

The Goodness of Fit Model Value *Table*

	Saturated Model	**Estimated Model**
SUMMER	0,071	0,071

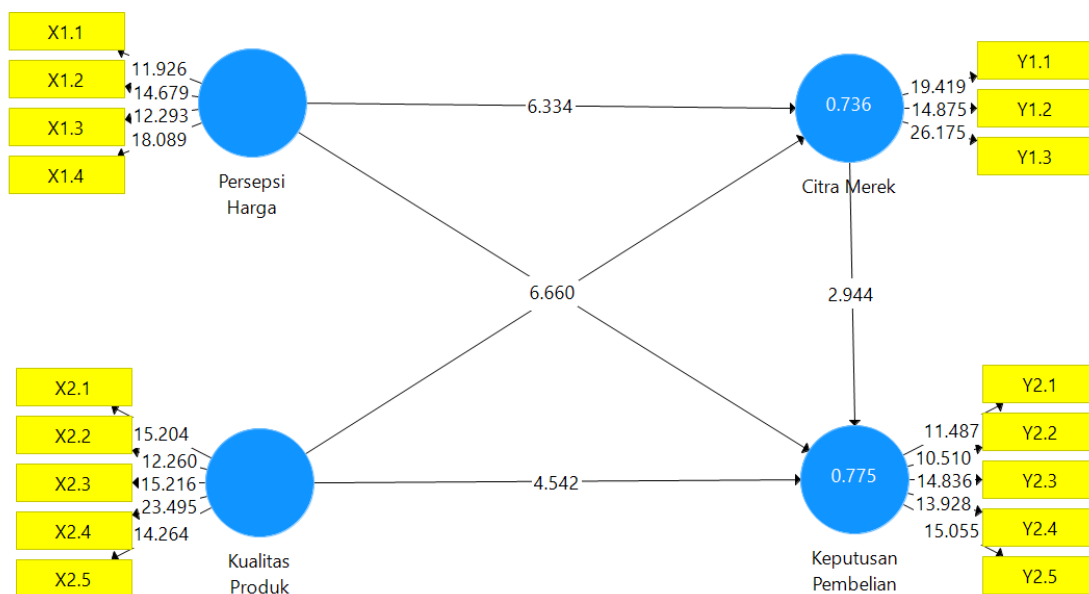Source: Processed Questionnaire 2023

From the table above, we get the result of the value of SRMR = 0.071. It can be seen that the results show a *good fit* because SRMR < 0.10.

SEM Models
Structural Model Testing (Inner Model)
Figure 1: **Final Model**

A significant range of purchasing decisions (R2 = 75.5%) can be attributed to price perception, product quality, brand image, and purchasing decisions. Brand image is explained by product quality (R2 = 73.6%). Product quality has a significant influence on the brand image (F^2=0.4771). Price perception moderately influences the brand image ($F^2 = 0.2039$). Price perception moderately influences purchasing decisions ($F^2 = 0.2502$). Product quality weakly influences purchasing decisions ($F^2 = 0.1428$). Brand image has a weak influence on purchasing decisions ($F2 = 0.0502$). Relationship > 0. Therefore, models have a connection to red brand image and purchasing decisions. SRMR value = 0.071 indicates a fit model.

Source: Processed Questionnaire 2023

Table 5: **Result in Model SEM**

Information	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Value	Conclusion

Brand Image -> Purchasing Decision	0,207	0,205	0,070	2,944	**0,003**	Accepted
Product Quality -> Brand Image	0,551	0,552	0,056	9,873	**0,000**	Accepted
Product Quality -> Purchasing Decision	0,452	0,448	0,063	7,205	**0,000**	Accepted
Price Perception -> Brand Image	0,360	0,356	0,057	6,334	**0,000**	Accepted
Price Perception -> Purchase Decisions	0,478	0,478	0,058	8,317	**0,000**	Accepted
Indirect influence						
Product Quality -> Brand Image -> Purchasing Decision	0,114	0,114	0,042	2,688	**0,007**	Accepted
Price Perception -> Brand Image -> Purchasing Decision	0,074	0,072	0,026	2,879	**0,004**	Accepted

Source: Processed Questionnaire 2023

Using significance level = 5%

Table 5 demonstrates that the impact of brand image on consumer decisions is both favorable and considerable. H1 received brand image has a beneficial impact on purchasing decisions (= 0.207, p-value = 0.003). It is agreed that product quality positively affects brand image (H2 = 0551, p-value = 0.000). Product quality has a positive and significant impact on the brand image. Product quality has a positive and significant effect on purchasing decisions ($\beta = 0.452$, p-value = 0.000), then H3 is accepted product quality has a simulated impact on buying decisions. Price perception has a positive and significant effect on the brand image ($\beta = 0.360$, p-value = 0.000), then H4 is accepted price perception positively impacts the brand image. Price perception has a positive and significant effect on purchasing decisions ($\beta = 0.478$, p-value = 0.000), then H5 is accepted price perception positively impacts purchasing decisions. Product quality significantly influences the brand image through purchase decisions ($\beta = 0.114$, p-value = 0.007); hence, H6 is accepted. The results also showed that price perception indirectly influences the brand image through purchase decisions ($\beta = 0.074$, p-value = 0.004), then H7 is accepted.

Discussion

The direct relationship between product quality, brand perception, and purchase behavior is examined in this study. This study assesses the role of brand image in mediating the relationship between product quality and price perception. **First**, In this study, price perception positively and somewhat impacts the brand image. This can explain the perception of price influenced by a good brand image. The brand image will be good among consumers when the price is affordable. This result is the same as the research results by Anandia et al. (2015), Stating that price perception has a significant effect on brand image. Affordable prices can create fun for consumers. **Second**, price perception has a positive influence on purchasing decisions. This can indicate price perception that is influenced by good buying decisions. When consumers can accept prices, buying interest from consumers will increase. The results of this study are the same as those of research by Muhtarom et al. (2022) shows that price perception influences purchasing decisions.

The results of research conducted by Widyanto & Prabowo (Widyanto & Prabowo, 2022)
explains that purchasing decisions and price perceptions have a positive and significant influence. **Third**, price perception with purchase decisions mediated brand image. Therefore, a

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good brand image will improve purchasing decisions. The results of this study are the same as those of previous research researched by Eltonia & Hayuningtias (2022), proving the influence of price perception and product quality on purchasing decisions through brand image. The research results by Gunantha & Maskur (Gunantha & Maskur, 2022) said that product quality, brand image, and price perception significantly influence purchasing decisions. **Fourth**, in this study, product quality positively and significantly influences brand image. This can indicate that a good brand image affects product quality. When a product is under its quality, the reputation of the brand image will also be good among its consumers. This result is the same as the result of the study Wicaksono (2017) explains that there is an influence of product quality on brand image. Comfort and beauty can cause pleasure for consumers. Kharisma & Hutasuhut (2019) said that the quality of the product does not affect the purchase decision. **Fifth**, product quality with purchase decisions. Therefore good product quality will improve purchasing decisions. The results of this study are the same as those of previous research researched by Suari et al. (2018) say there is an influence on product quality on purchasing decisions. The results of research conducted by Qiana & Lego (Qiana & Lego, 2021) Also, having research results on product quality has a positive influence on purchasing decisions. **Sixth**, product quality with purchase decisions mediated brand image. Therefore a good brand image will improve purchasing decisions. The results of this study are the same as the results of the survey of Oktavenia & Ardani (2018), Proving the indirect influence of product quality on purchasing decisions through brand image. **Seventh**, Purchasing decisions are strongly influenced by brand image; therefore, apartments that have a good brand image will increase purchasing decisions for each consumer. This result is also drawn from the conclusion by Rachmawati et al. (2020) that purchasing decisions are positively and significantly influenced by brand image. Conversely, the brand image itself can influence a purchase decision among consumers.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the chapters that have been discussed, it can be concluded that the problems found in this study, namely the analysis of the description of each variable produce output price perception, product quality, brand image and product quality within the scope of The Botanica Apartment is assessed with good categories, this research has an impact on the apartment accommodation business. Price perception and product quality greatly influence brand image and increasing purchasing decisions for consumers who want to buy the botanica apartment itself and must be used as well as possible for its long-term sustainability. The results of this study show that brand image is very positive and significantly influenced by price perception and product quality. Purchasing decisions have a significant impact on price perception and also product quality. Then the role of brand image mediates the perception of price and product quality on purchasing decisions. From the value of all influential variables, one variable to another is significant and not so far the difference in numbers.
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Recommendation

After completing this study, the author recorded several things, as follows: 1) Property developers must convey their products' value and excellence to consumers. Communicate clearly about the quality of the building, apartment features, and available facilities. 2) Developers need to pay attention to pricing strategies that match the value offered by their apartments. Understand market segmentation and offer options to suit different consumer groups. 3) Building and maintaining a solid brand image is crucial. In this case, developers should focus on their

reputation, increase consumer trust, and provide a positive experience to apartment residents. 4) Conduct periodic market surveys and analyses to understand changing consumer needs and preferences. This will help developers to keep up with the latest trends and increase their competitiveness. 5) Understanding price perception, product quality, and brand image will help property developers make better decisions in marketing their apartments. Thus, they can increase the chances of attracting and retaining potential consumers in a competitive apartment market.

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