PRODUCT QUALITY, PRICE PERCEPTION, AND BRAND IMAGE ON PURCHASE DECISION

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Abstract

This study aims to determine the effect of product quality, price perception, and brand image on purchasing decisions of Brand Executive consumers. The approach used is a quantitative method with data collection techniques through distributing questionnaires. The sample in this study amounted to 125 respondents selected using the accidental sampling technique. Data processing was carried out with the help of SPSS version 26, and the analysis method used was multiple linear regression. The results of the study indicate that the three independent variables, namely product quality, price perception, and brand image simultaneously have a positive and significant effect on purchasing decisions. Partially, each variable also shows a significant effect, with price perception having the most dominant effect. These findings indicate that in order to improve purchasing decisions, Brand Executives need to pay attention to the price perception captured by consumers, accompanied by positive product quality and brand image.
Keywords*: Product Quality, Influencer Marketing, Brand Image, Purchasing Decisions*

Introduction

Social changes in modern society have heightened the focus on appearance and fashion trends, making them essential aspects of daily life that influence how individuals are perceived. This has created significant opportunities for clothing manufacturers to meet increasingly specific consumer needs by offering apparel that is not only stylish but also suitable for various occasions. Established manufacturers in the market hold a competitive edge with their ability to deliver attractive products tailored to specific activities. By consistently following trends, listening to market demands, and combining functionality with style in their products, manufacturers can strengthen their market position and attract consumers seeking a balance between aesthetics and practicality.

One brand that has gained significant interest among Indonesian consumers is The Executive, a fashion line for both men and women that has been around since 1984. The Executive's product designs are highly appealing and suitable for a variety of semi-formal to formal events. Currently, The Executive operates 60 physical stores across Indonesia and has 100 counters in various department stores nationwide(Price, 2024).

Kotler & Keller (2016) Product quality is a crucial element in marketing, referring to the extent to which a product meets or exceeds consumer expectations and needs. Product quality is one of the key factors that every company must pay attention to, as producing high-quality products can increase customer loyalty and build a positive reputation for the company. (Purwanto, 2021). The explanation above is supported by research Sari & Paludi (2020) The explanation above is supported by research that proves product quality has a significant influence on purchase decisions.

Price perception can be defined as the consumer's view of how the product's price aligns with their financial ability to choose that product (Palelu et al., 2022). Since price perception varies from person to person, companies must be able to set product prices that align with the financial capabilities of potential buyers. This opinion is supported by previous research. Nicholas & Edvin, (2022) It reveals that product quality has a clear and significant influence on purchase decisions.

Brand image is the perception of a brand that can create positive feelings and emotional value for customers. These values lead to a favorable perception of the product (Moksaoka & Rahyuda, 2016). Brand image can also be described as the overall impression of a brand formed through prior data and experiences. It represents the collective opinions and preferences associated with a brand. According to a previous study conducted by Saeed et al (2013), It shows that a positive relationship was found between brand image and customer satisfaction. The research presented by Putri & Tuti (2022) It proves that the higher or better the brand image, the greater the consumers' purchase decisions.

Purchase decision is the activity performed by consumers when making a choice to buy something. They use their knowledge to decide among more than two available product options. This decision is influenced by many factors, including price, location, promotion, service convenience, and quality (Nurhayati, 2023)

This study aims to analyze the influence of product quality, price perception, and brand image on purchase decisions at The Executive.

Literature Review

Product Quality

Product quality leads to optimal functional product functionality, which includes durability, reliability, accuracy level, ease of use, and supporting features that meet consumer needs and expectations (Kotler & Amstrong, 2008). Meanwhile, according to Widyaka & Naufal (2018) Product quality is the overall characteristic obtained from various company activities, from planning to after-sales service that aims to meet customer expectations.

Product quality is the result of a process that involves all aspects of production, from design to after-sales that aims to create a product that meets consumer expectations. Garvin (1984) Put forward eight indicators that can be used as a benchmark to assess product quality, namely: performance, features, reliability, adaptability, durability, maintenance, aesthetics, and service. Based on previous research researched by Masnun et al., (2024); Arianty & Andira (2021) proving that product quality has a significant effect on purchasing decisions.

H_1: There is a significant influence of Product Quality on purchase decisions

Persepsi Harga

Price perception can be defined as a holistic view of the information obtained from a given price that can be considered with consumer expectations (Werdiasih et al., 2019) .Price perception can also be defined as what consumers think about the price of a good or service(Aisyah & Tuti, 2022). Price perception is an important factor in consumer decision-making. Consumers tend to evaluate prices based on perceived value and suitability to their needs. Companies must

understand that consumers shape perceptions of prices. Prices that are too low may be associated with low quality, while prices that are too high may be considered disproportionate to the benefits. Kotler & Armstrong, (2012) Identifying four main dimensions used, namely: price affordability, price conformity with product quality, price competitiveness, and price conformity benefits.

Kotler (2015) Defining purchasing decisions has several stages that consumers carry out to determine and get products and services that suit their needs and preferences. This stage includes several basic steps, such as recognizing needs, finding information, comparing options, evaluating the results, and evaluating the experience after purchase. Previous research researched by Anggraeni & Soliha (2020); Ariella (2018) stating that price perception has a significant effect on purchasing decisions.

H2: There is a significant influence of Price Perception on purchase decisions

Brand Image

Brand Image is how people perceive a brand that is formed through the information they receive as well as the experiences they have had with the brand before (Firmansyah, 2018) . Meanwhile, according to Morgan & Annette, (2011) *Brand Image* is how consumers or people perceive a brand, similar to reputation, and may or may not be in line with the brand identity itself. *Brand Image* has several factors, ranging from relationships, memories, desires, to emotions related to the product, service, or company. According to Keller (2002) There are several indicators included in *Brand Image* , namely*:* likability, strength, and uniqueness of brand associations.

Firmansyah (2018) Stating that a purchase decision can be defined as a complex and dynamic stage that involves consumers when determining a product or service that suits their needs and desires. This process involves evaluating alternatives, assessing associated risks, and making decisions based on the results of the evaluation and assessment. The above description is proven by previous research researched by Arianty & Andira, (2021);Suciningtyas,(2012) which states that *Brand Image* has a significant influence on purchasing decisions.

H3: Significant influence of *Brand Image* on purchase decisions

Keputusan pembelian

Menurut Jamaludin et al., (2015) A purchase decision can be defined as the stage that consumers make when making a choice to determine the product or service that should be chosen and used. As for other definitions stated by Arfah et al., (2022) That is, the purchase decision can be defined as the process before and after the purchase. Before reaching a purchase decision, the consumer already has several substitute options or other options that end with the consumer can decide to purchase the product based on the decision and choice taken. The same thing is also explained by Tjiptono (2019) which explains that the purchase decision process has several stages, including pre-purchase, consumption, and post-purchase evaluation. Purchase decisions are a gradual process that includes pre-purchase, consumption, and post-purchase evaluation. Consumers consider a variety of alternatives before deciding, so companies need to understand each stage to provide a satisfying experience and build consumer loyalty.

Kotler et al., (2018) Stating that there are 5 indicators in determining purchasing decisions, namely: recognition of needs, search for information, evaluation of alternatives, purchase decisions, and post-purchase behavior. The conclusion obtained from some of the above definitions is that the purchase decision can be concluded as a process that involves stages from before to after the purchase, where the buyer chooses a product or service that they will use. The statement is evidenced by Anggraeni & Soliha., (2020) in previous research that proved that product quality, price perception and *brand image* have a significant effect on purchase decisions.

H4: There is a significant influence of product quality, price perception, and *brand image* on purchase decisions
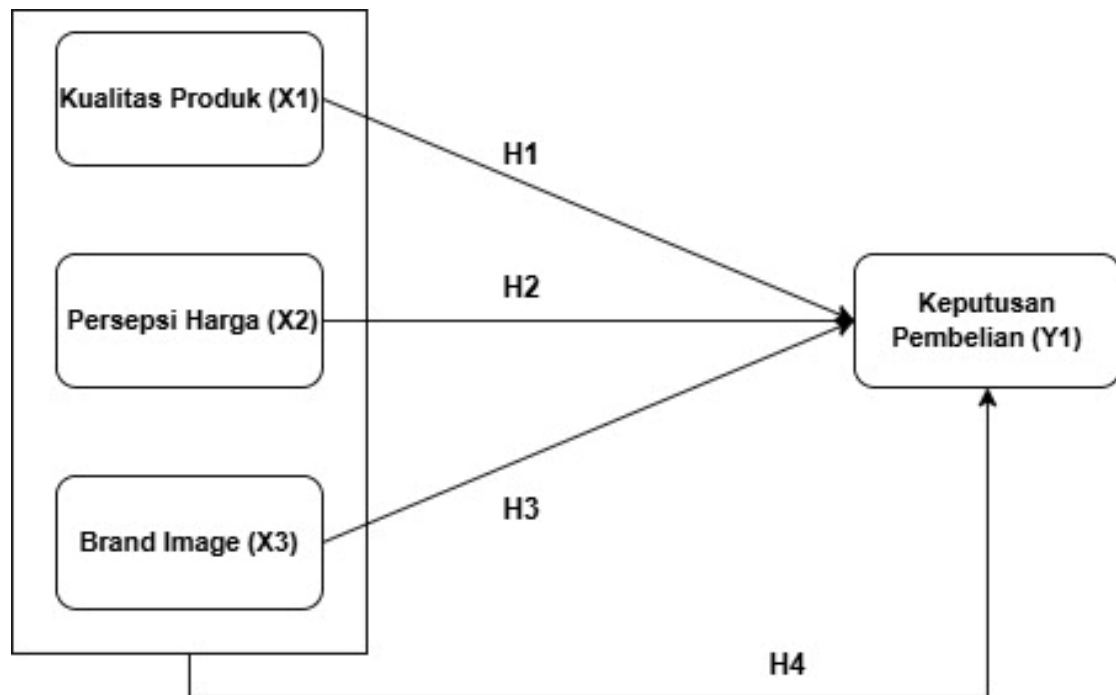
Research Methodology

This study aims to analyze the influence of product quality, price perception, and brand image on purchase decisions. The target population is consumers who interact or buy products from Brand Executives during March 2025. The sample used in this study was 125 respondents involved with Brand Executives, with a sampling technique using accidental sampling, namely the selection of respondents by chance in places relevant to the research context. Data processing is carried out using SPSS 26 (Statistical Package for the Social Sciences 26) software. The analysis method used is multiple linear regression, which aims to find out how product quality, price perception, and brand image affect purchasing decisions. Before conducting regression analysis, a classical assumption test was carried out which included the normality test, heteroscedasticity test, multicollinearity test, and linearity test. After that, the F test and the t test were carried out to test the significance of the relationship between variables.

Results And Discussion

Respondent Description
Based on the results of primary data collection, the respondent profiles can be compiled listed in the table below:

Tabel 1. Profil Responden

Respondent Demographics	Frekuensi	Presentase
Jenis Kelamin		
Laki-laki	68	60%
Perempuan	57	40%
Total	**125**	**100%**

Usia		
<20 tahun	20	15%
21 – 30 Tahun	70	55%
31 – 40 Tahun	25	20%
41 – 50 Tahun	10	10%
Total	**125**	**100%**
Pekerjaan		
Pelajar / Mahasiswa	50	39%
Pegawai Swasta	50	39%
Pegawai Negeri	2	2%
Lainnya	23	20%
Total	**125**	**100%**
Pernah Membeli		
2 Kali	75	65%
3-4 Kali	25	17,5%
>5 Kali	25	17,5
Total	**125**	**100%**

Sumber: Data primer yang telah diolah, 2025

Based on Table 1, the number of respondents in this study was 125 people. Judging from gender, the majority of respondents were men as many as 68 people (60%) and women as many as 57 people (40%). Based on age, most of the respondents were in the age range of 21–30 years as many as 70 people (55%), followed by 25 people (20%) <20 years old, 20 people (15%), and 41–50 years old as many as 10 people (10%). In terms of employment, the most respondents came from the student/student category and private employees as many as 50 people (39%) each. Meanwhile, 2 civil servants (2%) and 23 others (20%). When viewed from the buying experience, the majority of respondents have bought 2 times as many as 75 people (65%), followed by those who buy 3-4 times as many as 25 people (17.5%), and >5 times as many as 25 people (17.5%).

The next stage in this study is to test classical assumptions, which consist of normality tests, heteroscedasticity tests, multicollinearity tests, and linearity tests. The explanation of each of these tests is presented in detail in the following sections:

Table 2. Normality Test

One-Sample Kolmogrov-Smirnov Test

		Unstandarized Residual
N		125
Normal Parameter[a,b]	Mean	.0000000
	Std. Deviation	1.46939702

Most Extreme Differences	Absolute	.067
	Positive	.065
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		200[c.d]
a. Test distribution is normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source : Processed by the author (2025)

Table 2 shows that based on the table, the significance value is 0.200, which is greater than the significance level of 0.05. This shows that the residual data does not differ significantly from the normal distribution. It can therefore be concluded that the residual data is normally distributed, and the assumption of normality in the regression analysis is met.
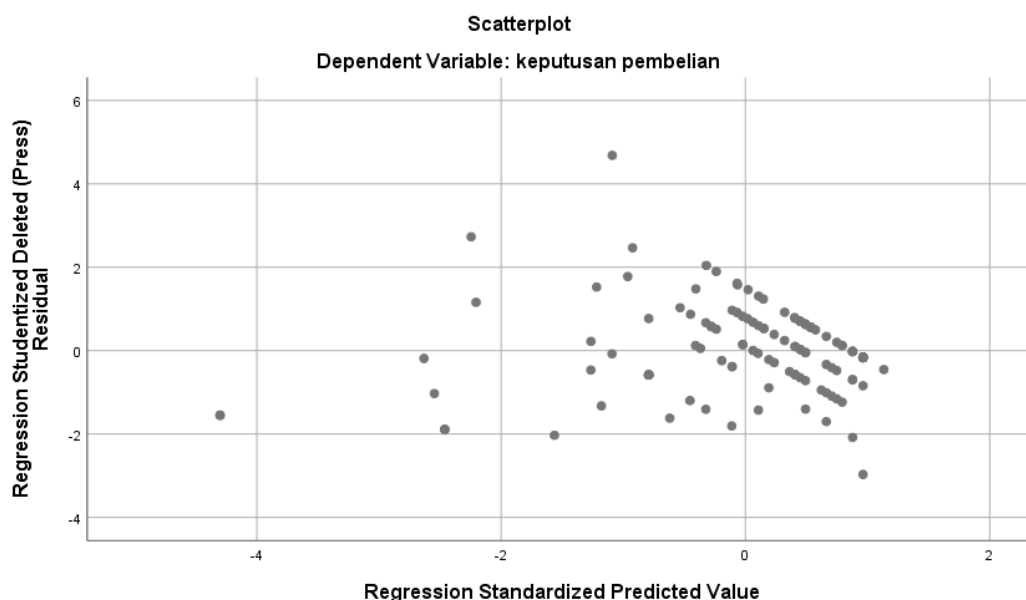
Figure 2. Heteroscedasticity Test Results

Based on the scatterplot in the image above, the residual points appear to be scattered randomly without forming a specific pattern, either above or below the 0 line on the Y axis.

Tabel 3. Hasil Uji Multikolinearitas

Variabel	Tolerance	VIF
Kualitas Produk	,438	2.286
Persepsi Harga	,293	3.417
Brand Image	,366	2.736

Source : Processed by the author (2025)

The data can be said to be free of multicollinearity symptoms if the tolerance value is more than 0.1 and the VIF value is below 10. Based on the results of the multicollinearity test shown in table 3, all variables had a tolerance value above 0.1 and a VIF value below 10. Therefore, it can be concluded that there is no problem of multicollinearity in the analyzed data.

Table 4. Results of the Linearity Test

ANOVA Table

		F	Sig.
Keputusan Pembelian* Kualitas Produk	Linearity	188,144	,000
Keputusan Pembelian* Persepsi Harga	Linearity	294,327	,000
Keputusan Pembelian* Brand Image	Linearity	227,251	,000

Source : Processed by the author, (2025)

Based on the calculation results in table 4, the variables of product quality (X1), Price Perception (X2), and Brand Image (X3) each have a significant value of 0.000. Since the significant value of the lineage is less than 0.05, it can be concluded that the three variables have a linear relationship with the Purchase Decision variable (Y). Thus, the linearias assumptions in this model have been fulfilled

Overall, based on the results of the classical assumption test that has been carried out, it can be concluded that the data is normally distributed, no indication of heteroscedasticity is found, there is no multicollinearity problem, and there is a linear relationship between independent variables (product quality, price perception, and brand image) and dependent variables (purchase decisions).

Table 5. F Test Results

ANOVA

	Model	Sum of Squaeres	df	Mean Square	F	Sig.
1	Regression	773.068	3	257.689	116.461	.000[a]

Residual	267.732	121	2.213
Total	1040800	124	

1.   Dependent Variable: Purchase Decision
2.   Predictors : (Constan), brand image, product quality, price perception

Source : Processed by the author (2025)

The F test value with a significant level of 0.05 is smaller, showing that there is a simultaneous influence of the variables Product Quality, Price Perception, and Brand Image on Purchase Decisions.

Table 6. Test Results t

Model	Unstandardized Coefficients		Standarized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	2.728	.827		3.286	.001
Kualitas Produk	.214	.040	.369	5.294	.000
Persepsi Harga	.426	.102	.354	4.159	.000
Brand Image	.323	.109	.226	2.963	.004
a. Dependent Variabel: Keputusan Pembelian					

Source: Processed author (2025)

In accordance with the results of the t-test above, the author interprets it more clearly as follows:

1.   The significance value of the product quality variable is 0.000 and the regression coefficient value is 0.214, which means that there is a positive and significant influence between product quality on the purchase decision. This means that the higher the quality of the products offered, the more likely consumers are to make a purchase.
2.   The significance value of the price perception variable is 0.000 and the regression coefficient value is 0.426, which shows that price perception has a positive and significant effect on purchasing decisions. This means that the better the consumer's perception of the price (e.g. considered affordable or in accordance with quality), the higher the consumer's inclination to buy the product.
3.   The significance value of the brand image variable is 0.004 and the regression coefficient value is 0.323, which shows that brand image has a positive and significant effect on purchasing decisions. In other words, the more positive the brand image of a product in the eyes of consumers, the greater its influence on the decision to buy the product.

Table 7. Coefficient of Determination Test (R2)
Model Summary

Model	R	R square	Adjusted R Square	Std. Error ofthe Estimate
1	.862ª	.743	.736	.1.488
a. Predictors: (Constant), brand image, kualitas produk, persepsi harga				
b. Dependent Variable: keputusan pembelian				

Sumber: Diolah penulis (2025)

The R Square value is 0.743, which means that 74.3% of purchase decisions are influenced by product quality variables, price perception, and brand image. While the remaining 25.7% were influenced by other variables that were not included in this study.

Conclusion And Recommendation

In **the first hypothesis**, the results of the analysis showed that the product quality variable had a significance value of 0.000 and a regression coefficient of 0.214. This indicates that product quality has a positive and significant effect on purchasing decisions at Brand Executive. This means that the higher the quality of the products offered—both in terms of materials, design, and product durability—the more likely consumers are to make a purchase. These findings reinforce the importance of the role of quality in attracting and retaining consumer interest in fashion products. In line with previous research conducted by Rizani et al., (2022) that product quality significantly and positively influences purchase decisions.

For **the second hypothesis**, the price perception variable shows a significance value of 0.000 with a regression coefficient of 0.426. These results show that price perception also has a positive and significant effect on purchasing decisions. Consumers tend to consider the price they consider to be in accordance with the quality of the products offered. When the price is considered affordable or commensurate with the benefits obtained, then their chances of buying will increase. Thus, Brand Executives need to maintain a competitive pricing strategy and in accordance with consumer perception. In line with this, Sari et al. (2022) in his research also states that brand image has a significant influence on purchase decisions.

Meanwhile, **the third hypothesis** shows that the brand image has a significance value of 0.004 and a regression coefficient of 0.323. This proves that brand image has a positive and significant effect on purchase decisions. The better the image of Brand Executive in the eyes of consumers—as known as a modern, reliable, and quality brand—the greater the tendency of consumers to choose and buy their products. This shows that maintaining a brand's reputation and perception in the eyes of the public is an important strategy in improving purchasing decisions. This finding is also strengthened by previous research conducted by Fauziah et al., (2023) which showed that price perception has a positive effect on purchasing decisions.

Meanwhile, in **the fourth hypothesis**, simultaneous tests were carried out on product quality, price perception, and brand image on purchase decisions. The results of the analysis showed that the three independent variables together had a significant influence on the purchase decision, with a significance value below 0.05. These findings show that consumers' purchasing decisions are not only influenced by a single factor, but are the result of a combination of their perceptions of product quality, price suitability, and brand image. Therefore, Brand Executives need to manage these three aspects holistically in order to increase buying interest and maintain consumer loyalty.

Recommendation

The conclusion of this study shows that product quality has a positive and significant influence on purchase decisions. This means that the better the quality of the products offered, the greater the likelihood of consumers to make purchases from Brand Executives.In addition, price perception has also been proven to have a positive and significant effect on purchase decisions. Consumers tend to choose products if the price offered is considered to be in accordance with the quality and benefits they receive. Furthermore, brand image has a positive

and significant influence on purchasing decisions. Brands that are well known and trusted by consumers will increase their tendency to choose and buy such products. Finally, all three variables—product quality, price perception, and brand image—together have a significant influence on purchasing decisions. This suggests that consumer decisions are influenced by a combination of these factors simultaneously.

Suggestion

Based on the findings of this research, Executives are advised to continue to maintain and improve the quality of their products, considering that this is very crucial in consumer purchasing decisions. Companies should also consider how consumers view prices, by setting prices that are considered reasonable and comparable to the quality of the product, so as to increase buying interest. In addition, the Executive continues to build and strengthen a positive brand image, because a good brand image can increase consumer confidence and drive purchasing decisions

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