



The effect of brand image and price on purchase decisions for erigo products with product quality as a mediation variable

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ABSTRACT

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Research on purchasing decisions in the fashion industry continues to show inconsistent findings regarding the roles of brand image, price, and product quality. In the Indonesian context, Erigo represents a rapidly growing local brand with strong visibility, yet limited empirical evidence explains the factors driving consumers' purchase decisions toward it. This study examines how Brand Image and Price influence Purchase Decisions by integrating Product Quality as a mediating variable. A quantitative method was employed, and data were collected through a structured questionnaire distributed to consumers with prior experience using Erigo products. All measurement indicators were adapted from established literature and assessed using validity and reliability testing. SmartPLS was used for analysis, including measurement and structural model evaluation with a 5% significance level. The findings indicate that Brand Image does not directly influence Purchase Decisions but significantly improves Product Quality, which strongly drives purchasing behavior. Price shows both direct and indirect effects through Product Quality, making it a key determinant of purchase decisions. Overall, the study highlights the importance of maintaining strong product performance and strategic pricing alignment to enhance consumer purchasing behavior toward Erigo products.

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1. INTRODUCTION

Research on purchasing decisions has continued to gain scholarly attention, largely because earlier studies have produced inconsistent findings across various contexts. Prior investigations (Fikriansyah et al., 2023; Firdaus et al., 2024; Mujannah & Satriatama, 2022; Phwa & Putri, 2022; Puspitasari et al., 2024; Rimiayati & Rizky Avasyah Rahman, 2024; Sudarman, 2025; Sya'roni & Fikriah, 2024; Wijaya et al., 2024) reveal a wide spectrum of conclusions, suggesting that the determinants of consumer purchasing behavior are not fixed but fluctuate depending on the research setting, the type of product examined, and the characteristics of the consumer group involved. For example, Ramadhan et al., (2023) highlight that brand image can meaningfully reinforce consumers' purchase intentions, a pattern that aligns with the evidence presented by

Novelayanti, (2024), Andarista et al., (2022), and Muchtaris & Irawati, (2025), who similarly argue that favorable perceptions of a brand stimulate stronger buying decisions. Conversely, Sofyansyah, (2025) report that brand impressions do not necessarily translate into a positive or significant impact on consumer decision-making. These contrasting outcomes underscore that the influence of brand image is highly contingent upon the specific conditions under which the research is conducted as well as the unique attributes of the targeted consumer segment.

Studies on purchasing decisions show mixed results regarding price and product quality. Several (Ananta Ihza Mahendra, 2022; Hendy et al., 2024; Mahrizal et al., 2024; Sundari & Lailla, 2025) highlight price as a key driver of consumer acquisition, yet others Nuvriasari, (2018) report negative or insignificant effects, indicating its influence depends on contextual factors such as product attributes, market dynamics, and perceived value. Similarly, research consistently points to product quality as an important determinant (Oen et al., 2025; Reiza et al., 2023), though some studies Rahayu et al., (2024) find its effect statistically insignificant. These variations suggest that the impact of price and product quality on purchase decisions is context-dependent, shaped by product type, competition, and consumer perceptions. Accordingly, a clear research gap exists, specifically regarding how these three constructs operate simultaneously and interactively in shaping consumer purchasing decisions within the Indonesian fashion sector an industry characterized by strong branding, price sensitivity, and value-seeking behavior.

Drawing on fifteen scholarly sources, previous investigations reveal a wide spectrum of conclusions regarding how brand image, pricing strategies, and product-quality attributes shape consumer purchase behavior. However, few studies simultaneously examine these variables within the same empirical model while incorporating product quality as a mediating mechanism, particularly in the context of a rapidly growing domestic brand. This gap signals the need for further empirical clarification. This conceptual divergence highlights the necessity of conducting additional studies across varied contexts to enrich the body of marketing-management literature. In response to this gap, the present research centers on Erigo an emerging domestic fashion label whose rapid market expansion and fluid competitive landscape offer a compelling empirical setting. By focusing on this brand, the study aims to deliver a more integrated analytical narrative and generate meaningful theoretical insights into the determinants that influence consumer acquisition decisions within Indonesia's fashion industry.

Insights from an IDN Times feature highlight several noteworthy Indonesian fashion labels, with Erigo repeatedly recognized as a leading name in the segment. By 2025, the brand's official Instagram account had amassed roughly 2.4 million followers, and its merchandise frequently sells out across major e-commerce platforms an indication of consistent consumer enthusiasm. Erigo's public presence has expanded through participation in numerous promotional events and large-scale fashion bazaars in Jakarta, including the prominent JkCloth exhibition. Its visibility reached an even wider audience in 2021. These milestones justify the selection of Erigo as the research object, as it represents a fast-growing domestic brand experiencing a transition from trend-based appeal to long-term brand equity formation making it an ideal context for examining how brand image, pricing, and product quality influence purchasing behavior. Building on this context, the present study adopts and modifies the methodological framework of Marcelina et al., (2023) adjusting the research variables and objects to align with contemporary dynamics surrounding Erigo's brand ecosystem.

Based on the identified research gap, this study seeks to address the following core problem: to what extent do brand image, price, and product quality—either directly or through mediating pathways influence consumer purchasing decisions related to Erigo products? In response to this question, the research objectives are explicitly formulated as follows: (1) to examine the direct effects of brand image and price on purchasing

decisions; (2) to analyze the mediating role of product quality in these relationships; and (3) to contribute theoretically by clarifying inconsistent findings in prior literature while extending empirical evidence within the context of Indonesia's fashion industry.

2. RESEARCH METHOD

This study employed a quantitative survey approach to examine the influence of brand image and price on purchase decisions, with product quality functioning as a mediating variable. The research instrument consisted of a structured questionnaire using a five point Likert scale, where indicators were adapted from established sources: brand image (Aaker, 1997; 6 items), price (Kotler & Keller, 2016; 5 items), product quality (Garvin, 1987; 8 items), and purchase decision (Kotler, 2003; 5 items). Respondents were selected using purposive sampling based on explicit eligibility criteria: individuals aged 17 or above who had purchased Erigo products at least once and were familiar with the brand. A total of 120 valid samples were collected, meeting the minimum PLS-SEM adequacy requirements and supporting model complexity, which justifies the use of PLS-SEM over CB-SEM, particularly for predictive modeling and non-normally distributed data. To ensure data integrity and minimize respondent bias, anonymity, screening questions, and reverse-coded indicators were applied. Data were analyzed using SmartPLS 4 through measurement model evaluation (convergent validity, discriminant validity, and reliability) followed by structural model testing (R^2 , f^2 , and Q^2), with hypothesis testing conducted via 5,000-sample bootstrapping. Classical assumption testing was not performed, as it is not required within the PLS-SEM analytical framework.

3. RESULTS AND DISCUSSION

3.1 Respondent Description

A total of 120 respondents were successfully collected in this study. The demographic characteristics were categorized based on gender, age, occupation, monthly income, and knowledge sources related to Erigo products.

Table 1. Combined Profile of Respondents Based on Gender, Age, Occupation, Monthly Income, and Product Knowledge (n = 120)

Category	Sub-Category	Frequency	Percentage
Gender	Male	69	57.5%
	Female	51	42.5%
Age	< 20 years	24	20.0%
	20–25 years	73	60.8%
	> 25 years	23	19.2%
Occupation	Student	63	52.5%
	University Student	3	2.5%
	Employee	27	22.5%
Monthly Income	Entrepreneur	27	22.5%
	< Rp 2,000,000	34	28.3%
	Rp 3,000,000–Rp 4,000,000	39	32.5%
Product Knowledge Source	> Rp 5,000,000	47	39.2%
	Friends/Family	12	10.0%
	Online Marketplaces	36	30.0%
	Social Media Platforms	72	60.0%

Source: Researcher's Processed Data (2025)

The demographic configuration indicates that Erigo primarily attracts young adult, digitally active consumers particularly students who are influenced predominantly through social media exposure rather than interpersonal recommendations.

3.2 Analysis Results

In this study, hypothesis testing was carried out using the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS), implemented through the SmartPLS 3 software. The following diagram illustrates the PLS model employed to verify the proposed hypotheses.

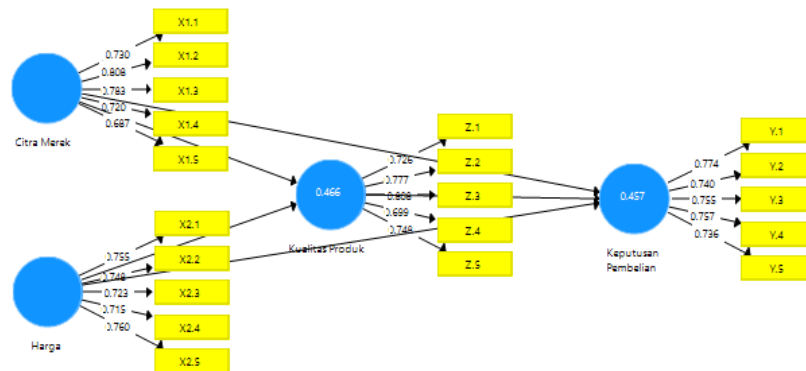


Figure 1 Graph Analysis

Source: SmartPLS-3 Data Processing (2025)

A verification of the outer model was conducted to ensure the alignment between latent constructs and their manifest indicators. The evaluation included assessments of convergent validity, discriminant validity, reliability, and multicollinearity through the Variance Inflation Factor (VIF).

3.3 Outer Model Analysis

The measurement model demonstrates adequate validity and reliability across all constructs. Convergent validity is confirmed as all indicators exhibit outer loadings above the minimum threshold of 0.60, with most exceeding 0.70, indicating meaningful associations with their respective latent variables. Average Variance Extracted (AVE) values range from 0.548 to 0.609, surpassing the 0.50 benchmark, which confirms that each construct explains more than half of the variance in its indicators. Composite Reliability and Cronbach's Alpha values for Brand Image, Price, Product Quality, and Purchase Decision all exceed 0.70, establishing that the constructs are internally consistent and reliable. Additionally, multicollinearity assessments show Variance Inflation Factor (VIF) values well below 5, indicating that the predictor constructs operate independently without problematic overlap.

The structural model also exhibits satisfactory fit and predictive capability. The Normed Fit Index (NFI) of 0.714 suggests a reasonably strong alignment between the model and the observed data. The coefficient of determination (R^2) further reflects the extent to which the independent variables collectively explain variations in the dependent construct, highlighting the strength of the structural relationships. Overall, these results indicate that the measurement and structural models are methodologically sound, providing a robust foundation for interpreting the influence of brand image, price, and product quality on consumers' purchase decisions.

Table 2. R-Square

Variable	R-Square	R-Square Adjusted
Purchase Decision (Y)	0.450	0.436
Product Quality (Z)	0.460	0.451

Source: SmartPLS-3 Data Processing (2025)

The descriptive outputs indicate that the endogenous construct Purchase Decision (Y) attains an R² value of 0.450, meaning that 45% of the variance in consumer purchasing behavior can be explained by the exogenous variables Brand Image (X1) and Price (X2), while the remaining 55% is influenced by factors not included in the model. Similarly, Product Quality (Z) records an R² value of 0.460, demonstrating that Brand Image and Price account for 46% of the variance in perceived product quality. These values indicate that both endogenous constructs fall within the moderate explanatory power category in accordance with PLS-SEM evaluation criteria. To further assess model relevance, the Q-Square (Q²) statistic was examined, functioning as an indicator of predictive capability based on blindfolding procedures. As suggested by Subhaktiyasa (2024), Q² values greater than zero demonstrate acceptable predictive relevance.

Table 3. Q-Square

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Purchase Decision (Y)	600.000	454.681	0.242
Product Quality (Z)	480.000	351.625	0.267

Source: SmartPLS-3 Data Processing (2025)

The predictive relevance assessment demonstrated that the Purchase Decision construct (Y) attained a Q² value of 0.242, while the Product Quality mediating construct (Z) reached 0.267; both figures being greater than zero indicate that the model possesses satisfactory explanatory and predictive capability. Building on these results, hypothesis testing was performed by referencing the generated p-values and t-statistics under a 5 percent significance threshold. Within this criterion, a hypothesis is considered supported when the p-value falls below 0.05 or when the observed t-statistic exceeds the critical t-value, whereas hypotheses failing to meet either condition are regarded as unsupported. As emphasized by Guenther (2023), statistical hypothesis testing serves to evaluate whether empirical findings provide adequate grounds to reject or retain the null hypothesis, with a 5 percent alpha level signifying the researcher’s acceptable margin of error in making that decision.

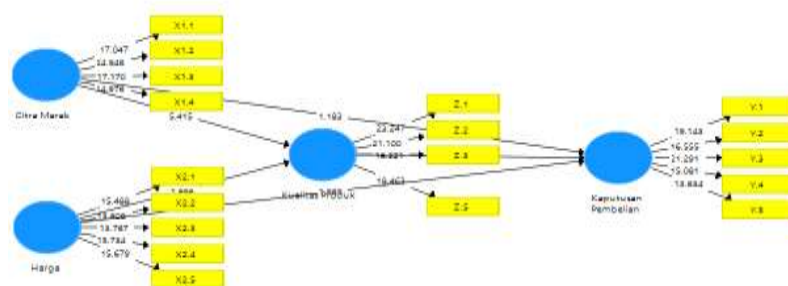


Figure 2. Path Coefficient (Inner Model)
Source: SmartPLS-3 Data Processing (2025)

The SmartPLS-3 path-coefficient diagram shows direct and mediating relationships, with higher coefficients indicating stronger, significant effects.

Table 4. Path Coefficient (Direct Effect)

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image (X1) -> Purchase Decision (Y)	0.135	0.144	0.114	1.183	0.238
Brand Image (X1) -> Product Quality (Z)	0.499	0.497	0.092	5.415	0.000
Price (X2) -> Purchase Decision (Y)	0.203	0.213	0.102	1.985	0.048

Price (X2) -> Product Quality (Z)	0.270	0.278	0.093	2.896	0.004
Product Quality (Z) -> Purchase Decision (Y)	0.440	0.432	0.105	4.198	0.000

Source: SmartPLS-3 Data Processing (2025)

Based on the bootstrap results for the direct effects, the hypothesis testing can be interpreted as follows. The linkage between Brand Image and Purchase Decision yields a path estimate of 0.135 with a p-value of 0.238 and a t-statistic of 1.183 figures that fall short of the statistical requirements for significance indicating that consumers' perceptions of the brand do not meaningfully shape their purchasing choices, thereby leading to the rejection of the first hypothesis. Conversely, Brand Image shows a strong and statistically valid association with Product Quality, as reflected by its coefficient of 0.499, p-value of 0.000, and t-value of 5.415, which collectively verify the second hypothesis. Price demonstrates a modest yet significant contribution to Purchase Decision, supported by its coefficient of 0.203, p-value of 0.048, and t-statistic of 1.985, enabling the acceptance of the third hypothesis. Price also exerts a significant impact on Product Quality, shown by a coefficient of 0.270, a p-value of 0.004, and a t-value of 3.420, offering empirical confirmation for the fourth hypothesis. Finally, Product Quality emerges as a decisive determinant of Purchase Decision, as evidenced by its path coefficient of 0.440, p-value of 0.000, and t-value of 4.198, thus affirming the fifth hypothesis.

3.4 Mediation Analysis

Table 5. Path Coefficient (Indirect Effect)

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image (X1) -> Product Quality (Z) -> Purchase Decision (Y)	0.220	0.212	0.058	3.765	0.000
Price (X2) -> Product Quality (Z) -> Purchase Decision (Y)	0.119	0.122	0.055	2.159	0.031

Source: SmartPLS-3 Data Processing (2025)

The bootstrap results indicate that both Brand Image and Price exert meaningful indirect influences on consumer purchasing decisions when Product Quality functions as the intervening construct. In the case of Brand Image, the mediation pathway is statistically robust ($p = 0.000$), meaning that improvements in how consumers perceive a brand tend to elevate their purchase tendencies through enhancements in perceived product quality; the indirect coefficient of 0.220 suggests that strengthening Brand Image proportionally translates into a considerable rise in purchase likelihood once it is channeled through quality assessments. A similar mechanism is observed for Price, whose mediated effect is likewise significant ($p = 0.031$). Although the indirect coefficient is smaller (0.119), the pattern shows that variations in pricing still shape purchase behavior indirectly by influencing how consumers evaluate the quality of the product. Collectively, these findings imply that both brand-related impressions and price considerations motivate purchase decisions not merely on their own, but primarily through their capacity to alter consumers' judgments of product quality.

This study contributes theoretically by addressing prior inconsistencies in marketing research, demonstrating that Brand Image does not directly influence purchasing decisions within the affordable fashion market, where functional value is prioritized over symbolic appeal. Instead, Product Quality emerges as a key mediating factor connecting perceptions of brand and price to consumer behavior. Practically, the findings indicate that Erigo should prioritize improving core quality elements—such as durability, stitching accuracy, and sizing—while maintaining competitive, value-reflective

pricing supported by clear communication of quality standards. Strengthening social-media-based marketing remains essential, given its role as the primary information source influencing consumer awareness and purchasing behavior.

3.4 Discussion

a. Brand Image (X1) on Purchase Decision (Y)

SmartPLS-3 analysis indicates that Erigo's brand image does not exert a statistically significant effect on purchase decisions. Although the brand enjoys widespread recognition, positive associations have yet to translate into decisive buying behavior. Consumers appear to prioritize practical factors such as competitive pricing, product quality, comfort, and alignment with current fashion trends over holistic brand evaluations. This suggests that Erigo's brand perception has not yet fostered strong trust, emotional attachment, or loyalty, and differentiation from competitors remains limited despite promotional campaigns and collaborations with public figures. The findings align with (Radika, 2022), who also reported nonsignificant effects of brand image on purchase decisions, emphasizing that significance may be influenced by sample characteristics rather than the absence of a true effect.

b. Brand Image (X1) on Product Quality (Z)

Perceptions of Erigo's brand image strongly shape consumers' evaluations of product quality. When the brand is viewed positively through contemporary positioning, digital presence, and frequent promotional collaborations, consumers tend to attribute higher levels of craftsmanship, comfort, durability, and aesthetic appeal to the products even prior to direct experience. This indicates that product quality judgments are often mediated by brand reputation and symbolic meaning rather than direct assessment alone. Maintaining a consistently positive brand image strengthens consumer trust and reinforces beliefs about product reliability, creating a reciprocal effect whereby high product performance further enhances brand perception, consistent with Laksono et al., (2023).

c. Price (X2) Against Purchase Decision (Y)

Price emerges as a critical determinant of purchasing behavior. Consumers heavily rely on monetary cues to evaluate the overall value of Erigo products, particularly when pricing is aligned with material quality, design appeal, and fashion positioning. Competitive pricing increases purchase likelihood, especially among younger consumers, by conveying both intrinsic and symbolic value. Fair pricing also builds trust, as consumers perceive the quality received to be proportional to the cost. These results confirm the third hypothesis and echo the findings of Sari et al., (2022), demonstrating that higher product quality and appropriately structured pricing jointly stimulate purchase intentions.

d. Price (X2) to Product Quality (Z)

The SmartPLS 3 results reveal that Price plays a decisive role in shaping consumers' perceptions of Erigo's product quality. Rather than relying solely on physical attributes or visual appeal, customers interpret the price level as an indicator of how well a product is crafted and how much value it offers. When the price aligns with what consumers consider reasonable neither suspiciously low nor unjustifiably high it tends to signal that the materials, comfort, and design meet expected standards. This relationship reflects a broader value assessment: a price point perceived as proportional to the benefits obtained often leads consumers to conclude that the product possesses solid quality, whereas an overly cheap price may generate doubts about its reliability. Consequently, establishing an appropriate pricing strategy becomes essential for Erigo to maintain a strong quality image, foster trust, and reinforce customer loyalty. These

findings correspond with the fourth hypothesis and echo insights from Hadi, (2024), who argues that the interplay between price and perceived quality is not always linear, as many buyers seek well-made products that remain affordable, and producers frequently utilize promotional tools such as discounts to elevate interest and boost sales.

e. Product Quality (Z) on Purchase Decision (Y)

Product quality is a decisive factor in shaping purchasing decisions. Attributes such as durability, comfort, precise stitching, and alignment with current fashion trends form the basis of consumer confidence and influence the transition from consideration to purchase. High-quality perceptions not only enhance immediate purchase likelihood but also foster long-term trust, repeat buying, and brand advocacy, confirming the centrality of quality in sustaining competitive advantage in the fashion industry. These findings corroborate the fifth hypothesis and are consistent with Rimiyati, (2024).

f. Brand Image (X1) on Purchase Decision (Y) Mediated by Product Quality (Z)

The influence of brand image on purchase decisions operates indirectly through product quality. Positive brand perceptions enhance the evaluation of product quality, which then becomes the primary driver of purchasing behavior. This underscores the mediating role of product quality, demonstrating that brand reputation alone cannot trigger purchases unless it is reinforced by tangible product performance. Ensuring coherence between promotional promises and actual quality is therefore critical to building credibility and stimulating consumer action, in line with Puspitasari et al., (2024).

g. Price (X2) on Purchase Decision (Y) is Mediated Through Product Quality (Z)

Analytical testing with SmartPLS-3 reveals that *Price* exerts its influence on consumers' acquisition intentions only after shaping their evaluation of *Product Quality*, rather than directly prompting a purchase decision. In the context of Erigo's products, consumers appear to interpret price levels as an implicit signal of quality; when the monetary value requested is viewed as balanced with the benefits received, a stronger belief in the product's craftsmanship and overall merit tends to emerge. This strengthened perception subsequently heightens their inclination to proceed with a purchase. Consequently, Product Quality operates as the pivotal mediating construct linking Price to Purchase Decision, indicating that competitive pricing strategies yield meaningful effects only when accompanied by quality standards that align with if not exceed consumer expectations. Misalignment, such as an inexpensive price paired with inadequate quality, suppresses the likelihood of buying behavior. For Erigo, ensuring that pricing policies correspond coherently with the quality delivered is therefore essential for cultivating perceived value and stimulating demand in a rapidly shifting fashion market. These observations corroborate the concluding hypothesis and resonate with Sya'roni & Fikriah, (2024), who argue that consumers routinely regard price cues as a primary heuristic for estimating quality, often assuming higher prices to reflect superior attributes.

4. CONCLUSION

This study concludes that while Brand Image does not directly influence Purchase Decisions for Erigo products, it significantly strengthens Product Quality perceptions, which later drive buying behavior. Price plays a more dominant role because it affects Purchase Decisions both directly and indirectly through Product Quality, which stands as the strongest predictor in the model. Theoretically, the study contributes by clarifying contradictory findings in previous marketing literature and demonstrating that the effects of Brand Image and Price operate primarily through perceived product performance

rather than direct influence. Practically, the findings suggest that Erigo should prioritize consistent product improvement, implement value-based pricing strategies, and align promotional communication to highlight product excellence rather than mere brand exposure. However, the research is limited by its single-brand design, the use of self-reported data, and a sample limited to 120 respondents, which may restrict generalizability and create potential response bias. These constraints suggest that including multiple brands, larger and more diverse samples, and additional variables such as customer experience or perceived value would strengthen future investigations and broaden applicability.

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