

## **Building Brand Image Through Price: An Effective Strategy To Enhance Purchasing Decisions**

**Nuswantoro Setyadi Pradono<sup>1</sup>, Efriyani Sumastuti<sup>2</sup>**

<sup>1</sup> Faculty of Economics and Business, AKI University

<sup>2</sup> Faculty of Economics and Business, UPGRIS

email: [nuswantoro@unaki.ac.id](mailto:nuswantoro@unaki.ac.id)

### **ABSTRACT**

*This study examines the relationship between pricing and customer purchase decisions and brand perception, as well as the role that promotion plays as a mediator. Using a quantitative, cross-sectional methodology, 100 marketplace users were given an online survey to complete in order to gather data. The measuring model and the structural relationships between the constructs—price, brand image, promotion, and purchasing decision—were assessed using partial least squares structural equation modeling, or PLS-SEM. The results demonstrate that price directly affects purchasing decisions and greatly enhances brand image. Brand image plays a significant role in influencing decisions about what to buy and somewhat mediates the relationship between pricing and buying decisions. Promotion improved brand image, which helped it indirectly even though it had no discernible direct impact on purchasing decisions. These results emphasize how price plays a strategic role in influencing consumer attitudes and behavior, and they also show how important brand image is as a mediator in this process. The study's cross-sectional design and narrow focus on just two marketing mix components limit how far the findings may be applied. Future studies should take into account longitudinal designs to record shifts in consumer views over time, as well as other variables like product quality and customer loyalty. By elucidating the mediating function of brand image in connecting pricing and promotion with purchase decisions, this study advances marketing theory. For practitioners looking to maximize price and promotional tactics to improve customer purchasing behavior, the conclusions drawn have useful ramifications.*

*Keywords: Price, Brand Image, Promotion, Purchasing Decision*

### **ABSTRAK**

Studi ini meneliti hubungan antara harga dan keputusan pembelian konsumen, persepsi merek, serta peran promosi sebagai mediator. Data survei pada marketplace sebanyak 100 orang diambil sebagai sampel. Model persamaan struktural partial least squares (PLS-SEM) telah digunakan untuk menganalisis data. Hasilnya menunjukkan bahwa harga secara langsung memengaruhi keputusan pembelian dan meningkatkan citra merek. Citra merek berpengaruh terhadap keputusan pembelian dan memediasi hubungan antara harga dan keputusan pembelian. Promosi meningkatkan citra merek, meskipun tidak memiliki dampak langsung yang nyata pada keputusan pembelian. Hasil ini menekankan bagaimana harga memainkan peran strategis dalam memengaruhi sikap dan perilaku konsumen, dan juga menunjukkan betapa pentingnya citra merek sebagai mediator. Penelitian ini fokus hanya pada dua komponen bauran pemasaran. Studi di masa mendatang harus mempertimbangkan desain longitudinal untuk mencatat perubahan pandangan konsumen dari waktu ke waktu, serta variabel lain seperti kualitas produk dan loyalitas pelanggan. Dengan menjelaskan fungsi mediasi citra merek dalam menghubungkan harga dan promosi dengan keputusan pembelian. Hal ini dapat bermanfaat bagi praktisi yang ingin memaksimalkan harga dan taktik promosi untuk meningkatkan perilaku pembelian.

**Kata Kunci: Harga, Citra Merek, Promosi, Keputusan Pembelian**

## **Introduction**

Studies with Topic about decision purchase is interesting theme in context management marketing and behavior consumers. Inside studies this is for delve deeper about connection between price, image brand, and factors promotion to decision purchase consumer. In the world of marketing that is increasingly competitive, image brand and price become two factor crucial that affects decision purchase consumers. Brand image no only reflects mark products, but also build perception positive in mind consumers. Research previously show that image strong brand can increase intention buy consumer (Liang et al., 2024) . In addition that , price often works as indicator quality products , where prices are reasonable can increase image brand and influence decision purchase (Benhardy et al., 2020) .

Connection between price and image brand No can separated , study show that price can strengthen or damage image brand depends on context and perception consumer to value offered (Mao et al., 2020) . In this context, understand dynamics between price and image brand is important for formulate an effective marketing strategy. Although Lots study has researching connection between image brands and decisions purchase , still there is lack in understanding about How price can build and influence image brand , its impact to decision purchase , as well as interaction between price and image brand not yet fully explored in context decision purchase (Benhardy et al., 2020 ; Mao et al., 2020) . From the identification results research said, then question emerging research is how price can used as tool for build image positive and enhancing brand decision purchase consumers.

Objective this studied for analyze influence price to image brand and how matter This impact on decisions purchase. Research This aiming for identify connection between price and image brand, analyze influence image brand to decision purchase, digging role price in to form image positive brand. Study This expected can give contribution significant for theory and practice marketing. In theory, research This will add understanding about interaction between price, image brands, and decisions purchase, as well as give base for study advanced in the field. In practical, results study This can used by marketers for formulate an effective pricing strategy that does not only consider profitability, but also its impact to image brands and decisions purchase consumers. With understand connection between price and image brand, this research aiming for give more insight deep about what is the pricing strategy can utilized For increase decision purchase in context dynamic marketing.

## **Literature Review and Hypothesis Development**

### ***Purchasing decision***

The consumer decision-making process can be described as a series of stages that individuals go through in making a final decision regarding a purchase, which begins when they feel a need that they want to fulfill and involves a sequence of choices made before deciding to buy a product (Hanaysha, 2018) . The customer purchasing decision process consists of five steps. The first step is identifying a need or problem, the second step is searching for information, the third step is comparing alternatives, the fourth step is the decision to buy, and the fifth step is post-purchase behavior (Prasad, Shantanu, Garg, A., Prasad, 2019) . According to the results of the study by Kuncoro and Kusumawati (2021) , it shows that marketing managers need to understand the customer consumption process and

how they perceive the advantages of goods or services to better understand consumer purchasing decisions.

Regarding purchasing motives, there are three categories: first, primary purchasing motives, which are basic motives; second, selective purchasing motives, where the choice of goods may be founded upon ratios; and third, support or financial backing purchasing motives, which are selective motives aimed at certain locations or stores. These motives can arise due to satisfactory service, strategic location, adequate availability of goods, and other factors. Purchasing decisions can improve corporate performance. Therefore, the the function of green information systems in improving the corporation's environmental performance is very important. Companies need to identify factors that help in creating an effective green information system (Liu, Z., Wang, H. and Li, 2018) .

Purchasing decisions are the process consumers go through before finally choosing to buy a product, and in the context of the younger age group, this decision is influenced by several key factors. Effective sales promotions, such as discounts and special offers, can attract consumers' attention and encourage them to make a purchase. Marketing through social media is very influential in shaping the purchasing decisions of the younger age group, where interesting content and positive interactions on this platform can increase trust and interest in the product (Kuncoro & Kusumawati, 2021) .

According to Tjiptono (2018), purchase decisions are the steps that consumers take to decide which goods and services to buy. This was noted in another study. Purchasing decisions are essentially the actions or behaviors of customers regarding whether or not to make a purchase or transaction. One factor affecting the company's ability to meet its objectives is the quantity of consumers it uses to make judgments. According to Rachmawati et al. (2019), consumers frequently have multiple options when it comes to using a product or service. Indicators of purchase choice factors include the selection process, assessment of needs and wants, decision phases, available alternatives, and purchasing actions, according to the researchers' claims above.

### ***Brand Image***

In the study of Liang et al. (2024) it was stated that the Brand perception significantly influences consumers' intentions to buy, especially when combined with social influence. This study shows that consumers are more likely to buy a product if they have a positive perception of the brand image, which is reinforced by the social influence of people around them. The relationship between brand image and price perception that has an impact on purchase intention (Benhardy et al., 2020) . This study shows that a strong brand image can increase consumer trust, which in turn affects their perception of the price of the product. In other words, consumers are more likely to accept higher prices if they have a positive brand image. In the brand comparison, it shows that brand image, brand identity, and brand personality contribute to user experience (flow) and purchase intention. Consumers who have a strong emotional connection with a brand tend to have higher purchase intentions (Mao et al., 2020).

Brand image functions as a strategic variable in marketing that influences purchase intention through interactions with social factors, trust, and emotional attachment. Companies that can build and maintain a positive brand image have a greater chance of increasing sales and customer loyalty in a competitive market. Brand image is the perception and impression that consumers have of a brand, which greatly influences purchasing decisions. In the context

of the study, brand image is formed by several key factors, which can increase trust and attract consumer attention. In addition, brand image includes positive associations with product quality and value, as well as high brand awareness, which makes consumers more likely to choose a product over other brands. A strong brand image not only increases customer loyalty but also drives more positive purchasing decisions (Sari Dewi et al., 2020) .

The impact of advertising and sales promotions on customer purchase decisions is mediated by brand image, which is a crucial component, encompassing all associations and perceptions formed through experience, communication, and interaction with the brand. A strong and positive brand image increases consumer confidence in choosing a product, which in turn drives higher purchasing decisions, thus emphasizing the importance of building a solid brand image in marketing strategies to achieve sales success (Supardin, 2022) . A study by Wang, H., Gurnani, H. and Erkoc (2016) , states that the role of price and branding is becoming increasingly important in established companies' decisions when facing competition from new companies with limited capacity.

Like customer satisfaction, there is a strong positive correlation between brand image and customer loyalty. Customer loyalty and customer satisfaction are also strongly positively correlated (Neupane, 2015). Kambiz, S., and Naimi (2014) found that customer satisfaction has a big influence on brand image, and that customer loyalty intention has a big impact on customer satisfaction. Paying close attention to client satisfaction and the elements that contribute to it is crucial for building a positive brand image. Moreover, it is claimed that the promotional mix and brand image can affect consumers' decisions to buy (Oledopo, OI, and Odunlami, 2015). According to empirical study, brand perception can affect consumers' decisions to buy. Brand perception has a big impact on consumers' decisions to buy, as brand image highlights. phases, substitutes, and buying behaviors (Gurleen, K. and Pooja, 2014).

Currently, almost all companies are trying to build a positive brand image because they realize that success in this matter can provide direct benefits to their business and open up opportunities for brand expansion (Emari, H., Jafari, A., & Mogaddam, 2012) . In addition, customer reactions and their decisions are often influenced by the brand image. The study of Severi, E., Ling, KC, & Nasermodeli (2014) shows that consumer decisions and attitudes towards brands are also influenced by brand image. Based on the results of the study as above, brand image is the overall perception held by consumers, which can trigger personal associations and memories related to various related products (Wang, YH, & Tsai, 2014) . Thus, brand image is a variable that has a crucial role in building consumer loyalty and brand equity, both through direct relationships and through the influence of social media. A positive brand image not only increases purchase intentions but also serves as a bridge connecting loyalty and brand equity. Companies need to focus on building a strong brand image to ensure long-term success and competitiveness in an increasingly competitive market. Based on the description above, the brand image indicators that can be developed include brand awareness, brand association, quality perception, brand loyalty, customer experience, and brand reputation. Given the aforementioned explanation, it can be concluded that consumer choices are influenced by brand image. In this case, the likelihood of a consumer making a purchase increases with the strength of the brand image. This leads to the first hypothesis being proposed as follows:

*H1: Consumer purchase decisions and brand image are positively correlated.*

### *Price*

According to the study by Benhardy et al. (2020), it was revealed that price perception has a major influence on consumer purchase intention, where brand image functions as a mediator. This finding shows that consumers who have a positive view of brand image tend to be more willing to accept higher prices. This suggests that a strong brand image can reduce consumer sensitivity to price and increase purchase intention. Previous studies have shown that both product quality and price have a significant influence on purchasing decisions. Consumers tend to choose products that they perceive to have good quality, and prices that match that quality. This suggests that consumers pay attention to the relationship between price and quality when making purchasing decisions (Aswar et al., 2020).

Price is the sum of money that must be paid for a good or service; it can also be thought of as the sum of money that customers must trade for the good or service (Kotler, P., & Armstrong, 2018). When consumers are making their final purchasing decisions, price is a major factor. Both consumers and businesses have varied opinions about pricing. Businesses perceive price to be the sum of the product's expenses and the possible profit, whereas consumers consider pricing to be the price they are willing to pay for a good that benefits them. Based on this, price perception can be defined as how customers perceive a product's pricing and how it affects their desire to purchase (Suhaily, L., & Darmoyo, 2017).

The intention to buy has been demonstrated to be positively impacted by price perception for a variety of services or goods (Li, 2017; Wang, Y.-H., & Chen, 2016). This study adjusts the dimensions utilized, which are price-quality association, sensitivity to prestige, price awareness, and value awareness, to measure price perception quite effectively (Gecti, 2014). A price is the amount paid in exchange for products or services. A price is a monetary amount or other measure (such as other goods or services) that is traded for the right to possess or utilize a good or service. Price is frequently used to determine value when it is linked to the advantages of a commodity or service (Aswar et al., 2020).

There are five types of pricing strategies discussed in relation to different approaches, namely psychological pricing, penetration pricing, premium pricing, skimming pricing, and competitive pricing. Each of these pricing strategies provides unique characteristics and insights for individuals and organizations, including marketers and consumers, in the context of pricing strategies. Penetration pricing includes psychological pricing indicators, as well as platforms such as Twitter, Facebook, LinkedIn, YouTube, and Flickr, as well as social news and interactions, as expressed by Olson, EM, Slater, SF, Hult, GTM, & Olson (2018). From the description of the results of the study above, the price indicators that can be developed include price quality associations, sensitivity to prestige, price awareness, and value awareness.

Based on the description above, it can be concluded that the pricing strategy has an influence on consumer purchasing decisions and brand image. In this case, it shows that the more optimal the pricing strategy, the more purchasing decisions and brand image will increase. Based on this, the second and third hypotheses proposed are as follows:

*H 2: There is a positive influence between pricing strategy and consumer purchasing decisions.*

*H 3: Pricing strategy and brand image are positively correlated..*

### ***Promotion***

Promotion is one of the important variables in marketing that can affect consumer shopping intentions. A study by Gorji & Siami (2020) suggests that effective promotional displays can significantly affect consumer shopping intentions in retail stores. Attractive and easily accessible promotions can attract consumers' attention, which in turn can increase their likelihood of making a purchase. The results of this study also observed various types of promotions, such as discounts, gifts, and special offers, that can be used to attract consumers. Each type of promotion has a different way of attracting attention and motivating consumers to buy. In addition, the visual appearance of the promotion, including design and placement, plays an important role in attracting consumer attention. Well-designed promotions can create a positive impression and increase consumer interest in exploring the product further.

A study by Mappesona et al., (2020) shows that an effective promotional strategy not only attracts consumers' attention but also increases their perception of product quality, so that promotion plays a crucial role in influencing consumer purchasing decisions and customer satisfaction levels. By paying attention to product advantages through appropriate promotions, consumers are more likely to make purchases. In addition, positive experiences resulting from successful promotions can increase customer loyalty and retention, indicating that good promotions are key to creating long-term relationships with consumers. Along with technological developments, in order to improve promotional results, it is necessary to increase the importance of using and developing digital promotions in an effort to attract consumer attention (Toubes et al., 2021) .

The results of research by Sinha and Verma (2020) show that the benefits of promotion from the sales aspect significantly increase the perception of product value in the eyes of consumers. When consumers feel clear benefits from promotions, they tend to rate the product higher. These findings provide insight for marketers to design more effective promotional strategies by considering the product category and the type of benefits they want to convey to consumers. Effective promotions play an important role in attracting consumers' attention and encouraging them to make purchases. This emphasizes that the right promotional strategy can increase purchasing interest and create a positive perception of the products offered. This shows that to increase consumer purchasing decisions, companies must focus on improving service quality, designing effective promotional strategies (Septa Diana Nabella, 2021) . From the results of the study as described above, indicators for measuring the success of promotions include the visual appearance of promotions, types of promotions, perceptions of product quality, perceptions of product quality, consumer shopping intentions, customer loyalty and retention, perceived benefits, increased sales, and use of digital promotions.

Based on the description above, it can be concluded that the promotional strategy has an influence on customer buying patterns and brand perceptions. In this case, it shows that the more effective the promotional strategy, the more the brand image and purchasing decisions will increase. Based on this, the third hypothesis proposed is as follows:

*H 4: Brand image and promotional approach are positively correlated.*

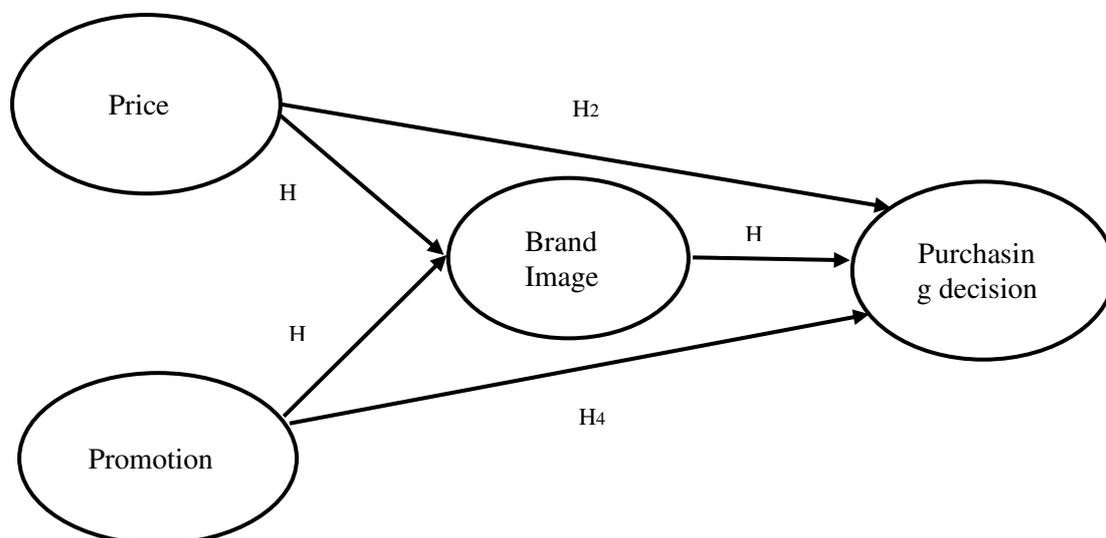
*H 5: There is a positive influence between promotional strategies and consumer purchasing decisions.*

### *Framework Theoretical*

In this study, a theoretical framework is built to understand the relationship between key variables in the marketing context, namely price, promotion, brand image, and purchasing decisions, as shown in Figure 1. The theoretical framework aims to provide a strong foundation for the analysis and interpretation of the data to be obtained. Price as an important element in marketing strategy is considered as a factor that influences purchasing decisions. Competitive pricing is expected to attract consumers' attention and increase their likelihood of making a purchase. In this context, price not only functions as a barrier or driver, but also as a representation of the value of the product offered.

Promotion plays a significant role in attracting consumer attention and shaping their perception of the brand. Effective promotion is expected to strengthen brand image, create positive associations, and increase purchasing interest.

**Figure 1. Theoretical Framework**



Therefore, understanding how promotions affect brand image is essential to developing a successful marketing strategy. Brand image, in turn, serves as a mediator in the relationship between promotions and purchasing decisions. A positive brand image can increase consumer trust and strengthen their intention to purchase. A strong brand image not only attracts consumers but can also transform their decisions into real purchasing actions. Based on the description and relationship between variables as mentioned above, in the context of marketing, it is anticipated to offer a deeper understanding of the elements influencing customer purchasing decisions.

### **Materials and Methods**

#### *Data collection, sampling, and measurement*

In frame verify hypothesis, data collected from Respondent student with distribute and disseminate questionnaire that is data collection in direct from student AKI University Semarang, respondents fill in question or statement, after filled with complete Then returned. Data for study This collected use online survey via online research panel provide. Sample study

This consists of from consumers who do purchase past marketplace during month previously. Respondent selected based on experience they during shopping at the marketplace in the month before follow survey. Number sample of 132 respondents, from amount sample those that meet the requirements terms and conditions for analyzed a total of 100 respondents. Respondents selected consists of of 40% of men and 60% of women, with average age under 18 years 4%, age between 18-25 years 87%, and age over 25 years 9%. Measurement variables, through questionnaire with a number of indicators that include construct main presented as in Table 1.

**Table 1. Variable Measurement**

Variables	Indicator	Source
Buying decision	<ul style="list-style-type: none"> <li>• Selection Process, consumers through stages election product before buy</li> <li>• Evaluation Needs and wants, decisions based on matching between needs and wants</li> <li>• Available alternatives, consumers to consider a number of alternative before buy</li> <li>• Purchase action, decision end consumer for buy a product</li> </ul>	<ul style="list-style-type: none"> <li>• Tjiptono (2018);</li> <li>• Prasad et al (2019);</li> <li>• (Kuncoro &amp; Kusumawati , 2021);</li> <li>• Rachmawati et al (2019);</li> </ul>
Brand Image	<ul style="list-style-type: none"> <li>• Awareness Brand, how much known a brand among consumer</li> <li>• Association Brands, relationships positive formed in mind consumer to a brand</li> <li>• Perception Quality, how consumer evaluate quality product based on image brand</li> <li>• Loyalty Brand, how many consumer to brand certain</li> </ul>	<ul style="list-style-type: none"> <li>• Sari Dewi et al (2020);</li> <li>• Liang et al (2024);</li> <li>• Benhardy et al (2020);</li> <li>• Neupane (2015).</li> </ul>
Price	<ul style="list-style-type: none"> <li>• Association Price Quality, consumer consider price as indicator quality product</li> <li>• Sensitivity to Prestige, price reflects social status and prestige product</li> <li>• Awareness regarding Price, how much Far consumer realize difference price a product</li> <li>• Awareness towards Values, perception consumer about accepted value compared to price paid</li> </ul>	<ul style="list-style-type: none"> <li>• Aswar et al (2020);</li> <li>• Gecti (2014);</li> <li>• Suhaily &amp; Darmoyo (2017);</li> <li>• Li (2017).</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>• Promotion Visual Display, design and placement promotion influential to Power pull consumer</li> <li>• Type Promotion, influence various type promotion like discounts, gifts and bundling</li> <li>• Benefits Felt, how much big consumer feel get profit from promotion</li> <li>• Use Digital Promotion, effectiveness promotion through digital media and social media</li> </ul>	<ul style="list-style-type: none"> <li>• Gorji &amp; Siami (2020);</li> <li>• Mappesona et al (2020);</li> <li>• Sinha &amp; Verma (2020);</li> <li>• Toubes et al (2021).</li> </ul>

The constructs were assessed through the application of established and validated scales that were adapted from prior research. The scales' reliability and validity were established using Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE), with all variables satisfying the necessary thresholds ( $\alpha > 0.7$ ,  $AVE > 0.5$ ) as outlined by Hair et al. (2022).

The gathered data underwent processing through Partial Least Squares Structural Equation Modeling (PLS-SEM) Software. The preliminary actions involve assessing the validity and reliability of the variables. The results indicate that all variables exhibit Cronbach's Alpha and Composite Reliability values exceeding 0.7, along with an AVE greater than 0.5, confirming the construct's validity and reliability.

## Results and Discussion

### *Structural Model Results*

The R-squared value for Brand Image stands at 0.818, while for Purchasing Decision, it is 0.852. The research model demonstrates an ability to account for 81.8% of the variance in Brand Image and 85.2% of the variance in Purchasing Decision, suggesting that it is a robust model. The measurement model guarantees the validity and reliability of the constructs employed in this study. The constructs' reliability can be assessed through the application of Cronbach's Alpha, rho\_A, and Composite Reliability (CR). All Cronbach's Alpha values exceed 0.7, suggesting that the instrument demonstrates strong internal reliability. Values exceeding 0.7 are typically regarded as acceptable, whereas those above 0.8 are classified as very good. High rho\_A values (exceeding 0.9) suggest that each construct demonstrates robust internal consistency. All constructs exhibit CR values exceeding 0.7, which signifies a strong level of consistency reliability. Values exceeding 0.9 suggest a high level of reliability. Construct validity was tested using Average Variance Extracted (AVE). All constructs have AVE values above 0.5 indicating that more than 50% of the indicator variance can be explained by their respective constructs. AVE values above 0.5 indicate good convergent validity. Based on the results of the analysis, this research instrument has very good reliability and validity. All constructs meet the criteria for strong reliability (Cronbach's Alpha, rho\_A, and CR above 0.7) and good convergent validity (AVE above 0.5). This shows that the instruments used in this study are reliable and valid for measuring research concepts. The complete Validity and Reliability are presented in Table 2.

**Table 2. Validity and Reliability**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
Brand Image	0.897	0.903	0.924	0.710
Promotion	0.937	0.944	0.952	0.799
Price	0.902	0.906	0.928	0.720
Purchasing decision	0.877	0.877	0.910	0.670

Source: Processed data, 2025

### *Hypothesis Testing*

The structural model is used to test the relationship between constructs in the research model. Testing is done through path analysis by looking at the original sample value (O), standard deviation (STDEV), T-statistic, and P-value. The decision-making criteria in hypothesis testing, if the T-value > 1.96 then there is a significant relationship at  $\alpha = 0.05$ ; P-value < 0.05 there is a significant relationship. Structural model analysis to determine the relationship between latent variables and evaluate the direct and indirect effects of price,

promotion, brand image, and purchasing decisions. The complete results of the structural model are presented in Table 3.

**Table 3. Structural Model Results**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P-Value
Brand image -> Purchasing decision:	0.446	0.450	0.092	4,871	0,000
Price -> Brand image	0.854	0.844	0.054	15,887	0,000
Price -> Purchasing decision	0.499	0.487	0.102	4,913	0,000
Promotion -> Brand image	0.106	0.109	0.051	2,082	0.038
Promotion -> Purchasing decision	0.003	0.005	0.044	0.072	0.942

Source: Processed data, 2025

The relationship between brand image and purchasing decision has a positive influence with a coefficient value (original sample/o) of 0.446; T-statistic: 4.871; and P-value: 0.000; indicating that H<sub>1</sub> has a significant relationship. The relationship between price has a very strong and significant effect on purchasing decision with a coefficient value of 0.499; T-statistic: 4.913; P-value: 0.000; indicating that H<sub>2</sub> is very significant and accepted. The relationship between price has a very strong and significant effect on brand image with a coefficient value of 0.854; T-statistic: 15.887; and P-value: 0.000; indicating that H<sub>3</sub> is very significant and accepted. The relationship between promotion does not have a significant effect on purchasing decision with a coefficient value approaching zero (0.003); T-statistic: 0.072; and P-value: 0.942; indicating that H<sub>4</sub> is not significant. The next hypothesis is that promotion has a positive and significant influence on brand image, although the influence is relatively small (coefficient: 0.106), T-statistic: 2.082; and P-value: 0.942; indicating that H<sub>5</sub> has a significant relationship, but the strength of its influence is weak.

### **Discussion**

The results of the structural analysis show that brand image acts as a significant mediating variable in the relationship between price and promotion on purchasing decisions. This finding strengthens the strategic role of brand image as a bridge between consumer perceptions of marketing elements and actual purchasing behavior. The mediation of brand image in the relationship between price and purchasing decisions based on the results of the structural model, namely price has a strong and significant direct influence on purchasing decisions (coefficient = 0.499,  $p < 0.05$ ), in this case in accordance with previous studies by Benhardy et al. (2020) which states that perceptions of price have a major influence on consumer purchase intentions and likewise the study of Li (2017); Wang, Y.-H., & Chen (2016) stated that price perceptions have been shown to have a positive effect on purchasing interest for various types of services or products.

Based on the findings, price also significantly affects brand image (coefficient = 0.854,  $p < 0.05$ ), in accordance with the Gecti study (2014) which states that price perception can be done quite well, This study modifies the dimensions employed, specifically focusing on price-quality association, prestige sensitivity, price awareness, and value awareness. Conversely, brand image demonstrates a notable impact on purchasing decisions, as indicated by a coefficient of 0.446 and a p-value of less than 0.05. The findings of the study suggest that

brand image plays a partial mediating role in the connection between price and purchasing decisions.

The indirect effect attributed to this path is 0.381, indicating that brand image significantly mediates the impact of price on consumer behavior. This finding aligns with the research of Mao et al. (2020), which suggests that consumers with a strong emotional connection to a brand are more likely to exhibit higher purchase intentions. In this context, a well-structured pricing strategy will enhance brand perception among consumers and elevate the probability of a purchase. In contrast to the results on the price variable, promotion did not show a significant direct effect on purchasing decisions (coefficient: 0.003;  $p > 0.05$ ). In this study, promotion has a positive and significant effect on brand image (coefficient: 0.106;  $p < 0.05$ ), and brand image still provides a significant contribution to purchasing decisions (coefficient: 0.446;  $p < 0.05$ ). Thus, it can be concluded that there is a full mediation of brand image in the relationship between promotion and purchasing decisions. The indirect effect of promotion on purchasing decisions through brand image was recorded at 0.047. The value is relatively small, however, the significance of the path indicates that promotion contributes to the formation of positive perceptions of the brand, which then indirectly influences purchasing decisions.

## Conclusion

The structural analysis results indicate that price exerts a direct and significant impact on purchasing decisions, while also positively contributing to the formation of brand image. This finding suggests that brand image plays a partial mediating role in the relationship between price and purchasing decisions. Promotion does not exhibit a notable direct effect on purchasing decisions; however, it significantly affects brand image, which subsequently influences those decisions. This condition indicates a full mediation by brand image in the relationship between promotion and purchasing decisions. Overall, brand image has proven to be an important channel in channeling the influence of marketing elements, namely price and promotion, on consumer purchasing decisions. The results of the study confirm that consumer perception of brands is an important aspect that needs strategic attention in designing the marketing mix.

This study, although providing significant theoretical and practical contributions, has several limitations. First, the quantitative approach used is cross-sectional, so it is unable to capture the dynamics of changes in brand perception and purchasing decisions over time. Second, this study only focuses on two elements of the marketing mix (price and promotion), while other factors such as product quality, service, or customer loyalty have not been included in this study. Third, the object of the study is limited to the context of a particular product or service that is not explicitly explained in the scope of the analysis, so generalization of the findings needs to be done carefully.

## Implications and Future Research

Theoretically, this study strengthens the role of brand image as an intervening variable in the consumer behavior model. Brand image is proven to be an important psychological mechanism that bridges the relationship between strategic marketing elements such as price and promotion, with purchasing decisions. From a practical perspective, companies need to place brand image development as the main focus in their marketing strategy. Competitive

prices and attractive promotions will not be optimal if they are unable to strengthen positive perceptions of the brand. Therefore, integration between functional strategies and brand strategies needs to be carried out in order to create a synergistic effect on consumer purchasing decisions.

In future research, these findings can be developed and expanded through several approaches, including adding other variables such as perceived value, customer satisfaction, or brand loyalty to enrich the understanding of the consumer purchasing decision process. Further research can use a longitudinal design, namely to understand changes in consumer perception and behavior over time, a longitudinal approach will provide a more dynamic and in-depth picture. In an effort to explore aspects of brand perception and customer experience that cannot be measured quantitatively, research can be conducted with a qualitative or mixed methods approach.

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