

## The Influence of Brand Image and Price Perceptions on Purchasing Decisions Mediated by Consumer Buying Interest in Levi Strauss & Co

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**Abstract.** This research aims to analyze the influence of brand image and price perception on purchasing decisions by considering purchasing interest. The sample for this research is FEB UMS students who wear jeans products from Levi Strauss & CO. The sampling technique used nonprobability sampling and obtained 127 respondents. Analysis of this research data uses the PLS 3.0 program. The research results state that brand image has a positive and significant influence on consumer buying interest, price perception has a positive and significant influence on consumer buying interest, brand image has a positive and significant influence on purchasing decisions, price perception has a positive and significant influence on purchasing decisions, Consumer buying interest has a positive and significant influence on purchasing decisions, consumer buying interest is able to mediate brand image on purchasing decisions, and consumer buying interest is able to mediate price perceptions on purchasing decisions.

**Keywords:** Brand Image, Price Perception, Purchasing Decisions, Consumer Purchasing Interest

### INTRODUCTION

Fashion has become an indispensable part of daily appearance and lifestyle. Lifestyle generally refers to the typical lifestyle of a certain group. In modern society, lifestyle helps define a person's attitude, values, wealth and social position. Objects such as clothes and accessories worn are not just body coverings and decorations, more than that it is also a communication tool to convey personal identity.

Everyone has a different style of dress according to their needs and the place where they are. For example, a person who has worked has almost the same clothes when he works such as using formal leather shoes, formal shirts, and material pants, and when he wants to go on vacation or just go with friends he will adjust his appearance style according to the place he is going to, such as going to the mall then he will use leather shoes, jeans and polo shirts so that he feels suitable and comfortable with the situation and conditions where he is.

Jeans products have now become a popular phenomenon in all circles of society, both during formal and non-formal events. Although the culture or trend of wearing jeans has been around for a long time and is considered old, but in the era of modernization and globalization it turns out that jeans products are still loved and in demand by people who have a global and modern outlook. Related to the brand aspect, young consumers are very fond of high quality jeans products whose brand position is also high (branded). One of the jeans brands favored by young consumers is Levi Strauss & Co or better known as Levi's.

Among FEB UMS students, it is very easy to find jeans products, especially from the Levi's brand. Almost every day there are jeans products that are seen being worn by students in the FEB UMS campus environment. Jeans are one of the products that are often seen in the FEB UMS environment. Students think that wearing jeans is very fashionable, because it fits the trend of the current style of dress which is considered modern. Initially, this jeans trend was mostly only followed by men, but in this modern era, many young women have started to like wearing jeans, including jackets and High Waist model pants.

Some brands of jeans that are often worn by young people such as FEB UMS students include the Levi Strauss & Co (Levi's) brand, Nevada, Logo, Lea, Denim, Cardinal, Wrangler, Lee Cooper, and Zara. Each brand of jeans has different advantages and disadvantages. Each brand also has its own product characteristics. Although the trend of wearing jeans has been around for a long time, the trend of wearing jeans is not disappearing along with the development of clothing models, but the development of clothing models actually makes old famous jeans products even more famous with a variety of innovations and new combinations from each manufacturer of jeans products.

**Table 1. Some of the jeans brands that entered the Top Brand Index in 2020 - 2022**

2020		2021		2022	
Brand	TBI	Merek	TBI	Brand	TBI
Levi's	29,6%	Levi's	34,0%	Levi's	30,3%
Lea	21,2%	Cardinal	14,5%	Cardinal	15,4%
Nevada	14,3%	Lea	10,3%	Lea	12,7%
Lois	14,0%	Logo	7,6%	Logo	8,0%
Logo	12,4%	Lois	7,1%	Lois	7,7%

Source: [www.topbrand-award.com](http://www.topbrand-award.com)

The data from the Top Brand Index explains that the Levi's brand, from 2020 to 2022, ranks first in the sale of jeans products in Indonesia, surpassing other brands. As Levi's is the top brand in jeans sales, it will influence consumer purchasing decisions. However, the price of Levi's products remains high, leading to individuals who cannot afford them. Purchasing decisions are the main focus of this study, as they offer predictions about individual behavior in determining purchases through brand image and price. Purchasing decisions represent the final stage in the decision-making process, where consumers actually make a purchase (Cahyono, 2018).

For customers, purchasing decisions hold benefits as they enable individuals to determine their needs after desires are fulfilled. Additionally, when customers decide to buy an

item, they consider various factors. This study addresses the primary issue of purchasing decisions on Levi Strauss & Co products among FEB UMS students.

Levi Strauss & Co, a U.S.-based pants manufacturer founded in 1853 by Levi Strauss, operates internationally with three geographic divisions: Levi Strauss North Americas (headquartered in San Francisco), Levi Strauss Europe (headquartered in Brussels), and Levi Strauss Asia Pacific (headquartered in Singapore). Levi's Jeans products are diverse, including the Levi's 501 Jeans, which are comfortable, and Levi's 511 Jeans, which are slim-fit (Ghristian, 2016). Concerning brand image, Levi's, as a foreign brand, holds strength in Indonesia and internationally, competing with brands like Lee Cooper, Wrangler, Lea, Nevada, Zara, and Cardinal.

Companies now view brand image as a significant asset, requiring persistent maintenance due to fierce product competition and evolving consumer behavior (Cahyono, 2018). Brand image reflects the brand's innovativeness, competence, and reliability in the eyes of consumers.

Consumer price perceptions of Levi's products are relatively high. Price perception encompasses all values customers attribute to the benefits of owning or using a product or service. Price, on the other hand, is the money exchanged for those benefits (Prilano et al., 2020). Price issues arise from competitive lower prices affecting purchasing decisions.

According to Kotler & Keller (2016), if a company's set price is too expensive, the product may not be affordable, while a too-low price may lead to perceived low quality. Price perception has historically been a major factor influencing buyers' choices, remaining crucial despite other factors gaining importance in recent decades (Aldin, 2017).

The evolving fashion industry has increased demand for Levi's jeans products. Buying interest emerges as the initial desire of a buyer upon seeing a product. Purchase interest represents the customer's willingness to make a purchase, signifying the determination to obtain something at a sacrifice (Kotler & Keller, 2016). Consumer behavior includes purchase intention, influencing the respondent's tendency to act before the actual buying decision. Measuring customer buying interest is vital for understanding loyalty and repeat purchases (Sari, 2020)

This research aligns with the increasing demand for clothing products, presenting opportunities for entrepreneurs in the jeans clothing industry to innovate and satisfy customer needs.

In reviewing previous studies, variations in research results or research gaps are evident. The purpose of this study is to analyze the effect of brand image and price perception on

purchasing decisions, mediated by consumer buying interest in Levi Strauss & Co (a case study on FEB UMS students).

## **RESEACRH METHOD**

This research is a quantitative study using the explanatory research approach method. Quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses (Sugiyono, 2017). The population in this study were Levi Strauss & Co consumers, namely all FEB UMS students who have made purchases and who have used Levi Strauss & Co products. According to (Sugiyono, 2017), the sample is part of the number and characteristics possessed by the population. Due to the unknown population size, the sampling used Malhotra's calculation. According to Malhotra's (2006) calculation, namely by multiplying by 4 or 5 times the number of variable indicators. In this study there are 20 question indicators, then the number of indicators is multiplied by 5 to obtain the minimum sample required. Through Maholtra's calculation, the minimum sample size needed is 100 respondents. The sample used in this study was 127 respondents

The sampling technique used is nonprobability sampling technique. The type of nonprobability method that will be used is purposive sampling, which is a sampling technique with certain considerations (Sugiyono, 2017). The criteria for respondents are FEB UMS students majoring in management, accounting and development economics from 2018 to 2022, aged at least 17 years and have used Levi's pants.

### **Hypothesis Development**

#### **Brand Image and Consumer Purchase Interest**

Brand image is a collection of beliefs, ideas, and impressions associated with a brand. Therefore, consumers' decisions regarding a brand are heavily influenced by the brand's image. A brand needs to outshine its competitors to establish a positive brand image in consumers' minds and attract their buying interest. A positive brand image enhances the brand's position, making it stronger compared to competitors. Brand image significantly impacts consumer buying interest, especially when a consumer is loyal to a brand, leading to ongoing usage (Wirayanthy & Santoso, 2019). Research results from (Ghristian, 2016), (Fauziah & Aziz Mubarak, 2019), (Christiandy & Hidayat, 2019), (Kurniawan & Budiarmo, 2020), (Ahmad et al., 2020) consistently found a positive and significant effect of brand image on consumer buying interest.

**H1a: Brand image has a positive and significant effect on consumer buying interest.**

**Price Perception and Consumer Purchase Interest**

Price perception refers to consumers' tendency to use price in judging the suitability of product benefits. Individual assessments of a product's price being expensive, cheap, or moderate vary based on individual perceptions influenced by their environment and conditions (Setyarko, 2018a). The price of a product significantly influences consumer buying interest. Consumers compare prices of similar products to assess whether the spending aligns with the satisfaction derived from the product's value. Price perception is strongly influenced by individual consumer perceptions, leading to the categorization of a product as expensive or cheap. Higher prices are generally associated with higher quality, while lower prices may imply lower quality. Research findings from (Retnowulan, 2017), (Setyarko, 2018), (Satria, 2018), (Hasibuan & Siregar, 2021) consistently demonstrate a positive and significant effect of price perception on consumer buying interest.

**H1b: Price perception has a positive and significant effect on consumer buying interest.**

**Brand Image and Purchasing Decisions**

Brand image, as defined by (Ghristian, 2016), is the consumer's perception of a brand reflecting the brand association in the consumer's mind. It encompasses everything related to the brand stored in consumers' memories. Brand image plays a crucial role in influencing purchasing behavior, with positive brand image leading to brand choices in subsequent purchases. According to (Kotler & Keller, 2016), brand image is the perception and belief formed by consumers, manifested in associations stored in consumer memory. Clear and advantageous brand image is essential for differentiation from competitors. Research outcomes from (Rachnady & Usman, 2020), (Anggraeni & Soliha, 2020), (Kurniawan & Budiarmo, 2020), (Yusuf, 2021) consistently establish a positive and significant effect of brand image on purchasing decisions.

**H2a: Brand image has a positive and significant effect on purchasing decisions.**

**Price Perception and Purchasing Decisions**

As per (Tjiptono, 2019) cited in the journal (Anggraeni & Soliha, 2020), price perception is related to how consumers fully understand price information, providing deep meaning for them. Price is the amount of value exchanged for the benefits of owning or using a product or service, with the value determined through bargaining or set by the seller. According to (Prihastuti & Widayati, 2019), price is the amount of value exchanged for the benefits of owning or using a product or service, with the value determined through bargaining or set by the seller. Research findings from (Yuanita, 2017), (Anggraeni & Soliha, 2020),

(Daryoko & Haliawan, 2020), (Setyani & Prabowo, 2020) consistently reveal a positive and significant effect of price perception on purchasing decisions.

### **H2b: Price perception has a positive and significant effect on purchasing decisions**

#### **Consumer Purchase Interest and Purchasing Decisions**

Consumer buying interest is the pre-purchase inclination experienced by a consumer upon encountering a product. It emerges when consumers feel an interest in purchasing a product, influenced by their confidence in the product and their ability to make the purchase. Other trusted individuals and information sources, such as advertisements and user experiences, also contribute to consumer buying interest. Research results from (Kurniasari & Budiatmo, 2018), (Sriyanto & Kuncoro, 2019), (Puspita & Budiatmo, 2020), (Solihin, 2020) consistently establish a positive and significant effect of buying interest on purchasing decisions.

### **H3: Consumer buying interest has a positive and significant effect on purchasing decisions.**

#### **Brand Image and Purchasing Decisions through Consumer Purchase Interest**

Consumer buying interest serves as a mediator between brand image and purchasing decisions, indicating the depth of consumer commitment in making purchases. Consumer decisions regarding product purchases are influenced by the brand image, mediated by their interests. Buying interest, acquired through learning and thought processes, creates a strong motivation, influencing decision-making processes (Sari, 2020). Research findings from (Nulufi & Murwartiningsih, 2018), (Mubarok, 2019), (Febriyanti & Anik, 2018), (Aditria et al., 2023) consistently support the positive and significant mediating effect of consumer buying interest on the relationship between brand image and purchasing decisions.

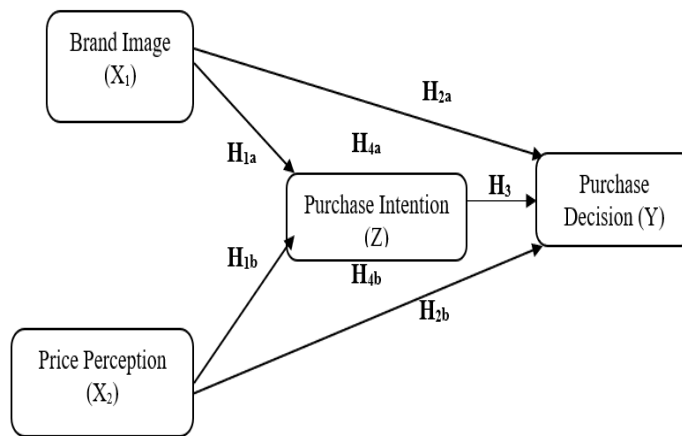
### **H4a: Consumer buying interest mediates the effect of brand image on purchasing decisions.**

#### **Price Perception and Purchasing Decisions through Consumer Purchase Interest**

Consumer buying interest also acts as a mediator between price perceptions and purchasing decisions. Phenomena or problems leading to price perceptions influence purchasing decisions through buying interest. Better price perceptions result in higher consumer buying interest, impacting the decision to purchase an item. Research findings from (Awalluddin & Sakinah, 2018), (Nafilah et al., 2018), (Ayumi & Budiatmo, 2021), (Putra et al., 2022) consistently demonstrate the positive and significant mediating effect of consumer buying interest on the relationship between price perceptions and purchasing decisions.

**H4b: Consumer buying interest mediates the effect of price perceptions on purchasing decisions.**

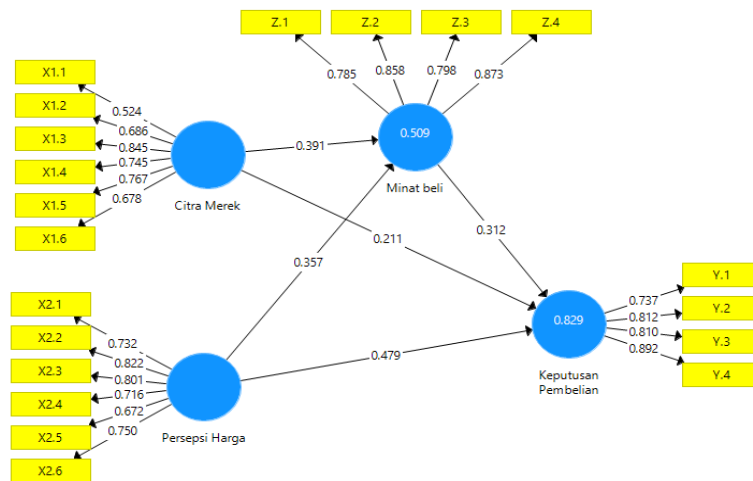
**Framework of Thought**



**Figure 1. Framework of Thought**

**RESULTS AND DISCUSSION**

**Result**



**Figure 2. Outer Model**

**Convergent Validity**

An indicator is declared to fulfill convergent validity in a good category if the outer loading value is > 0.7.

**Table 2. Outer Loading Value**

Variable	Indicator	Outer Loading
Brand Image (X1)	X1.1	0,524
	X1.2	0,686
	X1.3	0,845
	X1.4	0,745
	X1.5	0,767
	X1.6	0,678
Price Perceptions (X2)	X2.1	0,732
	X2.2	0,822
	X2.3	0,801
	X2.4	0,716
	X2.5	0,672
	X2.6	0,750
Purchase Intention (Z)	Z.1	0,785
	Z.2	0,858
	Z.3	0,798
	Z.4	0,873
Purchase Decision (Y)	Y.1	0,737
	Y.2	0,812
	Y.3	0,810
	Y.4	0,892

Source: Primary Data 2023, processed

Based on table 2, it is known that each indicator of the research variable has many outer loading values > 0.7. However, according to (Chin, 2001a) the outer loading measurement scale of 0.5 to 0.6 is considered sufficient to meet the requirements of convergent validity. The data above shows that there are no variable indicators whose outer loading value is below 0.5. So that all indicators are declared feasible or valid for use in research funds can be used for further analysis.

### **Discriminant Validity**

Assessing discriminant validity is by looking at the AVE (Average Variance Extracted) value > 0.5. So it can be said to be valid in discriminant validity. The following is the AVE value of each research variable:

**Table 3. AVE**

Variable	AVE	Description
Brand Image (X1)	0,510	Valid
Price Perception (X2)	0,563	Valid
Purchase Intention (Z)	0,688	Valid
Purchase Decision (Y)	0,663	Valid

Source: Primary Data 2023, processed



Based on Table 3, each variable in this study shows an AVE (Average Variance Extracned) value of  $> 0.5$ . Each variable in this study has a respective value for the brand image variable (X1) of 0.510; price perception (X2) of 0.563; purchase intention (Z) of 0.688; purchase decision (Y) of 0.663. This shows that each variable in this study can be said to be valid in terms of discriminant validity.

### Reliability Test

Reliability test shows the level of consistency and stability of measuring instruments or research instruments in measuring a concept or construct. Reliability testing in this study used Composite Reliability and Cronbach Alpha.

Composite reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value  $> 0.7$  (Kuswati et al., 2021). Below is the composite reliability value of each variable in this study:

**Table 4. Composite Reliability**

Variable	Composite Reliabilty
Brand Image (X1)	0,860
Price Perception (X2)	0,885
Purchase Intention (Z)	0,898
Purchase Decision (Y)	0,887

Source: Primary Data 2023, processed

From table 4, it can be shown that the composite reliability value of all research variables is  $> 0.7$ . With a brand image value (X1) of 0.860; price perception (X2) of 0.885; purchase intention (Z) of 0.898; purchase decision (Y) of 0.887. This shows that each variable has met the composite reliability so that it can be concluded that all variables have a high level of reliability.

The second reliability test is Cronbachs Alpha. Cronbachs Alpha is a test where this test is a statistical technique used to measure internal consistency in instrument reliability tests or psychometric data. The construct is said to be reliable if the Cronbach alpha value is more than 0.60. below is the Cronbachs Alpha value in this study.

**Table 5. Cronbach Alpha**

Variable	Cronbach's Alpha
Brand Image (X1)	0,804
Price Perception (X2)	0,844
Purchase Intention (Z)	0,848
Purchase Decision (Y)	0,829

Source: Primary Data 2023, processed

Based on table 5, it shows that the Cronbach alpha value of all variables in this study is above  $> 0.6$ , which means that the Cronbach alpha value has met the requirements so that all constructs can be said to be reliable.

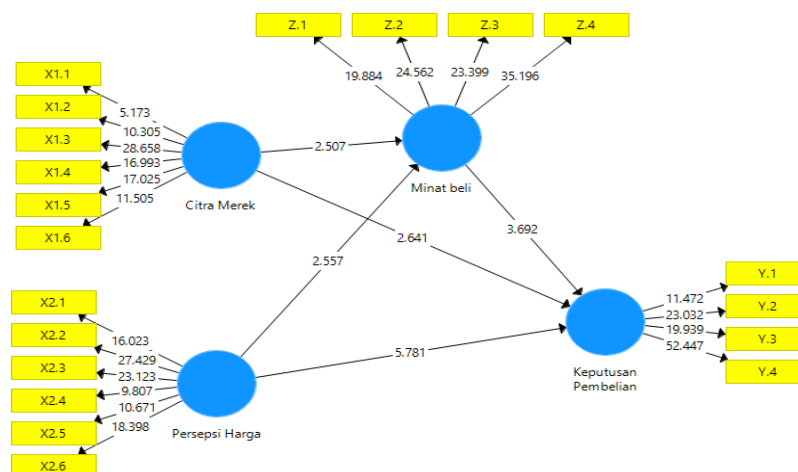
**Multicollinearity Test**

**Tabel 6. Colinearity Statistic (VIF)**

Variable	Purchase Intention (Z)	Purchase Decision (Y)
Brand Image (X1)	3,022	3,333
Price Perception (X2)	3,022	3,281
Purchase Intention (Z)		2,035

Source: Data Analysis 2023, processed

From table 6, the results of the Collinierity Statistics (VIF) to see the multicollinearity test with the results of the brand image on buying interest of 3.022 and on purchasing decisions of 3.333. Then the value of price perception on buying interest is 3.022 and on purchasing decisions is 3.281. Then the value of buying interest in purchasing decisions is 2.035. From each variable has a cut off value  $> 0.1$  or the same as the VIF value  $< 5$ , so it does not violate the multicollinearity test.



**Figure 3. Inner Model Test Results**

### Model Goodness Test (Goodness of fit)

Structural model evaluation is carried out to show the relationship between manifest and latent variables from the main predictor, mediator and outcome variables in one complex model. This model goodness test consists of two tests, namely R Square (R<sup>2</sup>) and Q-Square (Q<sup>2</sup>).

The R<sup>2</sup> or R-Square value shows the determination of exogenous variables on endogenous variables. The greater the R<sup>2</sup> value indicates a better level of determination. R<sup>2</sup> values of 0.75, 0.50, and 0.25 can be concluded that the model is strong, moderate, and weak (Ghozali, 2018). The following is the value of the coefficient of determination in this study:

**Table 7. R-Square Value**

	<i>R-Square</i>
Purchase Intention (Z)	0,829
Purchase Decision (Y)	0,509

Source: Primary Data 2023, processed

Based on table 7, R-Square is used to see the magnitude of the influence of the brand image variable and price perception on purchase intention, namely with a value of 0.829 or 82.9%, it can be said that this relationship is a strong relationship. Then the effect of brand image, price perception and purchase intention on purchasing decisions, namely with a value of 0.509 or 50.9%, it can be said that this relationship is a moderate relationship.

The next test is the Q-Square test. The Q<sup>2</sup> value in structural model testing is carried out by looking at the Q<sup>2</sup> (Predictive relevance) value. The Q<sup>2</sup> value can be used to measure how well the observation value produced by the model is also its parameter. A value of Q<sup>2</sup> > 0 indicates that the model has predictive relevance, while a value of Q<sup>2</sup> < 0 indicates that the model lacks predictive relevance.

### Hypothesis Test

For hypothesis testing in this study, we can use the path coefficient value table for direct effects and specific indirect effects for indirect effects (mediation).

### Path Coefficient Test

The p value < 0.05 indicates that there is a direct influence between variables, while the p value > 0.05 indicates that there is no direct influence between variables. In this study, the significance value used is t-statistic 1.979 (significant level = 5%). If the t-statistic value > 1.979 then there is a significant influence.

**Table 8. Path Coefficient (Direct Effect)**

	<b>Hypothesis</b>	<b>Original Sample</b>	<b>t-Statistics</b>	<b>P Values</b>	<b>Description</b>
Brand Image -> Purchase Intention	H1 <sub>a</sub>	0,391	2,507	0,012	Positive and significant
	H1 <sub>b</sub>	0,357	2,557	0,011	Positive and significant
Price Perception -> Purchase Intention	H2 <sub>a</sub>	0,211	2,641	0,009	Positive and significant
	H2 <sub>b</sub>	0,479	5,781	0,000	Positive and significant
Brand Image -> Purchase Decision	H3	0,312	3,692	0,000	Positive and significant

Source: Primary Data 2023, processed

Based on table 8, the interpretation is as follows:

1. Hypothesis 1a tests whether brand image has a positive and significant effect on purchase intention. The table above shows a t-statistic value of 2.507 with an effect of 0.391 and a p-value of 0.012. With a t-statistic value > 1.979 and a p value > 0.05, it can be concluded that hypothesis 1a is accepted, where there is a positive and significant influence between brand image on purchase intention.
2. Hypothesis 1b tests whether price perceptions have a positive and significant effect on purchase intention. The table above shows a t-statistic value of 2.557 with an effect of 0.357 and a p-value of 0.011. With a t-statistic value > 1.979 and a p value > 0.05, it can be concluded that hypothesis 1b is accepted, where there is a positive and significant influence between price perceptions on purchase intention.
3. Hypothesis 2a tests whether brand image has a positive and significant effect on purchasing decisions. The table above shows a t-statistic value of 2.641 with an effect of 0.211 and a p-value of 0.009. With a t-statistic value > 1.979 and a p value > 0.05, it can be concluded that hypothesis 2a is accepted, where there is a positive and significant influence between brand image on purchasing decisions.
4. Hypothesis 2b tests whether price perceptions have a positive and significant effect on purchasing decisions. The table above shows a t-statistic value of 5.781 with an effect of 0.479 and a p-value of 0.000. With a t-statistic value > 1.979 and a p value > 0.05, it can be concluded that hypothesis 2b is accepted, where there is a positive and significant influence between price perceptions on purchasing decisions.

5. Hypothesis 3 tests whether purchase intention has a positive and significant effect on purchasing decisions. The table above shows a t-statistic value of 3.692 with an effect of 0.312 and a p-value of 0.000. With a t-statistic value > 1.979 and a p value > 0.05, it can be concluded that hypothesis 3 is accepted, where there is a positive and significant influence between purchase intention on purchasing decisions.

### Specific Indirect Model Test

**Table 9. Indirect Effect**

	<b>Hypothesis</b>	<b>Original Sample</b>	<b>t- Statistics</b>	<b>P Values</b>	<b>Description</b>
Brand Image (X1) -> Purchase Intention (Z) -> Purchase Decision (Y)	H4 <sub>a</sub>	0,122	2,172	0,030	Positive and significant
	H4 <sub>b</sub>	0,111	1,979	0,048	Positive and significant

Source: Primary Data 2023, processed

Based on table 9, the interpretation is as follows:

1. Hypothesis 4a tests whether purchase intention can mediate the effect of brand image on purchasing decisions. The table above shows a t-statistic value of 2.172 with an effect of 0.122 and a p-value of 0.030. With a t-statistic value > 1.979 and a p value < 0.05, it can be concluded that hypothesis 4a is accepted where purchase intention can mediate the effect of brand image on purchasing decisions positively and significantly.
2. Hypothesis 4b tests whether purchase intention can mediate the effect of perceived price on purchasing decisions. The table above shows a t-statistic value of 1.979 with an effect of 0.111 and a p-value of 0.048. With a t-statistic value > 1.979 and a p value < 0.05, it can be concluded that hypothesis 4b is accepted where purchase intention can mediate the effect of price perception on purchasing decisions positively and significantly.

## Discussion

### Relationship between Brand Image and Consumer Purchase Interest

Brand image includes perceptions, associations, and impressions that consumers have of a brand. Purchase intention, on the other hand, refers to the extent to which consumers are interested in buying products or services from a brand. A good brand image is often associated with a high perception of quality. If consumers perceive a brand to have a high standard of quality, they may be more motivated to purchase the product or service. Consumers' positive experiences with a brand's products or services can shape a positive brand image. User

satisfaction can increase purchase intention because consumers tend to choose brands that provide positive experiences. Brand image affects consumer buying interest especially if a consumer is loyal to a brand, then he will use that brand on an ongoing basis (Wirayanthi & Santoso, 2019).

This research is in line with research conducted by (Ghristian, 2016), (Fauziah & Aziz Mubarok, 2019), (Christiandy & Hidayat, 2019) (Kurniawan & Budiatmo, 2020), (Ahmad et al., 2020) where the results of the research they conducted were that brand image had a positive and significant influence on purchase intention. So it can be concluded that the results of this study support the results of previous research.

### **Relationship between Price Perception and Consumer Purchase Interest**

Price perception includes how consumers assess the price of a product or service, while purchase intention reflects the level of consumer desire or motivation to buy. Offering discounts, rebates, or special promotions can affect consumers' price perceptions. If consumers feel they are getting added value through these offers, their purchase intention may increase. A consumer's experience with a product or service can influence how they assess price. Positive experiences can make consumers more motivated to buy even at relatively high prices. The assessment of the price of a product is said to be expensive, cheap or moderate for each individual is not the same, depending on individual perceptions based on the individual's own environment and conditions (Setyarko, 2018a).

The results of this study support previous research conducted by (Retnowulan, 2017), (Setyarko, 2018), (Satria, 2018), (Hasibuan & Siregar, 2021) where the results of their research are price perceptions have a positive and significant effect on purchase intention. So it can be concluded that the results of this study support the results of previous research.

### **Relationship between Brand Image and Purchasing Decisions**

A positive brand image can build consumer trust in a brand. Consumers who believe in a brand are more likely to choose products or services from that brand when making purchasing decisions. Direct interaction with brands and effective communication can strengthen brand image and influence purchasing decisions. Positive experiences during the buying process can increase consumer trust and interest. A good brand reputation can strengthen purchasing decisions. Consumers who are aware of a brand's positive reputation may feel more confident and secure when choosing products or services from that brand. Consumers who have a positive image of the brand tend to choose that brand in their next purchase. According to (Kotler & Keller, 2016) brand image is the perception and belief made by consumers, as reflected in the associations that occur in consumer memory.

The results of this study are also in line with research conducted by (Rachnady & Usman, 2020), (Anggraeni & Soliha, 2020), (Kurniawan & Budiarmo, 2020), (Yusuf, 2021) where the results of their research are that brand image has a positive and significant influence on purchasing decisions. So it can be concluded that the results of this study support the results of previous research.

### **Relationship between Price Perception and Purchasing Decisions**

Price perception is the amount of value that consumers exchange for the benefits of owning or using a product or service whose value is determined by the buyer or seller through bargaining, or set by the seller for the same price for all buyers (Pranoto, 2018). Price perceptions can have a significant impact on consumer purchasing decisions. How consumers assess the price of a product or service can influence whether they decide to buy or not. If the price fits the consumer's budget, they are more likely to buy the product. Price to budget fit can be a key factor in purchasing decisions. Consumers often compare the price of a product with similar products from other brands. If they believe that the price of the product is better or equivalent to competing products, the purchase decision may be influenced. Consumers' understanding of the reasons behind pricing can influence their perceptions. If consumers understand that prices reflect quality or added value, this can provide positive support for purchasing decisions.

The results of this study are in line with previous research conducted by (Yuanita, 2017), (Anggraeni & Soliha, 2020), (Daryoko & Haliawan, 2020), (Setyani & Prabowo, 2020) where the results of their research are price perceptions have a positive and significant influence on purchasing decisions. So it can be concluded that the results of this study support the results of previous research.

### **Relationship between Consumer Purchase Interest and Purchasing Decisions**

Consumer buying interest has a significant impact on purchasing decisions. Purchase interest reflects the level of interest, motivation, and desire of consumers to buy a product. Consumer buying interest can increase their level of involvement in the buying process. Truly interested consumers will be more careful in seeking information, comparing products, and making decisions based on their needs and preferences. Successful marketing efforts can increase consumer buying interest. Attractive and effective marketing campaigns can build interest and provide a positive boost to purchasing decisions. Purchase intention is often related to high perceived value. If consumers believe that a product or service offers added value and meets their needs, their purchase interest may increase.

The results of this study are in line with research conducted by (Kurniasari & Budiatmo, 2018), (Sriyanto & Kuncoro, 2019), (Puspita & Budiatmo, 2020), (Solihin, 2020) where the results of their research are consumer buying interest has a positive and significant influence on purchasing decisions. So it can be concluded that the results of this study support the results of previous research.

### **Relationship between Brand Image and Purchasing Decisions mediated by Consumer Purchase Interest**

Consumer buying interest helps connect or explain how brand image can influence purchasing decisions. A positive brand image can increase consumer buying interest. If consumers have a favorable perception of the brand, they are more likely to be more interested in buying products or services from that brand. Consumer purchase intention, as a mediator, can positively influence purchasing decisions. Consumers who have a high purchase interest are likely to make a more positive purchase decision for the brand's products or services. The interest that arises in making a purchase creates a motivation that continues to be recorded in his mind and becomes a very strong activity which ultimately actualizes what is in his mind. Thus, buying interest will arise during the decision-making process (Sari, 2020).

The results of this study are also in line with research conducted by (Nulufi & Murwartiningsih, 2018), (Mubarok, 2019), (Febriyanti & Anik, 2018), (Aditria et al., 2023) where the results of their research are consumer buying interest has a positive and significant effect in mediating the influence of brand image on purchasing decisions. So it can be concluded that the results of this study support the results of previous research.

### **The Relationship between Price Perception and Purchasing Decisions mediated by Consumer Purchase Interest**

Positive price perceptions can generate buying interest by triggering consumer understanding of the value of a product or service. If consumers feel that the product provides good value at a reasonable price, their buying interest may increase.

The results of this study are in line with research conducted by (Awalluddin & Sakinah, 2018), (Nafilah et al., 2018), (Ayumi & Budiatmo, 2021), (Putra et al., 2022) where the results of their research are consumer buying interest has a positive and significant effect in mediating the effect of price perceptions on purchasing decisions. So it can be concluded that the results of this study support the results of previous research.



## CONCLUSIONS

Based on the results and discussion, it is found that brand image and price perception have a positive and significant effect on consumer buying interest. Brand image, price perception and consumer buying interest have a positive and significant effect on purchasing decisions. Consumer buying interest is able to mediate the effect of brand image on purchasing decisions. Consumer buying interest is able to mediate the effect of price perception on purchasing decisions.

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