

The Effect of Product Quality and Price Perception on Purchase Decisions with Brand Image as an Intervening Variable on SGM Yummi-Nutri Products at Clandys Bali

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ABSTRACT

This study aims to test (1) the effect of product quality on brand image, (2) the effect of price perception on brand image, (3) the effect of product quality on purchasing decisions, (4) the effect of price perception on purchasing decisions, (5) brand image mediates the effect of product quality on purchasing decisions, and (6) brand image mediates the effect of price perception on purchasing decisions. The population of this study was all customers of SGM Yummi-Nutri Products at Clandys Bali. The determination of the research sample was by purposive sampling, namely, buyers are Clandys Bali customers and have purchased SGM Yummi-Nutri products more than once, with a total sample of 160 people. Data were collected using a questionnaire. Data were analyzed using path analysis. The results of the study showed that (1) product quality has a positive effect on brand image, (2) price perception has a positive effect on brand image, (3) product quality has a positive effect on purchasing decisions, (4) price perception has a positive effect on purchasing decisions, (5) brand image mediates the effect of product quality on purchasing decisions, and (6) brand image mediates the effect of price perception on purchasing decisions.

ABSTRAK

Penelitian ini bertujuan untuk menguji (1) pengaruh kualitas produk terhadap citra merek, (2) pengaruh persepsi harga terhadap citra merek, (3) pengaruh kualitas produk terhadap keputusan pembelian, (4) pengaruh persepsi harga terhadap keputusan pembelian, (5) citra merek memediasi pengaruh kualitas produk terhadap keputusan pembelian, dan (6) citra merek memediasi pengaruh persepsi harga terhadap keputusan pembelian. Populasi penelitian ini adalah seluruh pelanggan Produk SGM Yummi-Nutri di Clandys Bali. Penentuan sampel penelitian secara *purposive sampling* yaitu pembeli merupakan pelanggan Clandys Bali dan telah melakukan pembelian Produk SGM Yummi-Nutri lebih dari satu kali, dengan jumlah sampel sebanyak 160 orang. Data dikumpulkan dengan menggunakan kuesioner. Data dianalisis dengan menggunakan analisis jalur (*path analysis*). Hasil penelitian menunjukkan bahwa (1) kualitas produk berpengaruh positif terhadap citra merek, (2) persepsi harga berpengaruh positif terhadap citra merek, (3) kualitas produk berpengaruh positif terhadap keputusan pembelian, (4) persepsi harga berpengaruh positif terhadap keputusan pembelian, (5) citra merek memediasi pengaruh kualitas produk terhadap keputusan pembelian, dan (6) citra merek memediasi pengaruh persepsi harga terhadap keputusan pembelian.

1. Introduction

Consumer assessment of the quality of a product will encourage the creation of a relationship between the company and the consumer. The company must always maintain quality so that consumers are satisfied and decide to buy the product. The company can retain its consumers in various ways so that product quality is maintained and prices remain competitive in the market. Maintaining product quality and competitive prices will maintain the products that have been chosen in the future and will buy repeatedly and improve the company's reputation. Purchasing decisions are several stages

carried out by consumers before making a decision to purchase a product [1]. Purchasing decisions are also defined as a problem-solving approach to human activities to buy goods or services to fulfill their desires and needs, which consist of recognizing needs and desires, searching for information, evaluating alternative purchases, purchasing decisions, consumer involvement and behavior after purchase, and converting from evaluations that have been carried out by consumers to then decide to make a purchase.

This research was conducted on SGM milk products, which received the Top Brand Award in the Children's

Food and Beverage category. SGM milk products are one of the most popular milk products among children. The following is a picture showing the Top Brand Index

data for children in Indonesia collected by the Top Brand Award from 2022 to 2024.

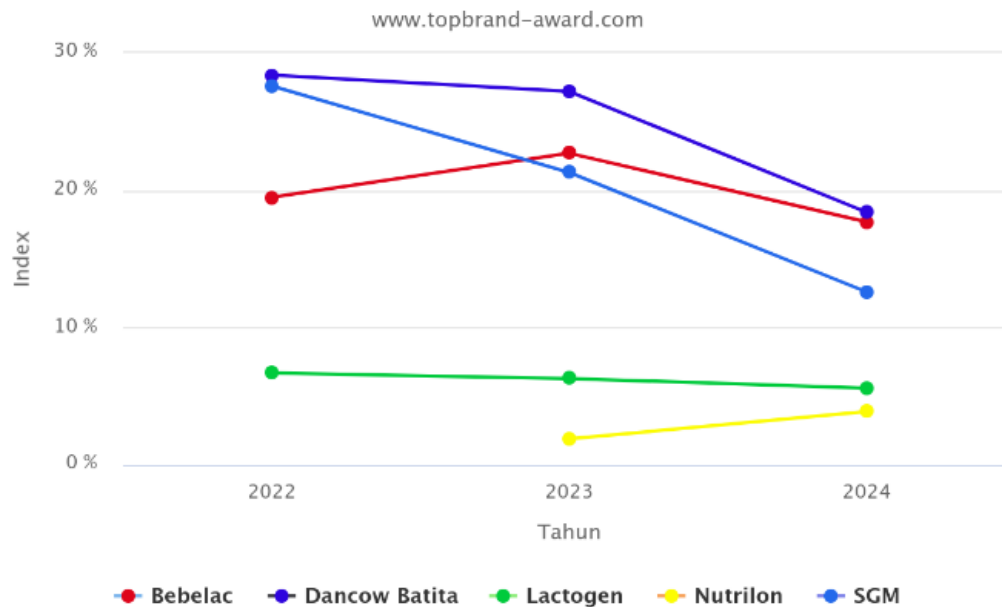


Figure 1. Top Brand Index Chart for Children in Indonesia 2022-2024

Figure 1 shows the top brand products in the children's food and beverage category collected from the Top Brand Award from 2022 to 2024. The graph shows that the one that has experienced a drastic decline every year is SGM milk products, where in 2022 SGM milk products were ranked second with a Top Brand Index of 27.6%, and then in 2023 they fell to third place with a Top Brand Index of 21.3%. In 2024 they were ranked third with a decrease in the Top Brand Index to 12.6%. The decline in the Top Brand Index of SGM milk products was also accompanied by a decrease in sales. This happened to the SGM Yummi-Nutri product at Clandys Bali. The following is a picture showing sales data for SGM Yummi-Nutri products at Clandys Bali in 2023 and 2024.

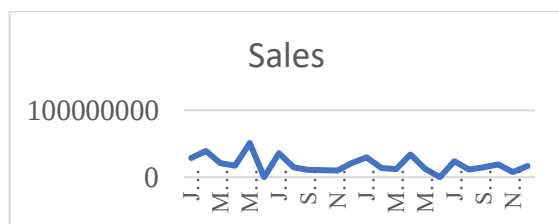


Figure 2. Sales Graph of SGM Yummi-Nutri Products at Clandys Bali 2023 and 2024

Figure 2 shows the sales of SGM Yummi-Nutri products at Clandys Bali in 2023 and 2024. The graph shows that the trend of fluctuations in sales of SGM Yummi-Nutri products at Clandys Bali has decreased. The highest sales occurred in March 2023 at IDR 51,149,101, and the lowest occurred in June 2024, which was no sales. Based on the Top Brand Index data for SGM milk products and sales of SGM products at Clandys Bali, it

can be rationalized that although SGM is a big brand and has been well-known for a long time, it is currently experiencing problems with a decline in the Top Brand Index and a decline in sales. This is where the research problem lies, which is the reason for choosing the SGM brand, because it is necessary to examine the causes of the decline in sales that occurred in SGM products.

Clandys Bali was chosen as the research location with the rationalization that Clandys Bali is the only company engaged in the retail sector in Bali that is included in the Regional Key Account (RKA). RKA usually refers to a manager or team responsible for managing key customer accounts in a particular area, in this case in Bali. Clandys is one of the main customers or business partners in the RKA category in Bali, so Clandys has a strategic role in the distribution of certain products, one of which is the SGM product, which can be an important benchmark for product sales, especially in the Bali area. This is a rationalization that the decline in sales of SGM Yummi-Nutri products that occurred in Clandys Bali can be a benchmark for the decline in sales of SGM Yummi-Nutri in Bali Province.

Sales of SGM milk products cannot be separated from consumer purchasing decisions. Therefore, it is necessary to analyze the factors that influence purchasing decisions for SGM milk products. Purchasing decisions are influenced by price and product quality [2]. Another research stated that purchasing decisions are influenced by promotions, prices, and designs. That research stated that purchasing decisions are influenced by product design, promotion, and brand image [3]. Purchasing decisions are influenced by product design, product quality, price, and

brand image, stated that purchasing decisions are influenced by product quality, price, product design, and word of mouth (WOM) [4].

Factors that influence purchasing decisions are product quality, price, and product design [5]. So, it can be concluded that the variables that influence purchasing decisions are price, product quality, product design, promotion, innovation, word of mouth (WOM), and brand image. In this study, only the product quality and price variables were focused on influencing purchasing decisions. Because the product quality variable has a dominant influence on the research of certain researchers. Besides that, the price variable also has a dominant influence on the research of another researcher.

In addition to the quality of a product, price also greatly influences purchasing decisions; price is one of the determining factors for consumers to make a purchasing decision for a product or service. From a consumer perspective, price is often used as an indicator of value when the price is associated with the benefits felt for a good or service [6]. Meanwhile, Kotler states that price is an amount of value charged for a product or the amount of value exchanged by consumers for the benefits of having or using the product. The relationship between price and purchasing decisions is that price influences consumer decisions in making purchases; the higher the price, the lower the purchasing decision; conversely, if the price is low, the purchasing decision is high [7].

In line with expert opinion, research conducted by certain researcher states that price has a positive effect on purchasing decisions [8]. Another study states that price has a significant and positive effect on purchasing decisions [9]. However, this is different from the results of research conducted by a researcher, which states that price does not affect purchasing decisions [10]. And different research states that price has a negative effect on purchasing decisions [10]. In addition to product quality, purchasing decisions are influenced by brand image. Brand image plays an important role in the survival of a company. Brand image is a positive or negative impression that has been embedded in the minds of consumers about a particular product.

The formation of a good brand image will be a force that can retain customers and attract potential buyers. The formation of a brand image depends on the consumer's own perception regarding the experience felt based on the experience of using the product or service. In addition to product quality, consumers also pay attention to brand image before making a purchase, so in this case brand image also affects the level of sales because it can increase purchasing power on the product and vice versa [11]. This statement is supported by research from research that stated brand image has a positive influence on purchasing decisions. However, several studies state

different things related to brand image and purchasing decisions [12].

This is different from research which states that brand image has a negative influence on purchasing decisions [13]. Brand image mediates the influence of price on purchasing decisions, where the more affordable the price and the better the brand image, the higher the consumer's purchasing decision. However, this is different from the research conducted by different researcher which shows that brand image is unable to mediate the influence of price on purchasing decisions [14]. For this reason, this study uses the brand image variable as a variable that mediates the price perception variable with the purchasing decision variable. Based on this discussion, researchers are interested in conducting research on the influence of product quality and price on purchasing decisions with brand image as an intervening variable.

The reason researchers use this variable is that if a company wants its product to be in demand by consumers, the company must be able to determine product quality, price, and brand image. Therefore, if consumers have seen the quality of the product and price, then consumers will feel satisfied, and this will lead to making a purchasing decision for a product. The reason researchers use this object is because of the phenomenon of decreasing purchases of SGM Yummi-Nutri products at Clandys Bali. Based on the background of the problem, a study can be submitted with the title "The Influence of Product Quality and Price Perception on Purchasing Decisions with Brand Image as an Intervening Variable on SGM Yummi-Nutri Products at Clandys Bali."

Based on the background presented, the problem of this study can be defined as follows:

- a. Does product quality affect brand image?
- b. Does price perception affect brand image?
- c. Does product quality affect purchasing decisions?
- d. Does price perception affect purchasing decisions?
- e. Does brand image affect purchasing decisions?
- f. Does brand image mediate the influence of product quality on purchasing decisions? and
- g. Does brand image mediate the influence of price perception on purchasing decisions?

The purpose of this study is to test the influence of product quality on brand image, the influence of price perception on brand image, the influence of product quality on purchasing decisions, the influence of price perception on purchasing decisions, the influence of brand image on purchasing decisions, brand image mediates the influence of product quality on purchasing decisions, and brand image mediates the influence of price perception on purchasing decisions.

2. Research Method

The type of research used is quantitative research. Quantitative research is a research method based on the philosophy of positivism aimed at describing and testing hypotheses made by researchers [15]. Quantitative research contains many numbers starting from collection, processing, and results that are dominated by numbers.

This study uses a causal research design. Causal research is research that aims to determine the relationship between two or more variables [16]. This study aims to determine product quality and price perceptions on purchasing decisions brand image as an intervening variable. Meanwhile, the place and time of the research were conducted at Clandys Bali. The research was carried out from February 2025 to May 2025.

The population of this study was all customers of SGM Yummi-Nutri Products at Clandys Bali. The sampling method used in this study was the purposive sampling method. Purposive sampling is a method of determining samples with several considerations or certain criteria [17]. The criteria for respondents taken as samples are as follows:

- Buyers who are customers of Clandys Bali.
- Buyers of SGM Yummi-Nutri products who have made more than one purchase.

The sample of this study was determined using the Ferdinand formula because the population size for customers of SGM Yummi-Nutri Products at Clandys Bali is not yet known with certainty. If the sample size is too large, for example, more than 400, then the method becomes very sensitive so that it is difficult to obtain good measurements, so it is recommended that the minimum sample size be 5-10 observations for each estimated parameter. In this study, the minimum sample size is 80 respondents, obtained from the number of indicators as many as 16 times 5, and the maximum sample size is 160 respondents, obtained from the number of indicators as many as 16 times 10.

So, based on the calculation of the formula, in this study the maximum sample size is determined to be as many as 160 people. The consideration for determining the number of samples as many as 160 people is because it is a large-scale social nature. The sample of 160 people will be divided evenly across 8 regencies and 1 city in Bali Province.

There are variables in the study, including independent variables, intervening variables, and dependent variables, for the explanation as follows:

- Independent variables are variables that affect the change or emergence of dependent variables. The independent variables of this study are product quality (X1) and price (X2).

- Intervening variables are variables that affect the relationship between independent variables and dependent variables. The intervening variable of this study is brand image (Y1).
- Dependent variables are variables that are the result of the independent variables. The dependent variable of this study is the purchasing decision (Y2).

The data collection techniques used in this study were questionnaires and literature studies. The research instrument was a questionnaire. The measurement scale used in the questionnaire used a Likert scale. The use of the Likert scale is intended to determine the score of the questionnaire answer choices. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena[17] Meanwhile, in the research test, several tests were carried out, such as the Instrument Validity and Reliability Test and the Instrument Reliability Test.

In data analysis, this study uses path analysis, which is an analysis used to analyze direct and indirect relationship patterns. Path analysis is a development of multiple linear regression analysis, which describes the magnitude of the influence of independent variables on dependent variables indirectly [18]. Path analysis is used to determine the magnitude of the total influence and direct and indirect influence of product quality variables and price perception on purchasing decisions through brand image. Data processing for path analysis in the study will also use the SPSS 26.0 for Windows program.

3. Result and Discussion

3.1. Result

Based on the classical assumption test consisting of normality, multicollinearity and heteroscedasticity tests, the data is suitable for testing. Based on the results of path analysis I on Figure 3 and path analysis II on Figure 4 related to brand image mediating the influence of product quality on purchasing decisions, the hypothesis testing can be interpreted as follows:

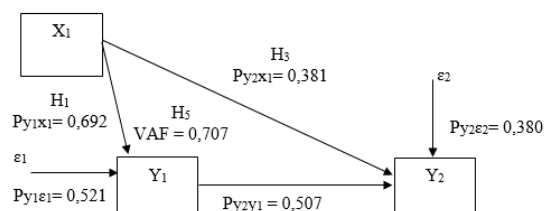


Figure 3. Overall Structure of the Mediating Role of Brand Image (Y1) on the Influence of Product Quality (X1) on Purchasing Decisions (Y2)

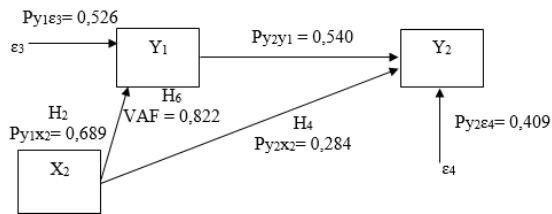


Figure 4. Overall Structure of the Mediating Role of Brand Image (Y1) on the Influence of Product Quality (X1) on Purchasing Decisions (Y2)

a. The Influence of Product Quality (X1) on Brand Image (Y1)

The first hypothesis proposed in this study is that product quality has a positive effect on brand image. Thus, the hypotheses can be described statistically as follows:

H0: $Py1x1 = 0$: Product quality does not have a positive effect on brand image.

Ha: $Py1x1 \neq 0$: Product quality has a positive effect on brand image.

The first hypothesis test with path analysis. The hypothesis tested statistically is H0. The rejection criterion for H0 if the $p\text{-value} < \alpha = 0.05$, means that product quality has a positive effect on brand image, while the acceptance criterion for H0 if the $p\text{-value} > \alpha = 0.05$, means that product quality does not have a positive effect on brand image.

b. The Effect of Product Quality (X1) on Purchasing Decisions (Y2)

The second hypothesis proposed in this study is that product quality has a positive effect on purchasing decisions. Thus, the hypotheses can be described statistically as follows.

H0: $Py2x1 = 0$: Product quality does not have a positive effect on purchasing decisions.

Ha: $Py2x1 \neq 0$: Product quality has a positive effect on purchasing decisions.

The second hypothesis is tested using path analysis. The hypothesis tested statistically is H0. The rejection criterion for H0 is if the $p\text{-value} < \alpha = 0.05$, meaning that product quality has a positive effect on purchasing decisions, while the acceptance criterion for H0 is if the $p\text{-value} > \alpha = 0.05$, meaning that product quality does not have a positive effect on purchasing decisions.

c. Brand Image (Y1) Mediates the Influence of Product Quality (X1) on Purchasing Decisions (Y2)

The next hypothesis proposed in this study is that brand image mediates the influence of product quality on purchasing decisions. Thus, the hypotheses can be described statistically as follows.

H0: Brand image does not mediate the influence of product quality on purchasing decisions.

Ha: Brand image mediates the influence of product quality on purchasing decisions.

This hypothesis test is using path analysis. The hypothesis tested statistically is H0. The rejection criterion for H0 is if the Variance Accounted For (VAF) value is $\geq 20\%$, meaning that brand image mediates the influence of product quality on purchasing decisions, while the acceptance criterion for H0 is if the Variance Accounted For (VAF) value is $< 20\%$, meaning that brand image does not mediate the influence of product quality on purchasing decisions.

Based on the recapitulation of the results of the path analysis presented it can be shown that the coefficient $Py2y1 = 0.507$ with a $p\text{-value}$ of 0.000, where the value is $p\text{-value} < \alpha = 0.05$, so this states that brand image has a positive effect on purchasing decisions. The research data also shows that the coefficient $Py1x1 = 0.692$ with a $p\text{-value}$ of 0.000, where the $p\text{-value} < \alpha = 0.05$, so this states that product quality has a positive effect on brand image.

Based on the recapitulation of the path analysis results presented it can be shown that the coefficient $Py2x1 = 0.381$ with a $p\text{-value}$ of 0.000, where the $p\text{-value} < \alpha = 0.05$. It can be seen that the decision is to reject H0. So, this states that product quality has a positive effect on purchasing decisions.

d. The Influence of Price Perception (X2) on Brand Image (Y1)

This hypothesis proposed in this study is that price perception has a positive effect on brand image. Thus, the hypotheses can be described statistically as follows:

H0: $Py1x2 = 0$: Price perception does not have a positive effect on brand image.

Ha: $Py1x2 \neq 0$: Price perception has a positive effect on brand image.

The second hypothesis is tested using path analysis. The hypothesis tested statistically is H0. The rejection criterion for H0 is if the $p\text{-value} < \alpha = 0.05$, meaning that price perception has a positive effect on brand image, while the acceptance criterion for H0 is if the $p\text{-value} > \alpha = 0.05$, meaning that price perception does not have a positive effect on brand image. Based on the recapitulation of the results of the path analysis presented, it can be shown that the coefficient $Py1x2 = 0.689$ with a $p\text{-value}$ of 0.000, where the value is $p\text{-value} < \alpha = 0.05$, so this states that price perception has a positive effect on brand image.

e. The Influence of Price Perception (X2) on Purchasing Decisions (Y2)

The next hypothesis proposed in this study is that price perception has a positive effect on purchasing decisions. Thus, the hypotheses can be described statistically as follows:

H0: $\beta_{2x2} = 0$: Price perception does not have a positive effect on purchasing decisions.

Ha: $\beta_{2x2} \neq 0$: Price perception has a positive effect on purchasing decisions.

This hypothesis test is using path analysis. The hypothesis tested statistically is H0. The rejection criterion for H0 is if the p-value $< \alpha = 0.05$, meaning that price perception has a positive effect on purchasing decisions, while the acceptance criterion for H0 is if the p-value $> \alpha = 0.05$, meaning that price perception does not have a positive effect on purchasing decisions.

Based on the recapitulation of the results of the path analysis presented in Table 4.13, it can be shown that the coefficient $\beta_{2x2} = 0.284$ with a p-value of 0.000, where the value is p-value $< \alpha = 0.05$, so this states that price perception has a positive effect on purchasing decisions.

f. Brand Image (Y1) Mediates the Influence of Price Perception (X2) on Purchasing Decisions (Y2)

The next hypothesis proposed in this study is that brand image mediates the influence of price perception on purchasing decisions. Thus, the hypotheses can be described statistically as follows.

H0: Brand image does not mediate the influence of price perception on purchasing decisions.

Ha: Brand image mediates the influence of price perception on purchasing decisions.

This hypothesis is tested using path analysis. The hypothesis tested statistically is H0. The rejection criterion for H0 is if the Variance Accounted For (VAF) value is $\geq 20\%$, meaning that brand image mediates the influence of price perception on purchasing decisions, while the acceptance criterion for H0 is if the Variance Accounted For (VAF) value is $< 20\%$, meaning that brand image does not mediate the influence of price perception on purchasing decisions.

Based on the recapitulation of the results of the path analysis presented in Table 4.13, it can be shown that the coefficient $\beta_{2y1} = 0.540$ with a p-value of 0.000, where the p-value is $< \alpha = 0.05$, so this states that brand image has a positive effect on purchasing decisions. The research data in Table 4.13 also shows that the coefficient $\beta_{1x2} = 0.689$ with a p-value of 0.000, where the p-value $< \alpha = 0.05$, so this states that price perception has a positive effect on brand image.

3.2. Discussion

3.2.1. The Influence of Product Quality on Brand Image

Based on the data analysis that has been carried out, the results of the study show that product quality has a positive effect on brand image. The results of this study indicate that if the product quality is better, the brand image will be better. Conversely, if the product quality is worse, the brand image will be worse. Thus, the research hypothesis that has been formulated is in accordance with the research results. This finding is supported by the theory expressed that one of the factors that influences brand image is the quality of the product offered by the company [17]. Brand image is influenced by marketing stimuli in the form of a marketing mix, one of which is the product, namely a combination of goods and services offered by the company to the target market.

High-quality products can help build a positive image, while low-quality products can damage brand image [18]. The way brands communicate with consumers through advertising, content, and other messages can shape brand image. Messages that are consistent with brand values and identity will help strengthen a positive image [19]. This can be interpreted as the quality of a product affecting brand image. Previous research that can strengthen the results of this study was conducted by someone who concluded that product quality has a significant effect on brand image [20]. This is supported by research conducted which shows that product quality has a positive and significant effect on brand image [21].

3.2.2. The Influence of Price Perception on Brand Image

Based on the data analysis that has been carried out, the results of the study show that price perception has a positive effect on brand image. The results of this study indicate that if price perception is better, then the brand image will be better. Conversely, if price perception is worse, then the brand image will be worse. Thus, the research hypothesis that has been formulated is in accordance with the research results. This finding is supported by the theory that one of the factors that influences brand image is price, which is related to the high or low or large amount of money spent by consumers to influence a product, which can also affect long-term brand image [17].

Price perception can affect brand image because prices that are too high or too low can affect consumer perceptions of the quality and value of the brand [22]. Instinctively, prices that are too high can make consumers think that the brand is too expensive and not commensurate with its quality [23]. However, on the other hand, prices that are too low can make consumers doubt the quality and value of the brand. This can be interpreted as price perception affecting brand image.

Previous research that can strengthen the results of this study was conducted which showed that price partially has a significant effect on brand image [24]. This is supported by research conducted by researchers which stated that price perception has a significant positive effect on brand image [25].

3.2.3. The Influence of Product Quality on Purchasing Decisions

Based on the data analysis that has been done, the results of the study indicate that product quality has a positive effect on purchasing decisions. The results of this study indicate that if the product quality is better, the purchasing decision will be better. Conversely, if the product quality is worse, the purchasing decision will be worse. Thus, the research hypothesis that has been formulated is in accordance with the research results. This finding is supported by the theory, which states that the better the quality of the product produced, the higher the opportunity for consumers to make purchasing decisions [26]. Product attributes are elements of a product that are considered important by consumers and are used as the basis for making purchasing decision.

One of the product attributes that is an important element is product quality. Consumer purchasing decision-making process consists of the input stage, which is the stage of consumer recognition of a product, such as product quality [17]. Consumers have expectations of how a product can function; these expectations are the actual perceived product quality [27]. After consumers consume a product or service, consumers will have feelings of satisfaction or dissatisfaction with the product. When satisfied, consumers will make a purchase, while if not, consumers will stop buying. So, it can be concluded that product quality has an influence on purchasing decisions. Consumers will always have a perception of how a product can provide benefits that are in accordance with consumer desires.

3.2.4. The Influence of Price Perception on Purchasing Decisions

Based on the data analysis that has been carried out, the results of the study show that price perception has a positive effect on purchasing decisions. The results of this study indicate that if the price perception is better, the purchasing decision will be better. Conversely, if the price perception is worse, the purchasing decision will be worse. Thus, the research hypothesis that has been formulated is in accordance with the research results. This finding is supported by the theory that the relationship between price and purchasing decisions, namely price, influences consumer decisions in making purchases [26].

This is in accordance with the opinion of a research that if the price is set and in accordance with consumer purchasing power, then the selection of a particular

product will be dropped on that product [28]. Pricing is an important thing for companies to do in order to survive in the midst of competition. So, it can be concluded that price has an influence on purchasing decisions. Consumers will always have a perception of how the price of a product is in accordance with consumer conditions. Previous research that can strengthen the results of this study was conducted, which showed that price has a positive effect on purchasing decisions [8]. This is supported by research that states price influences purchasing decisions [29].

3.2.5. Brand Image Mediates the Influence of Product Quality on Purchasing Decisions

Based on the data analysis that has been done, the results of the study show that brand image mediates the influence of product quality on purchasing decisions. The results of this study indicate that if the product quality is getting better, supported by a good brand image, then the purchasing decision will be better. Conversely, if the product quality is getting worse, supported by a bad brand image, then the purchasing decision will be worse. Thus, the research hypothesis that has been formulated is in accordance with the research results. Consumer purchasing decisions are not only influenced by product quality but also by brand image as a mediating variable [18].

The brand image that is formed describes the quality of a product. If the brand image that is formed is positive, then the quality of the product can be stated as good because it is able to satisfy consumers so that a positive image is formed of the brand and vice versa. Brand image is able to mediate the influence of product quality on purchasing decisions, and its indirect contribution is greater than its direct influence. To improve purchasing decisions, companies must maintain brand image by improving product quality. Previous research that can strengthen the results of this study which stated that brand image can mediate the influence of product quality on purchasing decisions [29].

3.2.6. Brand Image Mediates the Influence of Price Perception on Purchasing Decisions

Based on the data analysis that has been carried out, the results of the study show that brand image mediates the influence of price perception on purchasing decisions. The results of this study indicate that if the price perception is getting better supported by a good brand image, then the purchasing decision will be better. Conversely, if the price perception is getting worse, supported by a bad brand image, then the purchasing decision will be worse. Thus, the research hypothesis that has been formulated is in accordance with the research results.

Brand image is a representation of the overall perception of a brand and is built on the basis of information and past experiences of the brand. Brand

image is a picture in a person's mind of knowledge, feelings, and trust in a brand [30]. From this explanation, it can be stated that brand image is a picture of the good or bad of a brand that is formed in the minds of consumers when they hear or see a particular brand. In purchasing decisions, consumers take into account the brand image attached to a product [31]. One dimension in purchasing decisions is the choice of brand that is considered by consumers, where, in choosing a particular brand, consumers will see the suitability of price, benefits, and good image of the product [26]. This opinion shows that in deciding to purchase a product, consumers see the suitability of the price accompanied by the brand of the product. Previous research that can strengthen the results of this study was conducted, which showed that brand image mediates the influence of price on purchasing decisions [24].

4. Conclusion

The results of the study indicate that product quality and price perception have a positive effect on the brand image of SGM Yummi-Nutri products at Clandys Bali, and have a positive effect on purchasing decisions. Brand image is also proven to be a mediator that strengthens the influence of product quality and price perception on purchasing decisions. Therefore, companies need to integrate a strong brand strategy with product innovation and price positioning that is in accordance with local consumer expectations. A good brand image not only increases the effectiveness of promotions, but can also be a key differentiator in a highly competitive modern retail market, such as that of Clandys Bali. If these findings are tested in different geographic or demographic contexts. This will open up opportunities for further research to test whether brand image still has a strong mediating role in more heterogeneous market conditions

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