Consumer Purchase Decision and Brand Image Analysis Through Product Quality and Price: Study Case Frozen Pastry in Jakarta - Indonesia

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Abstract

The study investigates the effects of product quality and price on the purchasing decisions of Bonpatis Danish pastry sheets, with brand image acting as a mediator. Indonesia's food and beverage industry, mainly retail, is experiencing significant growth as modern retailers like Hypermart introduce competitive products. A quantitative approach was used, applying Structural Equation Modeling (SEM) with Partial Least Squares (PLS) to data collected from 83 respondents, mainly Hypermart bakery employees in DKI Jakarta. Results indicate that product quality and price positively influence brand image and purchasing decisions. Specifically, product quality boosts brand image and directly affects purchase decisions, whereas price influences purchase decisions directly but not via brand image. The study emphasizes the role of product appearance and packaging in shaping brand perceptions and suggests improving these elements to attract more consumers. Due to a limited sample size, the study recommends future research to explore broader aspects like customer satisfaction and loyalty.

A. Introduction

Indonesia has the most significant economic potential in Southeast Asia, driven by rapid development supported by the government's efforts to strengthen the manufacturing sector and reduce dependency on raw material exports. The food and beverage industry significantly contributes to national growth, growing by 7.91% in 2018, surpassing the national economic growth of 5.17%. Indonesian food and beverage products are also globally competitive, as evidenced by a USD 29.91 billion export value. Additionally, retail businesses in Indonesia have transitioned from traditional to modern retail, expanding rapidly across the country (World Bank in Indonesia, 2023).

Hypermart, established in 2004, is one of Indonesia's largest modern retail chains. Over time, many retail stores, including Hypermart, have expanded their offerings to include food and beverage (F&B) products under their house brands, such as bakery and pastry items, with Danish pastry being a standout product. Hypermart's bakery department supports the store's operations while providing additional revenue and offering a variety of bakery items like bread, cakes, and pastries (Ministry of Trade Republic of Indonesia, 2023).

PT Sukanda Djaya, one of Indonesia's leading distributors, recognized the complexity of producing Danish pastries that needed more resources. In response, they launched Bonpatis, a frozen bread brand, in 2008. Bonpatis specializes in Danish pastry sheets and offers 40 stock-keeping unit (SKU) variants like croissant dough and cinnamon rolls. Hypermart decided to use Bonpatis products, which gained a positive image among its team (World Bank in Indonesia, 2023).

However, complaints about Bonpatis Danish pastry sheets have surfaced due to inadequate shipping conditions, poor handling, and improper storage. The product's price has risen significantly due to increased raw material costs, exacerbated by global crises like the COVID-19 pandemic and the Ukraine-Russia war, causing a 20% spike in F&B material prices in Indonesia. Competitors like Bonchef and Gold France have also emerged, leading consumers to explore alternative options.

Product quality positively affects the brand image, as high-quality products meet customer expectations and create greater satisfaction and loyalty. When consumers perceive a brand as providing reliable and quality products, they associate it with a good reputation and trust. This not only strengthens the brand image in the market but also encourages word-of-mouth

recommendations, which can enhance the visibility and appeal of the brand to potential customers. Therefore, maintaining and improving product quality is essential in a sustainable brand development strategy (Tahir et al., 2024).

Price has a positive effect on brand image, as the set price can create a perception of exclusivity and high quality in the eyes of consumers. When a brand associates itself with premium pricing, consumers often believe that the products or services offered have more excellent value regarding materials, craftsmanship, or functional advantages. This not only enhances the brand's prestige but also attracts customers who are willing to pay more for perceived better quality. An appropriate pricing strategy can also build customer loyalty, as consumers often associate higher prices with reliability and status. Thus, brand image can be significantly strengthened, providing a competitive advantage in an increasingly crowded market (Tecoalu et al., 2021).

Product quality positively affects purchase decisions, as consumers tend to prioritize products they consider to have high-quality standards. When a product successfully meets or exceeds customer expectations, it enhances satisfaction and encourages a desire for repeat purchases. Moreover, quality products often generate positive reviews and word-of-mouth recommendations, which can influence the decisions of other potential buyers. When consumers feel confident in the quality of a product, they are more likely to choose it amid the many options available in the market. Therefore, companies focusing on improving and maintaining product quality will be able to build a strong reputation, enhance customer loyalty, and ultimately significantly increase their market share (Sihombing et al., 2023).

Price has a positive effect on purchase decisions, as price is often one of the critical factors considered by consumers when selecting a product. When the price of a product is deemed appropriate for the value and quality offered, consumers feel more confident and comfortable making a purchase. Additionally, competitive pricing can attract more potential customers, encouraging them to try the product, especially if they see attractive offers or discounts. On the other hand, higher prices can convey perceptions of quality and prestige, thus appealing to consumers seeking premium products. Consequently, an intelligent and market-segmented pricing strategy can significantly influence purchase decisions, enhance customer satisfaction, and build consumer loyalty, positively impacting business growth and sustainability (Fadli, 2022).

Brand image positively affects purchase decisions, as a strong and positive brand image can influence how consumers perceive the products offered. When consumers have a good perception of a brand, they are more likely to feel comfortable and confident in choosing products from that brand. A brand known for its quality, innovation, or high social responsibility can attract customer attention and increase the desire to purchase. A positive brand image can also create loyalty, where customers prefer buying from brands they already trust rather than trying new ones. Therefore, companies that build and maintain a good brand image can enhance purchase decisions and strengthen long-term relationships with customers (Akbari et al., 2024).

Product quality positively affects purchase decisions through brand image, as high quality can strengthen the brand image in consumers' minds. When consumers experience products that meet or exceed their expectations, this contributes to forming a positive perception of the brand. A strong brand image, resulting from a reputation for quality, further enhances consumers' trust and confidence in making purchase decisions. In other words, while consumers may not directly consider product quality when making choices, a good perception of quality can increase brand appeal, which in turn encourages purchase decisions. Therefore, companies focusing on improving product quality will benefit from customer satisfaction and build a solid brand image that will influence future purchase decisions (Nilowardono et al., 2024).

Price positively affects purchase decisions through brand image, as the right price can influence how consumers perceive a brand. When the price of a product is seen as reasonable or reflective of the value offered, it can reinforce the brand image as a provider of quality products. Brands that successfully set prices in line with market expectations are usually viewed more positively, enhancing consumer trust in those products. As a result, even though consumers may not think about price directly when making purchase decisions, positive perceptions of price can increase brand appeal and influence their buying choices. Thus, an intelligent pricing strategy helps attract consumer attention and strengthens brand image, crucial for improving overall purchase decisions (Sudaryanto et al., 2019).

B. Literature Review
Consumer Purchase Decisions

Consumer purchase decisions are a dynamic process encompassing stages from problem recognition to evaluating purchase outcomes. Consumers recognize specific needs or desires initially, triggering the search for information. This search for information can be internal, where consumers draw on their personal experiences, or external, where they seek information from outside sources such as media, friends, or online reviews. This process involves complex information processing, where consumers evaluate various product alternatives based on different criteria. Psychological factors such as motivation, perception, and attitudes are crucial in shaping preferences that ultimately influence purchase decisions (Bruner & Pomazal, 1988).

After evaluating alternatives, consumers will decide whether to purchase or not. Social and cultural factors can also contribute to this decision, as group norms, social status, and cultural values can influence individual choices. Research shows that effective advertising and promotions can enhance brand awareness and impact consumers' final decisions. Furthermore, post-purchase experiences, such as satisfaction or dissatisfaction, will influence future purchase decisions, creating a continuous cycle in consumer behaviour. This indicates that a deep understanding of the purchase decision process is critical for companies to design effective marketing strategies (Baláková et al., 2023).

Brand Image

Brand image is a concept that encompasses all perceptions and associations that consumers have regarding a brand, formed through interactions with products, advertisements, and service experiences. The brand image comprises several elements: awareness, associations, and loyalty. A positive image can help companies differentiate their products in a competitive market and create loyalty among customers. A strong brand image enhances consumer trust and contributes to better purchase decisions. In today's digital era, brand image is increasingly influenced by social media and online reviews, where consumers can quickly and widely share their experiences (Ahmadian et al., 2023).

The relationship between brand image and consumer behaviour is quite complex. A positive image is often associated with high quality and value, which in turn increases consumers' desire to purchase the product. Conversely, a good brand image can help a company's reputation and reduce product appeal. A strong brand image can also emotionally influence consumer purchase decisions, where certain brands may become symbols of identity for

individuals. Therefore, companies must actively manage and build their brand image through consistent communication and positive customer experiences to achieve long-term success in the market (Mabkhot et al., 2017).

Product Quality

Product quality is one of the main factors influencing purchase decisions and customer satisfaction. Identifies various quality dimensions, including performance, features, reliability, and durability. In this context, quality is determined by technical specifications and the product's ability to meet consumer expectations and needs. Research shows high-quality products can enhance customer satisfaction and loyalty, driving repeat purchases and word-of-mouth recommendations. Therefore, companies need to invest in quality control and product innovation to ensure they can meet the standards expected by consumers (Muthmainnah et al., 2023).

Additionally, perceptions of product quality can be influenced by various factors, including brand, price, and promotions. Consumers often use price as an indicator of quality, especially when they have less information. In a competitive market, companies that can maintain high-quality standards and provide added value to customers will have a significant advantage. Furthermore, consumer feedback can be a valuable tool for companies to improve their products, as real customer experiences can provide valuable insights into areas that need enhancement. Overall, product quality is crucial in building consumer trust and loyalty (Grace et al., 2021).

Price

Price is one of the most critical factors in marketing strategy and can indicate consumers' perceived value of a product. Price reflects production costs and can influence quality perception and product appeal. In this context, appropriate pricing strategies can attract specific market segments and enhance competitiveness in an increasingly competitive market. Consumers often make purchase decisions based on price comparisons and may feel more satisfied when obtaining products at what they perceive as fair or competitive prices. Therefore, companies must consider internal and external factors when determining product prices (Tan & Le, 2023).

On the other hand, price can also significantly impact brand image. Premium pricing can enhance perceptions of exclusivity and brand quality, while lower prices can attract cost-sensitive consumers but may also diminish

quality perception. By understanding consumer behaviour and preferences, companies can develop pricing strategies that meet market needs and create value for customers. Thus, price is not just a number but a strategic element that influences all aspects of marketing and the relationship between brands and consumers (Tecoalu et al., 2021).

C. Research Methods

This study utilizes descriptive research methods with a quantitative approach. The Structural Equation Model (SEM) method with Partial Least Square (PLS), introduced by Herman Wold in 1985, is employed to analyse the data. This approach helps determine whether product quality and price influence brand image and purchasing decisions. The data gathered from questionnaires is processed using SmartPLS software version 3.2.9. This technique is versatile, applicable to all data scales, requires few assumptions, and does not need a large sample size. In this study, the sampling technique used is non-probability sampling-purposive sampling is used. Namely, a sampling technique is based on the researcher's considerations regarding which samples are most appropriate, helpful, and considered to represent a population. In this research, the sample used will refer to the provisions set by Cohen et al. (2007), where with a population of 120, a confidence level of 90% and an alpha of 0.10, a sample size of 83 respondents will be distributed. To Hypermart bakery employees in DKI Jakarta.

A variable is an instrument, nature, and attribute of a person or activity with certain variations determined by the researcher to be researched, processed and studied to conclude (Sugiyono, 2017). An independent or independent variable is a variable that is also called a stimulus, predictor, antecedent, or exogenous. In PLS-SEM, independent variables are also called exogenous variables. Exogenous variables influence or cause changes or the emergence of dependent or endogenous variables. The exogenous variables in this research are product quality (X1) and price (X2). A dependent or dependent variable is a variable that is influenced or results from the independent variable. In PLS-SEM, the dependent variable is also called an endogenous variable. The endogenous variable in this research is the purchasing decision (Y). This variable influences the relationship between exogenous variables and endogenous variables into an indirect relationship. The intervening variable in this research is a brand image (Z).

In this study, product quality and price serve as independent variables, while brand image has a function of intervening variable and purchase decision serves as dependent variable. Data collection for this research commences in April and will continue until June 2023. The data that has been collected is then processed using SEM with the SmartPLS program.

D. Result and Discussion

Table 1. Respondent Demographic

Respondent Demographic		Frequency	Ratio
Age	20-29 years old	35	42
	30-39 years old	28	34
	40-49 years old	20	24
Gender	Male	68	82
	Female	15	18
Total of Bakers in Hypermart DKI Jakarta	Daan Mogot	8	10
	Puri Indah	10	12
	Gajah Mada	6	7
	Thamrin City	8	10
	Pejaten Village	10	12
	Lippo Mall Kemang	10	12
	Cibubur Junction	10	12
	Semanggi	6	7
	Atrium Senen	7	8
	Cilandak Townsquare	8	10

Source: Processed research data (2023)

Table 1 presents the demographic profile of respondents for frozen pastry products in Jakarta, Indonesia, indicating that most respondents are aged 20-29 years (42%) and predominantly male (82%). Additionally, the data includes the total number of pastry makers across various Hypermart locations in DKI Jakarta, with Puri Indah and Lippo Mall Kemang having the highest representation at 12% each. In comparison, locations like Gajah Mada and Semanggi report lower percentages at 7%.

Table 2. Validity and Reliability Testing Result

	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability

	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
PQ (Product Quality)		0.598	0.833	0.881
PQ1	0.804			
PQ16	0.754			
PQ17	0.725			
PQ3	0.773			
PQ7	0.809			
P (Price)		0.651	0.911	0.929
P2	0.771			
P3	0.897			
P4	0.777			
P5	0.799			
P6	0.803			
P7	0.799			
P8	0.793			
BI (Brand Image)		0.702	0.858	0.904
BI1	0.831			
BI2	0.806			
BI5	0.844			
BI6	0.869			
PD (Purchase Decision)		0.615	0.843	0.888
PD1	0.815			
PD2	0.723			
PD3	0.843			
PD4	0.806			
PD8	0.727			

Source: SmartPLS (2023)

The convergent validity test was conducted, and all indicators showed values of ≥ 0.70, indicating that they were valid and met the required standards. The test was further validated by checking the Average Variance Extracted (AVE). According to Alfa et al. (2017), convergent validity is considered valid if the AVE value exceeds 0.5. In this study, the AVE for the Product Quality variable (X1) is 0.598; for the Price variable (X2), it is 0.651; for the Brand Image variable (Z), it is 0.702; and for the Purchase Decision variable, it is 0.615. All variables have AVE values greater than 0.5, confirming their validity.

Additionally, the Cronbach's Alpha values for all variables exceed 0.70, confirming reliability. A Cronbach's Alpha value above 0.70 indicates reliability, though values above 0.60 are still acceptable (Hair et al., 2014). The Composite Reliability values for all variables are also above 0.70, confirming reliability, as a value above 0.70 is required (Ab Hamid et al., 2017).
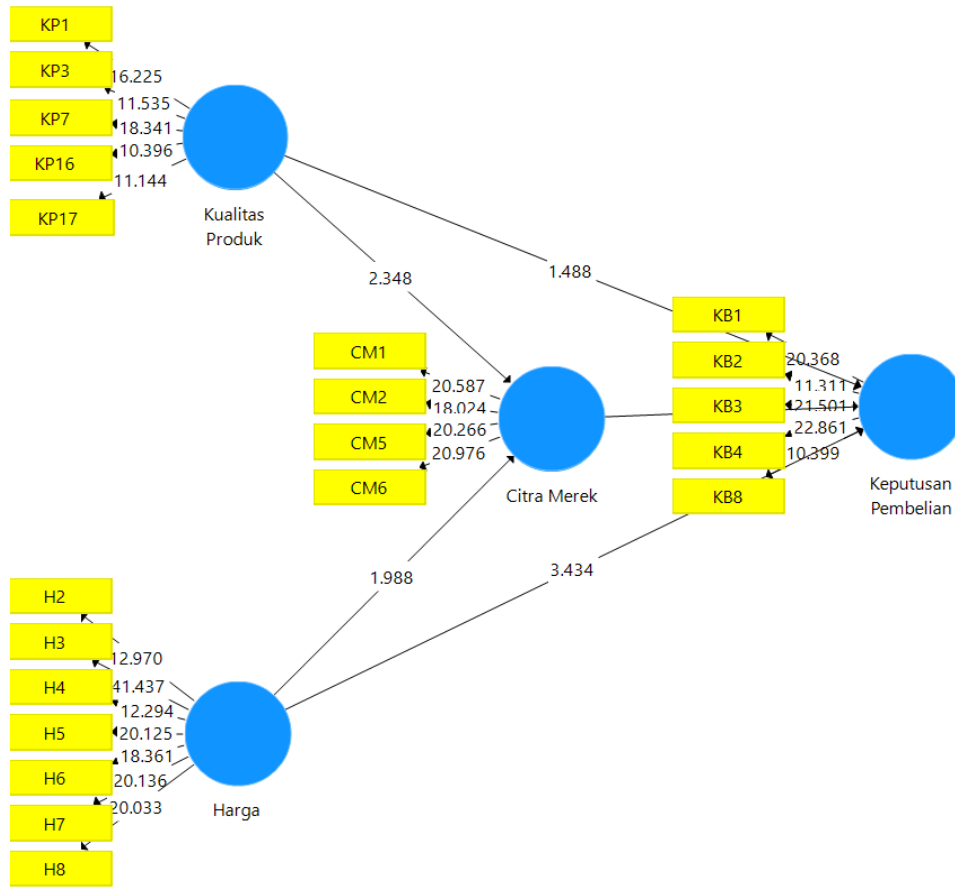

Figure 2. Bootstrapping Result from SmartPLS
Source: SmartPLS (2023)

Table 3. Hypothesis Testing Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Result

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Result
H1	Product Quality-> Brand Image	0.344	0.338	0.142	2.423	0.016	H1 Accepted
H2	Price-> Brand Image	0.28	0.294	0.142	1.975	0.049	H2 Accepted
H3	Product Quality-> Purchase Decision	0.193	0.187	0.135	2.20	0.044	H3 Accepted
H4	Price -> Purchase Decision	0.377	0.381	0.118	3.182	0.002	H4 Accepted
H5	Brand Image -> Purchase Decision	0.386	0.383	0.099	3.895	0.000	H5 Accepted
H6	Product Quality -> Brand Image -> Purchase Decision	0.133	0.128	0.064	2.068	0.039	H6 Accepted
H7	Price -> Brand Image -> Purchase Decision	0.108	0.114	0.066	1.641	0.101	H7 Rejected

Product quality positively influences the brand image of frozen pastries in Jakarta, Indonesia, because high-quality products meet consumer expectations, build trust, and encourage repeat purchases. Customers who perceive the pastries as fresh, tasty, and well-made are more likely to associate the brand with positive experiences. This, in turn, enhances brand loyalty and encourages word-of-mouth recommendations, which are crucial in a competitive market. Additionally, robust product quality can differentiate a brand from its competitors, further solidifying its reputation and attractiveness to potential customers. This is corroborated by research from Diputra and Yasa (2021), which shows that product quality positively and significantly impacts the brand image. Similarly, the study by Nikmah Rosidah (2023) also highlights the positive correlation between product quality and brand image.

Price positively influences the brand image for frozen pastries in Jakarta, Indonesia, because a fair and competitive price can create a strong perception of value in the eyes of consumers. When customers feel they are receiving a quality product at an appropriate price, they are more likely to associate the brand with a good reputation. Additionally, pricing that aligns with the quality and service offered can enhance consumer trust, strengthen loyalty, and encourage positive recommendations. In a crowded market, the correct pricing can also be a decisive factor that attracts consumer attention and differentiates the brand from its competitors. Research by Umbola et al. (2020) and Benhardy

et al. (2020) supports this, indicating that price positively affects the company's image, enhancing its overall perception. Therefore, price significantly influences customer satisfaction.

Product quality positively influences purchase decisions because high-quality products meet consumer expectations and provide greater satisfaction. When consumers are satisfied with their experience, they are more likely to make repeat purchases and recommend the product to others. Additionally, quality products can build trust and credibility for the brand, making consumers more confident in choosing those products in the future. In a competitive market, good quality becomes a key factor that can differentiate a product from its competitors, encouraging consumers to select it. This is further supported by Grace et al. (2021), who found a positive and significant relationship between product quality and purchase decisions. Additionally, research by Tussifah Navitsha (2021) indicates a significant link between product quality and purchasing decisions, with higher product quality leading to increased purchasing choices.

Price positively affects purchase decisions because it directly influences consumers' perceptions of value and affordability. Consumers are more likely to feel confident in their purchase choices when prices are reasonable or competitive. Additionally, a well-priced product can attract budget-conscious buyers, encouraging them to purchase. Competitive pricing can also create a sense of urgency, leading to quicker buying decisions. Furthermore, when consumers believe they are getting good value for their money, it enhances their overall satisfaction, leading to repeat purchases and positive word-of-mouth recommendations. This is also supported by research conducted by Tecoalu et al. (2021), which explains that price positively and significantly influences purchasing decisions. Research conducted by Septiano Sari (2021) also explains that price affects purchasing decisions. If the price increases by one unit, the purchasing decision will also increase by one unit.

Brand image positively affects purchase decisions because a solid and favourable brand image creates trust and credibility among consumers. Customers who perceive a brand as reputable and reliable are likelier to choose its products over competitors. A positive brand image also evokes emotional connections and loyalty, making consumers feel more comfortable and confident purchasing. Furthermore, a well-established brand image can serve as a shortcut for consumers, helping them quickly assess quality and value, often leading to faster buying decisions. Ultimately, a strong brand image enhances

consumer satisfaction and encourages repeat purchases. Research conducted by Nasri et al. (2023) also found results where brand image has a relevant and harmonious relationship to purchasing decisions. In addition, research conducted by Rizki Kussudyarsana (2023) states that there is an influence between brand image and purchasing decisions. Brand image is one of the factors that influence purchasing decisions. Therefore, a good brand image will make consumers more confident in the brand image, so many will choose the brand.

Product quality has a positive indirect effect on purchase decisions through brand image because high-quality products enhance the brand's overall perception. When consumers experience superior product quality, it fosters a positive association with the brand, reinforcing its image as reliable and trustworthy. This improved brand image then influences consumers' purchasing decisions, as they are more likely to choose a brand they perceive as offering quality products. A strong brand image can also amplify word-of-mouth recommendations, further driving purchase intentions. Thus, quality directly satisfies customers and elevates the brand's reputation, making it a crucial factor in shaping consumer choices. Research by Febrianti Hasan (2022) indicates that product quality significantly affects the brand image, significantly influencing purchasing decisions. Thus, brand image is a mediating factor between product quality and purchasing decisions, highlighting that product quality and brand image are critical in influencing consumer purchasing choices. Enhancing purchasing decisions is essential to improve product quality and brand image. However, in contrast, Nilowardono et al. (2024) identified a positive yet insignificant relationship between product quality, brand image, and purchasing decisions. They suggested that even if product quality is high, it does not automatically lead to a favourable brand image in the eyes of consumers, implying that brand image may not effectively mediate the relationship between product quality and purchasing decisions.

Price has no positive indirect effect on purchase decisions through brand image because focusing on price alone can lead consumers to prioritize affordability over brand perception. If consumers associate a brand primarily with low prices, it may create a perception of lower quality, undermining the brand image. Additionally, if the pricing strategy is inconsistent or does not reflect the quality of the product, it can confuse consumers and diminish their trust in the brand. Consequently, while price can influence purchase decisions directly, it does not necessarily enhance the brand image or indirectly promote

purchase decisions through a positive brand perception. Consumers may choose a brand based on price but may not feel loyal or positively perceive the brand itself. Research by Ryan et al. (2022) shows that price does not positively and significantly affect brand image. However, purchasing decisions are positively and significantly influenced directly by price and brand image. Thus, the price of a product does not contribute to shaping its brand image or influencing consumer purchasing decisions based on that brand image.

D. Conclusion

The conclusion of this study reveals that out of the seven hypotheses proposed, six were accepted: Product quality positively affects brand image; Price positively affects brand image; Product quality positively influences purchase decisions; Price has a direct positive effect on purchase decisions; Brand image positively impacts purchase decisions; and Product quality positively affects purchase decisions indirectly through brand image. The sole rejected hypothesis is that price does not have a positive indirect effect on purchase decisions via brand image. This rejection can be attributed to Bonpatis's low brand image, which is primarily sold to Horeca consumers. Consequently, the price can directly impact purchasing decisions as long as it remains competitive with rivals and meets the preferences of Hypermart customers.

The aesthetics of a product are closely tied to personal feelings and include characteristics such as beauty, elegance, and taste. Some respondents perceive Bonpatis Danish Pastry Sheet as needing premium quality. Additionally, the packaging could be more appealing and reflective of a premium product. There are also concerns that the product prices must meet Hypermart's expectations. To enhance the product's appeal, it is recommended that the Bonpatis R&D team develops a more refined Danish formula to produce items that appear premium. Improvements should also be made to the packaging, incorporating attractive colours, clear product distinctions, and materials that retain freshness. Higher product quality is likely to lead to increased purchasing decisions. Furthermore, hould consider offering promotional prices or free products to help offset Hypermart Bakery's operational costs and boost purchase volumes.

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