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The Brand Image Bridge: Connecting Product Quality, Price Perception, and Social Media to Consumer Purchase Decisions

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Abstract. The purpose of this study is to analyze the influence of Product Quality, Price Perception, and Social Media Marketing on Purchasing Decisions through Brand Image. The population in this study was the Pawon Teh Leni Consumers. With the Accidental Sampling technique, namely, consumers who met directly with researchers and obtained 200 respondents. The study was conducted at Pawon The Leni Catering in December 2024, and the data analysis method used SEM with the help of Smart PLS 3 software. The results of the study show that Social media marketing influences purchasing decisions both directly and indirectly. This is different from the results of product quality and price perception, which do not directly influence purchasing decisions, but indirectly influence them through Brand Image. Meanwhile, Brand Image influences purchasing decisions. The results of this study contribute to Catering owners that social media marketing used by entrepreneurs can influence the company's Brand Image and consumer decisions in making purchases.

Keywords. Product Quality, Price Perception, Social Media Marketing, Purchase Decision, Brand Image.

1. Introduction

The culinary industry in Indonesia is experiencing rapid growth along with the increasing public demand for practical and quality food. One subsector that continues to grow is the catering business, which not only provides daily consumption needs but also caters for various events such as weddings, meetings, and family gatherings. Catering can be a primary choice for a business because it can generate significant profits [1]. Amid increasingly fierce competition, catering businesses are required to continuously innovate in creating products and services that can meet consumer needs. One business that has successfully positioned itself in this market is Pawon Teh Leni, a catering business that offers a variety of Indonesian specialties with guaranteed quality.

In the catering business, several key factors influence consumer purchasing decisions. Product quality is a multidimensional driver of customer satisfaction; it also refers to various attributes or characteristics inherent in goods and services designed to meet customer needs and expectations [2]. Consumers tend to choose catering services that provide delicious food, guarantee cleanliness, and use quality ingredients. Brand image is the image consumers have of a product, which plays a significant role in a company's development [3]. Research [4] shows

that product quality influences brand image, and research [5] shows that product quality influences purchasing decisions. However, different results from research [6] indicate that product quality does not influence purchasing decisions.

In addition to product quality, price perception also plays an important role in influencing consumer purchasing decisions. Price perception according to [7] is a consumer's assessment of the offered price, whether the price offered is considered reasonable and acceptable compared to existing prices in the market. How consumers view a price, whether it is considered high, low, or fair. This has a significant influence on purchasing interest and the level of consumer satisfaction in making a purchase. Price perception is related to how price information is fully understood and provides deep meaning to consumers. In the catering industry, consumers often evaluate prices based on the value they receive. The influence of price perception on brand image based on research results [8] shows that price perception has a positive and significant effect on brand image and research results [9] has a positive and significant effect on purchasing decisions. Meanwhile, research results [10] show that price perception does not affect purchasing decisions.

In the digital era, social media marketing has become one of the most effective marketing tools for reaching consumers. Platforms such as Instagram, Facebook, TikTok, and WhatsApp have become the primary medium for Pawon Teh Leni to promote products, interact with customers, and build long-term relationships. According to [11] It is a form of marketing strategy, either directly or indirectly, that aims to increase awareness, recognition, recall, and action towards a brand, business, product, individual, or other objective by utilizing various tools available on social platforms such as blogging, microblogging, social networking, social tagging, and content sharing. Research results [12] show that social media marketing has a positive influence on brand image and research results [11] show that social media marketing influences purchasing decisions. Meanwhile, research results [13] show that social media marketing does not significantly influence purchasing decisions.

However, amidst increasingly fierce competition, Pawon Teh Leni faces challenges in maintaining its market position. Many competitors offer similar products at competitive prices and employ aggressive marketing strategies. Therefore, Pawon Teh Leni must understand the extent to which product quality, price perception, and social media marketing influence consumer purchasing decisions through brand image. With this understanding, the company can design more effective strategies to increase competitiveness and customer satisfaction. Based on the results of previous researchers, there are still differences in results between one researcher and another. Therefore, this study aims to analyze and reconfirm the results of previous studies.

2. Theoretical Study

2.1 Product Quality

Product quality is the overall features and characteristics of a product that impact the product's ability to meet or even exceed customer expectations [14]. Quality is the expected level of quality and the control of variability in achieving that quality to meet consumer needs, also including quality control strategies [15]. Good product quality can be measured by texture, appearance, and taste [16].

Brand image is how people think about a brand based on its traits and general personality [17]. Brand image refers to the image or perception of consumers towards a brand. A strong and positive brand image can influence consumer purchasing decisions because consumers tend to choose brands they trust and that have an image that aligns with their values or preferences.

High-quality products tend to create positive experiences for consumers, which ultimately strengthens the brand image. Based on the results of research conducted by [18] stated that product quality has a positive and significant effect on brand image.

A series of mental and emotional processes leads to a buying choice [19]. Purchasing decisions are the process by which consumers choose to purchase a product or service based on various considerations, and product quality is the primary consideration. This is supported by previous research that states that product quality influences purchasing decisions [20]. The hypothesis proposed in this study is:

H1: Product quality has a positive effect on brand image

H2: Product quality influences purchasing decisions

2.2 Price Perception

Price perception is how information is received by all consumers and provides usefulness to them [21]. Price perception is related to how consumers understand price information and how it gives them deeper meaning [22]. It can be concluded that price perception is how consumers assess the price of a product, whether the price is considered expensive, affordable, or valuable according to the quality offered. Price perception can be measured by factors, including: affordability, price according to quality, competitive price, and price according to benefits [23].

Brand image can be perceived as either positive or negative, contingent upon an individual's interpretation of the brand [24]. Price perception is a consumer's view of the price set by the seller, where a positive perception can enhance the image of the product consumed. This is supported by previous research stating that price perception influences brand image [4], [25].

A purchasing decision is the process consumers go through in selecting and purchasing a product or service to meet their needs. A reasonable and competitive price, perceived as commensurate with the quality of the product offered, increases the likelihood of a purchase decision. Consumers often compare prices before making a purchase decision, so a price that is perceived as providing good value is crucial. Based on research conducted by [26] shows that price influences purchasing decisions. The hypothesis proposed in this study is as follows:

H:3 Price perception has a positive effect on brand image

H:4 Price perception influences purchasing decisions

2.3 Social Media Marketing

Social media marketing refers to internet marketing undertaken through social media platforms to engage with consumers [27]. Similar to this, Gunelius said that social media marketing is a strategy for promoting goods by creating a brand among customers using content on the business's social media accounts [28]. Social media marketing is also a technique that enhances business owners' knowledge of utilizing technological advancements for commercial objectives [29]. Four factors function as variables for effective social media marketing: Content Creation, Content Sharing, Connecting, and Community Building [28].

Brand image is established when consumers develop a strong bond with a brand that fosters a favorable opinion of the company [30]. Social media marketing plays a crucial role in shaping brand image, which is the image or perception consumers have of a brand. Social media marketing has a positive and significant influence on brand image [25].

The decision to purchase is influenced by the preference for a specific brand; however, two factors may intervene between the buyer's intention and the final purchase decision [31].

When consumers select one option from a variety of alternatives, they make a purchase. Purchasing decisions reflect how consumers choose, weigh, and ultimately decide whether to buy or not. Today's consumers tend to make decisions based on what they see, read, and feel on social media. Previous research shows that social media marketing influences purchasing decisions [25], [32], [33]. The hypothesis proposed in this study is:

H5: Social media marketing has a positive influence on brand image

H6: Social media marketing influences purchasing decisions

2.4 Brand Image

Brand Image is the collection of beliefs, ideas, and impressions that a person has about a brand. It represents how the public views the brand based on its features and overall personality [17]. Meanwhile, Aaker [34] states that brand image constitutes a collection of associations, typically structured in a coherent manner, that relates to the brand. It encapsulates customers' opinions and attitudes about a brand, shaped by marketing communications and individual encounters. Brand image can also be defined as a perception about a brand as reflected by the brand associations held in consumer memory. It includes brand traits, benefits, and attitudes. Brand image includes the consumer's views, beliefs, and sentiments about the brand due to brand interactions [35]. Brand image is developed by consumer perceptions, associations, and experiences. It plays a key role in brand differentiation and consumer loyalty. Brand image can be measured based on strength, favorability, and uniqueness [35]

Purchasing decisions are the process by which consumers choose to purchase a product or service based on various considerations, such as price, quality, and emotional factors influenced by brand image. A positive brand image can create a sense of trust and preference for the brand, which in turn can influence consumers' decisions to purchase the product or service offered. Previous research has shown that a strong brand image can increase consumer loyalty and increase the likelihood of consumers choosing products from that brand, even when other similar alternatives are available. Research results [18] show that brand image influences purchasing decisions.

H7: Brand image influences purchasing decisions

2.5 Buying decision

The purchase decision is the stage in the buyer decision process where the consumer buys the product. It occurs after evaluating available options and deciding which product or service best meets their needs [17]. The purchase decision involves selecting an action plan from two or more options. It is influenced by internal and external factors, including personal preferences and external stimuli such as advertising [36]. Another definition states that a purchase decision refers to the outcome of a series of mental and emotional processes that result in the choice to buy a particular product or service [19]. Purchasing decisions are measured based on need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior [31]. The purchase decision is the final act of the consumer consideration process. With a favorable price perception and a positive brand image, consumers will feel more confident that the catering product is the right and profitable choice. As a result, they are more motivated to make a purchase.

3. Method

This research uses a quantitative research method located at the Pawon Teh Leni catering, carried out from December 2024 to February 2025. The population of this study was

customers of Pawon Teh Leni catering. The sampling technique used was accidental sampling, namely, respondents who happened to meet the author. Data collection was conducted using a Google Form with a measurement scale using a Likert scale from 1 to 5: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree).

4. Research result

Table 1. Respondent's Profile

DEMOGRAPHICS	FREQUENCY	PERCENTAGE
GENDER		
Man	76	38%
Woman	124	62%
EDUCATION		
S3	1	1%
S2	6	3%
S1	71	36%
Vocational School/High School	100	50%
Junior High School/Islamic Junior High School	14	7%
Other	8	4%
AGE		
> 56	2	1%
46-55 Years	14	7%
36-45 Years	48	24%
26-35 Years	87	44%
17-25 Years	49	25%

Table 1 above shows that the majority of respondents, based on gender, were female (124 respondents (62%). Based on education, the majority of respondents were high school/vocational school graduates (100 respondents, 50%). Meanwhile, based on age, the majority of respondents were between 26 and 35 years old (87 respondents, 44%).

Table 2. Measurement Model

Variable	Indicator	Item	Loading Factor	Reliability	AVE
Product Quality	Texture	X1.1	0.903	0.947	0.817
	Appearance	X1.2	0.887		
	Flavor	X1.3	0.912		
Price Perception	[37]			0.936	0.879
	Affordability	X2.1	0.938		
	Price according to quality	X2.4	0.937		
	Competitive price				

	Price According to Benefits				
	[23]				
Social Media Marketing	Entertainment	X3.3	0.933	0.949	0.861
	Customization	X3.6	0.931		
	Interaction	X3.8	0.919		
	Ewom				
	Trendiness				
	[38]				
Brand Image	Strengthen	Z.1	0.954	0.947	0.855
	Favorable	Z.2	0.916		
	Uniqueness	Z.5	0.904		
	[35]				
Purchase Decision	Recognition of Needs	0.349	0.894	0.944	0.849
	Information Search	0.371	0.947		
	Alternative Evaluation	0.365	0.922		
	Buying decision				
	Post-Purchase Behavior				
	[31]				

Based on Table 2 above, Composite Reliability (CR) is used to assess the consistency between components by referring to the Cronbach's Alpha value in Smart PLS. Data with a CR value above 0.7 is considered acceptable. Based on Table 1 shows that CR values exceeding 0.7 indicate good consistency between constructs. These values include 0.947 for the product quality variable, 0.949 for the price perception variable, 0.949 for social media marketing, 0.947 for the brand image variable, and 0.944 for the purchase decision variable. Meanwhile, the AVE values for all variables include 0.817 for the product quality variable, 0.879 for the price perception variable, 0.861 for the social media marketing variable, 0.855 for the brand image variable, and 0.849 for the purchase decision variable, so from these results, it can be concluded that all meet the AVE standards.

Table 3. Discriminant Validity

	Brand Image	Price Perception	Product Quality	Purchase Decision	Social Media Marketing
Brand Image	0.925				
Price Perception	0.893	0.938			
Product Quality	0.898	0.893	0.904		
Purchase Decision	0.894	0.879	0.863	0.921	
Social Media Marketing	0.900	0.889	0.887	0.915	0.928

Discriminant validity is considered valid if each variable has a higher factor loading value on the measured latent construct compared to other latent constructs. This is an important requirement to ensure that discriminant validity is met. In addition, discriminant validity is also confirmed when the square root of the AVE of each variable is greater than the correlation between other constructs (Fornell & Larcker, 1981). Based on Table IV.3 above, the resulting values for each variable are product quality (0.925), price perception (0.938), social media marketing (0.904), brand image (0.921), and purchasing decisions (0.928). Therefore, the data in Table 3 show that discriminant validity has been met.

Table 4. Multicollinearity

VARIABLES	VIF
X1.1	3,367
X1.2	2,914
X1.3	3,447
X1.4	3,738
X2.1	2,354
X2.4	2,354
X3.3	3,461
X3.6	3,436
X3.8	3,110
Y.1	2,565
Y.5	4,329
Y.6	3,446
Z.1	4,887
Z.2	3,345
Z.5	2,901

A multicollinearity test was conducted to ensure there was no strong linear relationship between the independent variables in the research model. The resulting VIF value was below 5, thus concluding that there was no multicollinearity problem in this model. Therefore, the model used is reliable for further analysis.

Table 5. R-Square

	R Square	R Square Adjusted
Brand Image (Y1)	0.869	0.867
Purchase Decision (Y2)	0.869	0.867

The R Square value indicates how much the independent variable is able to explain the dependent variable in the model. Based on Table IV.5 shows the R Square and R Square Adjusted values for the brand image (Y1) and purchasing decision (Y2) variables. For brand image (Y1), the R Square value of 0.869 indicates that 86.9% of the variability in brand image can be explained by the independent variables in the model. Then for purchasing decisions (Y2), the R Square value of 0.869 also indicates that 86.9% of the variability in purchasing decisions can be explained by the independent variables in the model. Based on these results, it can be concluded that the model has a very good ability to explain the dependent variables of brand image and purchasing decisions, with a very significant contribution of independent variables

(86.9%). The small difference between R Square and R Square Adjusted indicates that this model is efficient and not overfitting.

Table 6. Prediction Accuracy Test

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Brand Image	600,000	160,580	0.732
Price Perception	400,000	400,000	
Product Quality	800,000	800,000	
Purchase Decision	600,000	163,159	0.728
Social Media Marketing	600,000	600,000	

Accuracy testing was performed using the Q² value. A model is considered to have high predictive accuracy if the Q² value is greater than 0, while a model with a Q² value less than 0 is categorized as having weak predictive accuracy. Based on Table IV.6, variables with a Q² value > 0 indicate that this model has a good level of predictive accuracy, with values ranging from 0.728 to 0.732.

Table 7. F Test

	Brand Image	Price Perception	Product Quality	Purchase Decision	Social Media Marketing
Brand Image				0.074	
Price Perception	0.096			0.037	
Product Quality	0.131			0.001	
Purchase Decision					
Social Media Marketing	0.164			0.259	

The F test is used to measure the contribution of each independent variable to the dependent variable in the structural model. The following are the results of the F test in this study, the social media marketing variable has a significant effect on brand image (0.164) and purchasing decisions (0.259), with a moderate effect category, the product quality variable has a small effect on brand image (0.131) but has almost no effect on purchasing decisions (0.001), the price perception variable has a small effect on brand image (0.096) and purchasing decisions (0.037), the brand image variable has a small effect on purchasing decisions (0.074). These results indicate that although some variables have a small effect, the contribution of variables such as social media marketing is more prominent in influencing brand image and purchasing decisions.

Table 8. Path Coefficient

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

Brand Image -> Purchase Decision	0.273	0.274	0.092	2,965	0.003	Accepted
Price Perception -> Brand Image	0.282	0.274	0.085	3,304	0.001	Accepted
Price Perception -> Purchase Decision	0.184	0.180	0.094	1,947	0.052	Not Accepted
Product Quality -> Brand Image	0.328	0.334	0.099	3,303	0.001	Accepted
Product Quality -> Purchase Decision	0.022	0.036	0.100	0.224	0.823	Not Accepted
Social Media Marketing -> Brand Image	0.359	0.358	0.110	3,251	0.001	Accepted
Social Media Marketing -> Purchase Decision	0.486	0.473	0.092	5,280	0,000	Accepted
Price Perception -> Brand Image-> Purchase Decision	0.077	0.074	0.034	2,290	0.022	Accepted
Product Quality -> Brand Image-> Purchase Decision	0.089	0.091	0.039	2,298	0.022	Accepted
Social Media Marketing -> Brand Image-> Purchase Decision	0.098	0.100	0.049	1,986	0.048	Accepted

Table 8 shows the results of the research hypothesis with the rule that the hypothesis is declared accepted if the value is $p < 0.05$ and the t-statistic value is > 1.96 . If the results in Table 7 show a value $p > 0.05$ and the t-statistic value is < 1.96 , it can be concluded that the hypothesis is rejected.

5. Discussion

Brand image influences consumer purchasing decisions. This suggests that a strong brand image can foster trust, which in turn influences purchasing decisions. A strong brand image helps customers differentiate Pawon Teh Leni products from other similar products. These differences can be seen in the advantages offered, the level of preference, and the uniqueness offered [35]. Maintaining a positive brand image through quality, reliability, and credibility helps increase consumer trust, which, in turn, leads to purchases [39].

On the other hand, brand image is influenced by the perception of the price of the product offered. A pricing that is viewed as suitable, fair, or representative of product quality will reinforce a positive brand image in consumers' thoughts, particularly for food products. When consumers believe that pricing reflects a product's value or exclusivity, they are more likely to regard the brand as premium, trustworthy, or high-value [40]. Price perception does

not affect purchasing decisions when customers prioritize criteria such as quality, brand, or recommendations from acquaintances. Consumers may pay more if the product meets their demands or adds value, making pricing less significant.

Product quality has a beneficial impact on brand image because high-quality products foster consumer happiness and trust, which in turn forms positive brand perception. When customers believe a product is consistent, durable, and meets expectations, they link it with excellence and credibility. A strong brand image arising from high product quality helps customers to be more confident in their purchasing decisions. Consumers choose brands with a demonstrated track record of delivering high-quality items because they are viewed as more trustworthy and valuable, which strengthens their purchasing intent and behavior [20]. However, this research shows different results from this research in that product quality does not influence purchasing decisions. Some consumers value low prices over quality, especially for fast-moving products like catering, or in spontaneous or impulsive purchases where product quality is not the major concern but rather an emotional impulse.

Social media marketing as a promotional tool can influence brand image. In this study, social media marketing influenced brand image and purchasing decisions. Social media marketing can boost brand image by enabling two-way communication, brand values, and compelling visuals. Relevant, interactive, and authentic content can boost brand perception, generate loyalty, and set a business apart [41].

6. Conclusion

The research results show that perceptions of product price and quality do not directly influence purchasing decisions, but rather, brand image influences both price and product quality. This contrasts with social media marketing, which influences purchasing decisions and brand image both directly and indirectly. This indicates that the business owner's social media marketing efforts are effective.

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