



The leverage of brand image and perceived quality towards purchasing decisions mediating role of consumer satisfaction

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ABSTRACT

The lifestyle has unique influence in the fashion. Indonesian fashion is continuously changing over the trends. There is an influx of fashion enterprises into Indonesia. Consumer purchases are one aspect of a business's success. Brand image, perceived quality, and customer satisfaction are just a few of the numerous variables that might have an impact on a purchase decision. The aim of this research is to determine how much brand image and perceived quality influences purchasing decisions through customer satisfaction. This study used a quantitative approach. Using purposive sampling, 150 samples total were employed in this investigation. Data analysis was used with the software Smart-PLS SEM. The study's found that purchase decisions are significantly influenced by brand image. Customer satisfaction is not much impacted by brand image. Decisions on what to buy are not much influenced by perceived quality. Customer happiness is significantly impacted by perceived quality. Decisions about what to buy are greatly influenced by customer happiness. Consumer happiness has no discernible impact on brand image in terms of purchasing decisions. The study recommends to increases customer happiness, perceived quality has a big impact on buying decisions.

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INTRODUCTION

Fashion is growing rapidly and always creates trends in clothing models, pants, shoes, and accessories because clothing is a promising business and clothing is one of the basic needs of society. Fashion has always been a public concern, especially for the audience. With the development of fashion today, more and more model innovations are emerging. Many people dress freely in style and combine various kinds of clothing models. Bandung has always been synonymous with the city of fashion. Bandung has been labeled Paris Van Java since the Dutch era. Bandung, the center of Indonesian fashion, is a sentence that describes a region full of art, creativity, and the present. As one of the regions in Indonesia that is known to have a history of

rapid industrial progress, especially in the field of fashion and style, fashion is one of the important sectors in the growth of industry and Indonesia's creative economy. The fashion or apparel industry in large and medium segments recorded the highest production growth among other sectors (Kementrian Perindustrian Republik Indonesia, 2022).

The most popular fashion brands in Indonesia are Adidas, H&M, Converse, and Uniqlo. Uniqlo is a Japanese company engaged in product planning, production, and distribution of casual clothing. All stages of the business are managed by the company, from design and production to retail sales. In 2022, in terms of revenue, Uniqlo's revenue decreased from previous years. In 2019, Uniqlo had revenues of \$11,991 million. In 2020, Uniqlo's revenue rose to \$12,878 million, and in 2021, it rose to \$13,071 million. However, in 2022, Uniqlo's revenue decreased to \$9,640 million (Brand Finance, 2022).

In the comparison of Uniqlo's revenue from 2019 to 2022, which is on the list, Uniqlo experienced a decline in sales in 2022. In 2019, Uniqlo earned USD 11,991 million in revenue. Compared to 2020, Uniqlo earned USD 12,878 million in revenue. In 2021, Uniqlo also earned USD 13,071 million in revenue. This shows Uniqlo continued to increase revenue from previous years. But in 2022, Uniqlo earned USD9,640 million in revenue. The purchase decision made by consumers is one of the success factors of a company because if the purchase is made by consumers and they are satisfied, they can become loyal customers of the product. Consumers who are satisfied with a product purchased will be very profitable for the company (Dwi Cahya et al., 2021).

One component of the success of a company is the purchases made by consumers. Before making a buying choice, consumers will decide whether to buy the product or not. The purchasing decision is a cognitive process that involves the analysis and identification of requirements and desires, the search for relevant information, the evaluation of various options for purchase, the consideration of alternative sources for making the purchase, and the examination of post-buy behavior (Sanjaya & Sukma, 2023). According to (Sadewa & Wahono, 2023), the purchase decision refers to the stage or process in which a consumer makes the determination to acquire a certain product or service. Purchasing decisions are choices made by consumers to acquire desired goods or services. According to (Zak & Hasprova, 2020) and (Mahmud et al., 2023), customers' purchase decisions are depending on how they perceive the product's brand and how consumers consider of it as an important an element of any product or service. If there is a high-quality product in the perspective of customers, then customers might take a purchase of the product. When the product is not in keeping with what customers demand, as a result it can generate disappointment for consumers, however when the product is in line with what customers are think or even exceeds expectations, it can cause satisfaction for consumers. Purchasing decisions is customer action that includes looking for, providing, utilizing, assessing, and spending money on goods and services that they believe will meet their requirements is known as purchasing behavior. Before making a purchase, a consumer must make a series of decisions, beginning with their willingness to satisfy a need (Dwi Santy & Andriani, 2023). The various elements that might impact shopping decisions, brand image, perceived quality, and consumer happiness can be factors that can affect purchasing decisions. According to (Rahma Izzati, 2019), if consumers sense good product quality (perceived quality), this can improve the company's reputation.

Consumer's perception of business or item is known as its brand image. Positive image will help the business since clients will unconsciously refer traffickers to it (Ritonga et al., 2022). According to (Astuti, 2023), customers' impression of a product brand is shaped by the knowledge they acquire from their interactions with it. This is known as brand image. Brand image is the representation of opinions that consumers have developed about the goods they have used. For example, building a strong brand image is one approach to introduce the product to potential clients. This will affect how customers select the goods from a range of rivaling well-known brands. (Tarmidi & Mulyani, 2023). According to (Aditi et al., 2023), a consumer's perception of a

brand is shaped by both its positive and negative aspects that they can still recall. This is known as brand image. The perception that customers have of a product's tangible aspects is known as its brand image. Brand image reflects how companies and consumers feel about certain items or product lines as well as the entire company. According to studies done by (Alhamra Salqaura et al., 2023), brand image affects consumers' decisions to buy. The findings indicated that using a product with a positive brand image can instill confidence, buying decisions can be influenced by the knowledge that a product has a better brand image than competing items. This matches the findings of research carried out by (Katerina et al., 2023) and (Clarissa & Bernarto, 2022). According to (Brangsinga & Sukawati, 2019), if a brand consistently offers high-quality goods or services, it can increase consumers' perceptions of quality.

Previous study has demonstrated that purchasing decisions are influenced by perceived quality. According to (Nanjaya & Wijaya, 2021), Perceived Quality is a thought that comes from consumers or purchases that are used by them to see whether the quality of these goods is in accordance with what they need or in accordance with their expectations. In terms of what consumers anticipate from a product, perceived quality is the customer's assessment of the overall excellence or quality of the product. (Larasati & Baehaqi, 2022). Customer perception of a good product or service functional features as well as its abstract and global characteristics, such its brand, is known as perceived quality. People's level of brand loyalty is significantly influenced by their perception of the brand's quality, as they believe that a higher-quality brand is essential to meeting their functional needs. (Torres et al., 2023). According to research conducted by (Bohdan Gumilang & Listyorini, 2022), the connection among both variables is positive directional, indicating customers were more excited in making a choice to buy for an item that they perceive to have a higher quality. This matches the findings of research carried out by (Prabowo et al., 2023) and (Solikhah & Amelia, 2023). According to (Chandrawati & Vidyanata, 2022), if a company focuses on the quality of its products, then it might generate a good perception of quality among consumers. By achieving consumer expectations for product quality, consumer satisfaction will be raised.

Consumer satisfaction has an influence on purchasing decisions; this has been proven through previous research. According to (Zaini, 2022), Customer Satisfaction is a condition in which customers are happy with their requirements and desires that are in line with their expectations and are met adequately. This means that the product or service they have purchased has met or even exceeded their expectations, whether in terms of quality, price, service, or any other aspect. According to (Widodo, 2021), Consumer satisfaction is a metric that companies use while designing new products. Many businesses are increasingly appreciating the importance of customer happiness in developing strategies to provide customer pleasure. Customer satisfaction is a measure of how happy customers are with the goods or services they have purchased. This idea could be viewed as a subjective assessment of happiness or disillusionment. Customers frequently assess a product's performance in comparison to their expectations. Customers' emotional attachment to online domains typically indicates how satisfied they are with those domains (Camilleri & Filieri, 2023). According to research by (Apriani, 2021), decisions to buy a product are favorably and considerably influenced by consumer contentment. Therefore, the more a client thinks through his decision to purchase the product, the higher the perceived level of consumer contentment. As previously stated by (Jimmy Yosol et al., 2021), asserts that customers who are pleased with a company's offerings are more likely to buy its products. This matches the findings of research carried out by (Hasibuan et al., 2022) and (Kumoro & Krisprimandoyo, 2023). Apriani (2021) and Jimmy Yosol et al. (2021) have undertaken research that leads to the conclusion that consumer happiness plays a major role in influencing their purchase decisions. Customers are more likely to purchase the product when they are satisfied.

Previous research is a benchmark for researchers in conducting research. This research focuses on how brand image and perception influence purchasing decisions through consumer

satisfaction. The results of this research can be a reference for companies to increase consumer satisfaction by improving their brand image and perceived product quality so that they can encourage purchasing decisions. Brand image, perceived quality and consumer satisfaction can be important factors in influencing purchasing decisions. In this case, consumer satisfaction can be considered as an intervening variable between brand image and perceived quality on purchasing decisions. The aim of this study was to assess how much influence brand image and perceived quality on purchasing decisions through consumer satisfaction. The phrasing of the problem in this study is: How much does brand image influence consumer satisfaction with Uniqlo products. How much does perceived Quality affect consumer satisfaction with Uniqlo products. How much does consumer satisfaction influence purchasing decisions on Uniqlo products. How much influence does brand image have on consumers purchasing decisions on Uniqlo products. How much influence does perceived quality have on consumers purchasing decisions on Uniqlo products. How much does brand image influence purchasing decisions on Uniqlo products through consumer satisfaction. How much influence does perceived quality have on purchasing decisions on Uniqlo products through consumer satisfaction.

The development of hypothesis in this study originates from the formulation of the problem. There are seven hypotheses in this research, here is the hypothesis in this study: H1: Brand image affects customer satisfaction on Uniqlo products. H2: Perceived quality affects consumer satisfaction on Uniqlo products. H3: Consumer satisfaction affects purchasing decisions on Uniqlo products. H4: Brand image influences purchasing decisions on Uniqlo products. H5: Perceived Quality influences purchasing decisions on Uniqlo products. H6: Brand image affects purchasing decisions through consumer satisfaction. H7: Perceived quality affects purchasing decisions through consumer satisfaction.

RESEARCH METHOD

This study used quantitative methodology. Sinambela (2022) defines quantitative research as a kind of study that processes data numerically to generate organised knowledge. Four variables are included in this study: corporate image, user image, product image, and brand image with dimensions. The characteristics of performance, conformity, dependability, features, durability, serviceability, and style and design all contribute to the perception of quality. Customer contentment regarding performance and expectation dimensions. The selection of a product, brand, dealer, timing of the purchase, and quantity of purchases are all factors in purchasing decisions. likert scale was employed in this investigation. Sugiyono (2022) indicates that the likert scale is used to measure the attitudes, beliefs, and perceptions of an individual or a group regarding social phenomena that have been clearly designated as research variables. The data was measured using a likert scale consisting of five points, ranging from strongly disagree to strongly agree. Quantitative data will be produced by the measurement when the measuring instrument is employed. The study's population consists of Bandung residents who are aware of or have purchased Uniqlo goods. There were 150 samples used in this investigation. Google Forms questionnaires were distributed to gather data (Hair et al., 2021).

Due to the uncertain exact number of populations, non-probability sampling was employed in this study. Non-probability sampling, as defined by Sugiyono (2022), is a sampling method that does not provide an equal opportunity for every member of the population to be selected as a sample.

As there is a 95% degree of confidence in this study, the level of accuracy (α) used in this investigation is 5%, resulting in a Z value of 1.96. Because of the study's time constraints and the consensus that an error rate of 10% is acceptable for social science research, the error rate was set at 10%, or 0.1 (Hair et al., 2021). In the meantime, there is a 0.5 chance that the questionnaire will be found to be accurate (approved) or inaccurate (rejected). Given the unknown population size in

this investigation, the sample size is determined using the Bernoulli formula. Based on the computations, a minimum of 96.04 samples was determined; nevertheless, a good sample size fall between 100 and 200, as per (Hair et al., 2021). The researchers used 150 samples.

RESULTS AND DISCUSSIONS

Participants who live in or are visiting Bandung and who know of or have purchased a product from Uniqlo fit the requirements to participate in this survey as respondents. There were 150 samples used in this investigation. Google Forms-based surveys were disseminated online using social media platforms like WhatsApp and Line in order to gather data. The gender, age, and occupation of the study participants were used to determine their characteristics. With 98 responders, or 65.4% of the total, many of the respondents were female, however there were 52 male respondents (34.7%). The age range of 21 to 25 years old constituted the majority of respondents (50.7%). Among the responders, 79 were students, making them the most popular occupation.

Outer Model

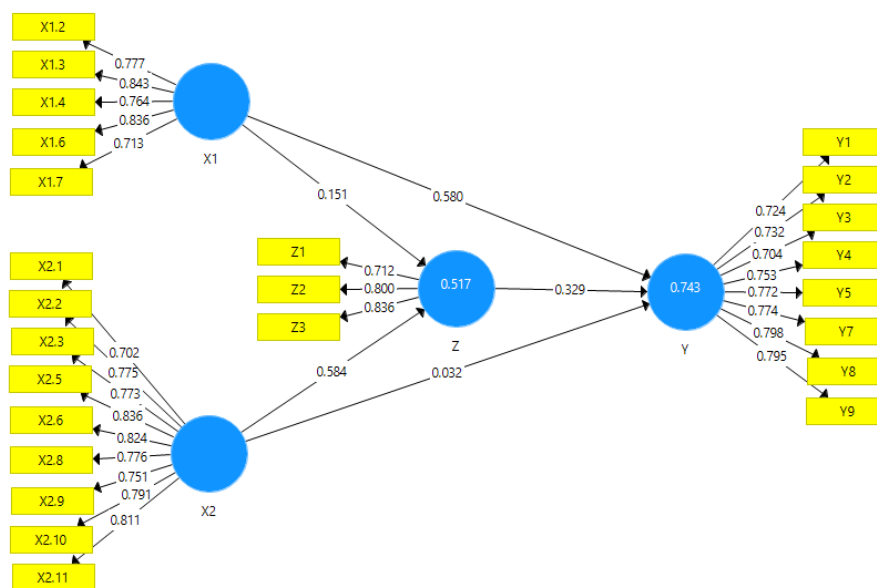


Figure 1 Outer Model Result
 Source: Researchers Processed Data (2023)

Based on Figure 3, the data processing findings indicate consumer satisfaction (Z) is influenced by brand image (X1) with a value of 0.151 and perceived quality (X2) with a value of 0.584. Purchasing decisions (Y) are also influenced by brand image (X1) with a value of 0.580, perceived quality (X2) with a value of 0.032, and consumer satisfaction (Z) with a value of 0.329.

According to (Hair et al., 2021), for a variable to be considered genuine, its outer loading value must exceed 0.7, but some indicators of variables X1, X2, and Y are removed because the results are below 0.7. Removed the X1 variable indicators are X1.1 and X1.5. Removed X2 variable indicators are X2.4 and X2.7. The indicator of the removed variable Y is Y6. This is intended to be considered valid and worthy of further investigation.

Construct Reliability and Validity

According to (Hair et al., 2021), achieving a composite reliability rating exceeding 0.7 and a cronbach's alpha value surpassing 0.6 indicates that the dependability standards are met. The Average Variance Extracted (AVE) quantifies the extent to which an indicator is correlated with

other indicators within the same construct. The AVE value must exceed 0.5 to meet the eligibility criteria.

Table 1 Cronbach's Alpha, Composite reliability, and AVE results

Variable	Cronbach's Alpha	Composite Reliability	AVE	Conclusion
X1	0.847	0.891	0.621	VALID
X2	0.920	0.934	0.613	VALID
Y	0.893	0.915	0.573	VALID
Z	0.686	0.827	0.615	VALID

Source: Researchers Processed Data (2023)

Based on the results of Table 1, all variables in this study have satisfied the reliability requirements, leading to the conclusion that they are reliable. The information provided is derived from the cronbach's alpha test, where the findings indicate values over 0.6, and the composite reliability results indicate values above 0.7. If the value of AVE is larger than 0.5, it can be inferred that all the variables in this study are dependable. (Hair et al., 2021).

Path Coefficients

This study is done through bootstrapping techniques (Hair et al., 2021). The data collected from the route coefficient is subsequently utilized to examine the hypothesis of direct influence. In proving the hypothesis, it needs to be done by comparing the values of T Value and P Value. Based on Hair et al. (2021), the hypothesis can be accepted or rejected using the following criteria: if the significance T Value is greater than 1.96 and the P Value is less than 0.05 at a significance level of 5% (α 5%), then the alternative hypothesis (H_a) is accepted and the null hypothesis (H_o) is rejected. Conversely, if the T Value is less than 1.96 and/or the P Value is greater than 0.05 at a significance level of 5% (α 5%), then the alternative hypothesis (H_a) is rejected and the null hypothesis (H_o) is accepted.

Table 2. Path Coefficient Results

Path	Original Sample	STDEV	T Value	P Value	Decision
X1 -> Y	0.579	0.101	5.685	0.000	Support
X1 -> Z	0.151	0.133	1.133	0.128	Not Supported
X2 -> Y	0.031	0.105	0.302	0.381	Not Supported
X2 -> Z	0.583	0.133	4.389	0.000	Support
Z -> Y	0.329	0.071	4.592	0.000	Support

Source: Researchers Processed Data (2023)

Based on Table 2, it can be seen the results of T Value and P Value that will be used in hypothesis testing. Here are the results:

- H1: Brand image influences purchasing decision.
The T-value is 5.685 and the P-value is 0.000. Given that the T Value is more than 1.96 and the P Value is less than 0.05, we can conclude that the alternative hypothesis (H1) is accepted. These findings indicate that the brand image (X1) has a substantial impact on purchasing decisions (Y).
- H2: Brand image influences consumer satisfaction.
The T value is 1.133 and the P value is 0.128. Given that the T Value is more than 1.96 and the P Value is greater than 0.05, we can conclude that H2 is rejected. This indicates that there is no statistically significant correlation between Brand Image (X1) and Consumer Satisfaction (Z).
- H3: Perceived quality influences purchasing decisions.
The T value is 0.302 and the P value is 0.381. Given that the T value is more than 1.96 and the P value is greater than 0.05, we can conclude that the null hypothesis H3 is rejected. This indicates that there is no statistically significant correlation between Perceived Quality (X2) and Consumer Satisfaction (Y).
- H4: Perceived quality influences consumer satisfaction.

The T value is 4.389 and the P value is 0.000. Given that the T Value is 1.96, which is greater than the significance level of 0.05, we accept the null hypothesis H4. This demonstrates that Perceived Quality (X2) exerts a substantial impact on Consumer Satisfaction (Z).

- e. H5: Consumer satisfaction influences purchasing decisions.

The T value is 4.592 and the P value is 0.000. Given that the T Value is more than 1.96 and the P Value is less than 0.05, we can conclude that H5 is accepted. Evidence indicates that Consumer Satisfaction (Z) exerts a substantial impact on Purchasing Decisions (Y).

Specific Indirect Effects

Indirect hypothesis testing aims to ascertain the presence of intermediary variables that influence the connection between the independent and dependent variables. Put simply, the researcher aims to determine whether the impact of the independent variable on the dependent variable is altered by the inclusion of other factors in the model.

Table 3. Specific Indirect Result

Path	Original Sample	STDEV	T Value	P Value	Decision
X1 -> Z -> Y	0.049	0.047	1.042	0.148	Not Supported
X2 -> Z -> Y	0.192	0.062	3.090	0.001	Support

Source: Researchers Processed Data (2023)

Table 3 demonstrates the feasibility of conducting hypothesis testing for indirect influence. Below is a supplementary elucidation on the examination of the theory pertaining to indirect influence:

- a. H6: Brand image influences purchasing decisions through customer satisfaction.

The T Value is 1.042 and the P Value is 0.148. Since the T Value is more than 1.96 and the P Value is greater than 0.05, we can conclude that H6 is rejected. This indicates that there is no statistically significant impact of brand image (X1) on purchasing decisions (Y) mediated by consumer satisfaction (Z).

- b. H7: Perceived quality influence on purchasing decisions through customer satisfaction.

The T Value is 3.090 and the P Value is 0.001. Given that the T Value is more than 1.96 and the P Value is less than 0.05, we can conclude that H7 is accepted. These findings indicate that the perceived quality (X2) strongly influences purchasing decisions (Y) by means of consumer satisfaction (Z).

R-Square

R-Square is a way of assessing how much an endogenous construct can be described by an exogenous construct. According to (Hair et al., 2021), the R-square criterion, the rules and practice guidelines, is 0.19 exogenous influence on weak endogens, 0.33 exogenous influence on medium endogens, and 0.67 exogenous influence on strong endogens. Here are the results of the R-square conducted by researchers:

Table 4. R - Square Result

Variable	R-Square	Decision
Y	0.743	Support
Z	0.517	Not Supported

Source: Researchers Processed Data (2023)

The coefficient of determination (R-square) for the buying decision (Y) is 0.743. This indicates that the variable Y exerts a significant impact, as evidenced by the R-Square value surpassing the predetermined criterion of 0.67. The coefficient of determination for consumer satisfaction (Z) is 0.517. This indicates that the variable Z exerts a moderate influence, as the R-Square value above the specified criterion of 0.33 but falls below 0.67 (Hair et al., 2021).

CONCLUSION

The study employed the SmartPLS application and collected responses from 150 participants through a developed questionnaire to assess the hypothesis. (Hair et al., 2021) assert that when utilizing criteria for hypothesis testing, hypotheses should be either accepted or rejected based on the significance level (T value > 1.96 or P value < 0.05). Applying these criteria, it is feasible to deduce the following inferences on the results obtained from the study's examination of the hypotheses: H1: The hypothesis that brand image has a considerable influence on purchase decisions is supported by the statistical analysis. This is evidenced by a T Value of 5.685 and a P Value of 0.000. H2: The T Value of 1.133 and the P Value of 0.128 suggest that there is no noticeable effect of brand image on consumer happiness. Therefore, H2 is rejected. The null hypothesis H3 is rejected due to the low T Value of 0.302 and the high P Value of 0.381. This suggests that there is no noticeable effect of perceived quality on purchase decisions. H4: The perceived quality has a substantial effect on customer satisfaction, this hypothesis is supported as evidenced by the T Value of 4.389 and the P Value of 0.000. H5: Consumer happiness has a considerable impact on purchase decisions. This hypothesis is supported by the T Value of 4.529 and the P Value of 0.000. H6: The influence of consumer satisfaction, as shown by brand image, on purchasing decisions cannot be observed, this hypothesis is refuted due to the T Value of 1.042 and the P Value of 0.148. The term "accepted" refers to something that has been agreed upon or approved. H7: Consumer happiness is influenced by perceived quality, which subsequently affects purchasing decisions. The study found that by the T Value of 3.090 and the P Value of 0.001 that significant. Therefore, the limitation of this research was unable to investigate directly to the Uniqlo store through an observation basis. The research suggested that future study could observe Uniqlo strategy using Indonesia culture perspective.

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