THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON PURCHASING DECISIONS: BRAND IMAGE AS MEDIATION

Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian: Mediasi Citra Merek

Christina Heti Tri Rahmawati[1])*, Stella Solagracia[2)]

[1,2)] Management, Faculty of Economics, Universitas Sanata Dharma

[1,2)] Jl. Affandi, Mrican, Caturtunggal, Maguwoharjo, Depok, Sleman, DIY 55281, Indonesia

Abstract

Consumer behavior is the activity of a person who participates directly in obtaining and using goods, including in making purchasing decisions and determining these activities. Purchasing decisions are the process of determining the choice to buy a product. Several factors that influence purchasing decisions include product quality, price, and brand image. The purpose of this research is to determine (1) the influence of product quality on purchasing decisions; (2) the influence of price on purchasing decisions; (3) the influence of product quality on purchasing decisions mediated by brand image; and (4) the influence of price on purchasing decisions mediated by brand image among consumers of Pantene Shampoo products in Yogyakarta. This research uses a population of all consumers of Pantene Shampoo products in Yogyakarta. This type of research is quantitative research using primary data in the form of questionnaires distributed to 96 respondents as research samples. This research uses data analysis techniques in the form of Structural Equation Modeling (SEM) with WarpPLS 6.0 software. The research results show (1) product quality has a positive effect on purchasing decisions; (2) price has no effect on purchasing decisions; (3) brand image partially mediates the influence of product quality on purchasing decisions; and (4) brand image does not mediate the influence of price on purchasing decisions among consumers of Pantene Shampoo products in Yogyakarta. The implications of the research results for companies can be used as a strategy to improve product quality and price, thereby forming a positive brand image and ultimately increasing purchasing decisions and company revenues.

Keywords: Product Quality; Price; Brand Image; Purchasing Decisions

Abstrak

Perilaku konsumen adalah aktivitas seseorang yang berperan serta secara langsung untuk memperoleh dan memakai barang termasuk salah satunya dalam pengambilan keputusan pembelian dan menentukan aktivitas tersebut. Keputusan pembelian merupakan proses menetapkan pilihan untuk membeli produk. Beberapa faktor yang mempengaruhi keputusan pembelian antara lain kualitas produk, harga, dan citra merek. Tujuan penelitian ini untuk mengetahui (1) pengaruh kualitas produk terhadap keputusan pembelian; (2) pengaruh harga terhadap keputusan pembelian; (3) pengaruh kualitas produk terhadap keputusan pembelian dengan dimediasi citra merek; dan (4) pengaruh harga terhadap keputusan pembelian dengan dimediasi citra merek pada konsumen produk Shampo Pantene di Yogyakarta. Penelitian ini menggunakan populasi semua konsumen produk Shampo Pantene di Yogyakarta. Jenis penelitian ini penelitian kuantitatif dengan menggunakan data primer berupa kuesioner yang dibagikan kepada 96 responden sebagai sampel penelitian. Penelitian ini menggunakan teknik analisis data berupa Structural Equation Modelling (SEM) dengan software WarpPLS 6.0. Hasil penelitian menunjukkan (1) kualitas produk berpengaruh positif terhadap keputusan pembelian; (2) harga tidak berpengaruh terhadap keputusan pembelian; (3) citra merek memediasi sebagian pengaruh kualitas produk terhadap keputusan pembelian; dan (4) citra merek tidak memediasi pengaruh harga terhadap keputusan pembelian pada konsumen produk Shampo Pantene di Yogyakarta. Implikasi hasil penelitian bagi perusahaan dapat digunakan sebagai strategi

---

*Author Correspondence:
E-mail: christina.heti@usd.ac.id

untuk meningkatkan kualitas produk dan harga, sehingga membentuk citra merek yang positif dan akhirnya meningkatkan keputusan pembelian serta pendapatan perusahaan.
Kata Kunci: *Kualitas Produk; Harga; Citra Merek; Keputusan Pembelian*

Introduction

Increasingly tight competition in this era of globalization has resulted in many companies competing to become leading companies by launching new innovations including marketing strategies in order to compete with other competitors. One approach that companies can apply to face various challenges and opportunities is an approach based on Resources Based View (RBV). This RBV approach has an impact on companies, where they can build sustainable competitive advantages through the use of heterogeneous resources (Bromiley & Rau, 2016). Companies that have valuable and rare competencies will gain a greater competitive advantage compared to their competitors. The industrial sector that is currently experiencing intense competition is the beauty industry, where more and more women want to look attractive and look natural so that it can increase women's self-confidence. The increasing development of beauty products means that companies must provide the best quality products to consumers, such as providing the best benefits compared to the price that consumers have to pay and providing the best product quality compared to their competitors.

The beauty industry has many other areas of care such as face, body, feet, and so on. Hair care for women is a very sensitive matter because hair is a crown that must be beautiful, clean, fragrant and neat in appearance. Apart from that, Indonesia has a tropical climate so many women have hair problems such as hair loss, dandruff, damaged hair due to coloring, and unhealthy hair. Therefore, hair problems are something that Indonesian women must pay attention to so that they have hair that is not dirty and problematic.

Hair problems can be overcome by using shampoo that suits each hair problem. This research chose the Pantene Shampoo product as a research study because the Pantene Shampoo product can still survive until now and ranks first in the Top Brand Shampoo in Indonesia in 2023 as shown in Figure 1. This reflects that Pantene Shampoo has brand strength and has appropriate product quality. with the benefits obtained and relatively affordable prices for consumers as the company's marketing strategy.
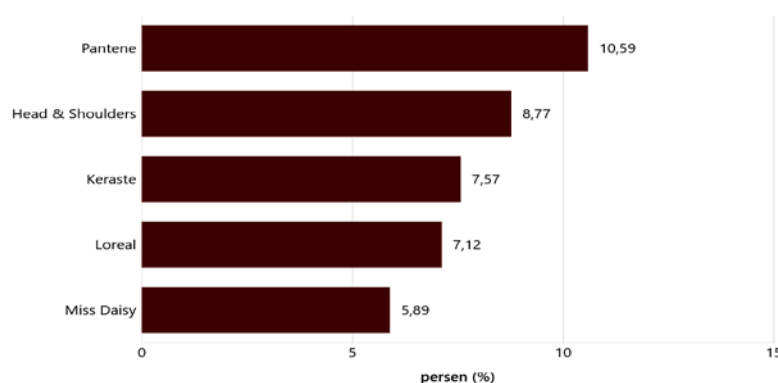

Figure 1. Top Brand Shampoo in Indonesia in 2023
Source: Muhamad (2023)

The basis of a company's marketing strategy is studying consumer behavior, including the consumer decision-making process. Companies that can understand consumer behavior will understand consumer behavior based on what their customers want and need (Cuong, 2022). Consumer behavior is an individual's activities involved in obtaining and using goods directly, including when making purchasing decisions and determining these activities (Ansary & Hashim, 2018). Purchasing decisions are the process of making choices to select, buy and use products so that they can satisfy consumer needs (Evgeniy, Lee & Roh, 2019). Purchasing decisions are influenced by several factors, including brand image, product quality and price (Chen et al., 2021; Graciola et al., 2020; Grimm & Wagner, 2021; Ramesh et al., 2018).

Brand image is a consumer's perception when carrying out purchasing activities which is reflected in consumer memory associations (Hien et al., 2020). The better the brand image, the better the reputation, value, characteristics and concept of a product (Cuong, 2022). Companies that can create a good brand image will always remember the product in the minds of consumers and will always use the product, which can ultimately increase the company's income.

Product quality is the total combination of characteristics of goods and services according to marketing, engineering, production and maintenance which makes the goods and services used have value so that they meet consumer expectations (Tanuwijaya et al., 2022). The better the product quality, the more interested consumers will be in buying and recommending it to others (Graciola, et al., 2020; Grimm & Wagner, 2021; Ramesh et al., 2018). This happens to Pantene Shampoo products, which continue to improve the quality of their products, which is reflected in the increasing sales of shampoo products and expanding their marketing to foreign countries. Product quality is very important and is considered by consumers when they are going to buy a product, consumers will definitely consider the product to be purchased, especially for products that can be used in the long term. Brand image in this study is a mediating variable, where a good brand image will make consumers confident about the product to be purchased which ultimately results in a purchasing decision influenced by the quality of the product. Therefore, the better the quality of the product, the better the brand image of the product will be and ultimately influence purchasing decisions and increase company revenue. This is in line with the research results of Graciola, et al. (2020); Grimm & Wagner (2021) show that brand image mediates the influence of product quality on purchasing decisions. In contrast, the results of previous research conducted by Cuong (2022); Quan, et al. (2020) show that brand image does not mediate the influence of product quality on purchasing decisions.

Price is an amount of money as a medium of exchange for consumers to obtain products or services (Putra & Rahmawati, 2022). The more affordable the price and the benefits that match the quality of the product, the more it will form a good brand image in the minds of consumers where consumers will look for the product and ultimately make purchasing decisions (Chen et al., 2021; Graciola et al., 2020; Grimm & Wagner, 2021). This also happens to Pantene Shampoo products, where consumers will recommend them to other people after using Pantene Shampoo products because of the product quality, price and positive brand image that sticks in consumers' minds. This is in line with the research results of Chen et al. (2021); Grimm & Wagner (2021) show that brand image mediates the influence of price on purchasing decisions. In contrast, the results of previous research conducted by Evgeniy, et al. (2019); Graciola et al. (2020) shows that brand image does not mediate the influence of price on purchasing decisions.

This study uses an approach based on the Resources Based View (RBV) theory, where companies can build sustainable competitive advantage through the use of heterogeneous resources.

The RBV theory is promising and provides insight into how important internal resources are in efforts to achieve sustainable competitive advantage (Bromiley & Rau, 2016). Companies that have valuable and rare competencies will gain a greater competitive advantage compared to their competitors. The difference between this study and previous studies (Chen et al., 2021; Graciola, et al, 2020; Grimm & Wagner, 2021) lies in the study of product quality and price on purchasing decisions with brand image as a mediator using research subjects on consumers of Pantene Shampoo products in Yogyakarta. The contribution of this study is expected to be a strategy to improve product quality and price, thereby forming a positive brand image and ultimately increasing purchasing decisions and company revenue.

Literature Review and Hypothesis Development

Resource Based View (RBV) Theory

In order for a company to win long-term business competition, it must have the right strategy, namely aligning its resources with the target market without ignoring environmental conditions. The company must also be able to provide added value to consumers and other related parties. The requirement for a company to be successful in this competition is to strive to achieve the goal of creating and retaining customers. One approach that can be applied by companies to face various challenges and opportunities is an approach based on the Resources Based View (RBV). With this RBV approach, companies can build sustainable competitive advantage through the use of heterogeneous resources (Bromiley & Rau, 2016). The resource-based view is promising and provides insight into how important internal resources are in efforts to achieve sustainable competitive advantage. Companies that have valuable and rare competencies will gain a greater competitive advantage compared to their competitors (Kull, Mena & Korschun, 2016). The RBV approach views organizations as a collection of assets and capabilities.

Purchasing Decision

A purchasing decision is a part of consumer behavior about how individuals, groups, and organizations choose, buy, and use and how goods, services, and ideas or experiences satisfy consumer needs (Dahiya & Gayatri, 2017). Factors that influence purchasing decisions include (1) cultural factors which are the basic determinants of a person's desires and as a basic form of a person in determining their desires; (2) social factors that influence purchasing decisions such as reference groups, family, social roles and statuses that influence purchasing behavior; and (3) personal factors where purchasing decisions are influenced by personal characteristics where it is very important for marketers to follow them carefully so that the products offered can be accepted by consumers (Tan, Ojo & Thurasamy, 2019). Indicators used in purchasing decisions include the purpose of buying a product, processing information to reach brand selection, and giving recommendations to others (Evgeniy, Lee & Roh, 2019).

Product Quality

Product quality is something that must be handled first by the manufacturer, because the quality of a product is a problem related to consumer satisfaction, and it is one of the targets of marketing activities in the company (Sebastianelli & Tamimi, 2002). Product quality is very important and is considered by consumers when they are going to buy a product, consumers will consider the product to be purchased, especially for products that can be used in the long term. Indicators used in product quality variables include performance, features, reliability, specifications, durability, serviceability, and aesthetics (Graciola, et al., 2020).

Price

Price is one of the elements of the marketing mix which is an income for the company, so it is often used as consideration for consumers in making purchases that cannot be ignored by the company (Hobday et al, 2016). The purpose of setting prices is (1) the ability to survive; (2) maximum current profit; (3) maximum market share; and (4) product quality leadership. Indicators used in the price variable include price affordability, price suitability, price suitability with benefits, and competitiveness (Chen et al., 2021).

Brand Image

Brand image is the extrinsic nature of a product or service, including the ways in which a company fulfills the psychological or social needs of customers (Parris & Guzmán, 2023). Brand image is very important to consider in a company, because it is a company asset that will produce a reputation, value, characteristics, and concept of a product. The factors that form brand image are as follows (1) quality and quality, namely related to the product of goods or services offered by the producer with a certain brand; (2) can be trusted or relied on, namely related to the agreement formed by the community about the product; (3) usefulness or benefits, namely related to the function of goods and services that can be utilized by consumers; (4) services related to producer activities in providing services to consumers; (5) risk, namely related to the magnitude of the consequences that may be experienced by consumers; (6) price, namely related to the high or low amount of money spent by consumers to influence a long-term product; and (7) the image owned by the brand, namely in the form of views, agreements, and information related to the brand (Plumeyer, Kottemann & Böger, 2019). Indicators used in brand image variables include strength, memorability, and uniqueness (Grimm & Wagner, 2021).

The Influence of Product Quality on Purchasing Decisions

Product quality is an important thing that consumers pay attention to when purchasing a product. Consumers will consider the product they want to buy, especially for products that can be used in the long term. Product quality is the total combination of characteristics of goods and services according to marketing, engineering, production and maintenance which makes the goods and services used have value so that they meet consumer expectations (Tanuwijaya et al., 2022). The better the quality of the product, the more interested consumers will be in buying and recommending it to others. This is in line with the results of previous research conducted by Graciola, et al. (2020); Grimm & Wagner (2021) show that product quality has a positive effect on purchasing decisions. Based on the explanation above, the hypothesis that can be developed is as follows:

Ha1 (a): Product quality has a positive effect on purchasing decisions for consumers of Pantene Shampoo products in Yogyakarta

The Influence of Price on Purchasing Decisions

A company must set prices for the products or services it produces, because setting prices is one of the keys to a company's success in marketing products or services. Price is an amount of money as a medium of exchange for consumers to obtain products or services (Putra & Rahmawati, 2022). The more affordable the price and the benefits that match the quality of the product, the more popular and sought after the product will be by consumers, resulting in higher purchasing decisions

for a product. This is in line with the results of previous research conducted by Chen et al. (2021); Grimm & Wagner (2021) show that price has a positive effect on purchasing decisions. Based on the explanation above, the hypothesis that can be developed is as follows:

Ha2 (b): Price has a positive effect on purchasing decisions for consumers of Pantene Shampoo products in Yogyakarta

The Influence of Product Quality on Purchasing Decisions: Mediating Brand Image

Brand image reflects consumers' feelings, perceptions and beliefs towards a particular brand and usually consumers always remember a brand in their minds (Bashir et al., 2020). Brand image plays a role in influencing purchasing decisions, where the better the product quality will form a good brand image for the product and ultimately influence purchasing decisions and increase company income. This is in line with the research results of Graciola, et al. (2020); Grimm & Wagner (2021) show that brand image mediates the influence of product quality on purchasing decisions. Based on the explanation above, the hypothesis that can be developed is as follows:

H3 (c-e): Brand image mediates the influence of product quality on purchasing decisions for consumers of Pantene Shampoo products in Yogyakarta

The Effect of Price on Purchasing Decisions: Mediating Brand Image

Price is one element of the marketing mix which is used as income for the company and a consideration for consumers making purchases that the company cannot ignore (Majeed et al., 2022). The more affordable the price and the benefits that match the quality of the product, the more it will form a good brand image in the minds of consumers where consumers will look for the product and ultimately make purchasing decisions (Chen et al., 2021; Graciola et al., 2020; Grimm & Wagner, 2021). This is in line with the research results of Chen et al. (2021); Grimm & Wagner (2021) show that brand image mediates the influence of price on purchasing decisions. Based on the explanation above, the hypothesis that can be developed is as follows:

Ha4 (d-e): Brand image mediates the influence of price on purchasing decisions for consumers of Pantene Shampoo products in Yogyakarta

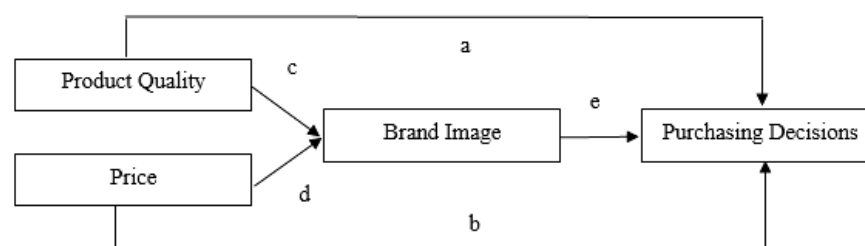Based on the explanation above, a research conceptual framework can be formed as shown in Figure 2.

Figure 2. Research Conceptual Framework
Source: Graciola, et al. (2020); Chen et al. (2021); Grimm & Wagner (2021)

Research Methods

This type of research is quantitative research with a survey method. The population used in this research were all consumers of Pantene Shampoo products in Yogyakarta. The sample for this research was 96 consumers of Pantene Shampoo products in Yogyakarta, where the sampling

technique was purposive sampling including women and men in Yogyakarta with an age range of 17-40 years and had purchased and used Pantene Shampoo products at least twice. Primary data in the form of an online questionnaire via Google Form was used as a research data collection technique, where the online questionnaire was distributed to respondents from February 10, 2023 to April 25, 2023. This research uses independent variables in the form of product quality and price. Indicators used in product quality variables include performance, features, reliability, specifications, durability, serviceability and aesthetics (Graciola, et al., 2020). Indicators used in price variables include price affordability, price suitability, price suitability with benefits, and competitiveness (Chen et al., 2021). The dependent variable is a purchasing decision with indicators used including the purpose of purchasing a product, processing information to arrive at brand selection, and providing recommendations to other people (Evgeniy, Lee & Roh, 2019). The mediating variable is brand image with indicators used including strength, memorableness and uniqueness (Grimm & Wagner, 2021). This research uses data analysis techniques in the form of Structural Equation Modeling (SEM) with WarpPLS 6.0 software.

Results and Discussion

Description of Respondent Characteristics

Respondent characteristics are used as a means of providing a general description of respondents who are research subjects using calculations in the form of descriptive statistics. The characteristic groups of respondents in this study include gender, age, type of work, and monthly income or pocket money for consumers of Pantene Shampoo products in Yogyakarta. Based on gender, the characteristics of respondents showed that 39 respondents were male (40.6%) and 57 respondents (59.4%) were female. This shows the dominance of female consumers of Pantene Shampoo products, because women are very sensitive to hair care where hair is the crown that must be beautiful and neat in appearance. Based on age, the characteristics of respondents showed that there were 82 respondents (85.42%) aged <25 years, 7 respondents (7.29%) aged 26-40 years, and 7 respondents (7.29%) aged >40 years. This shows the dominance of consumers of Pantene Shampoo products aged <25 years, because this age includes generation Z who pay attention to appearance, especially hair care, so that they can increase their self-confidence. Based on type of work, the characteristics of respondents showed that there were 75 respondents (78.1%) as students, 8 respondents (8.3%) as private employees, 2 respondents (2.1%) as civil servants, 7 respondents (7.3%) as self-employed, and 4 respondents (4.17%) as housewives. This shows that the dominant consumers of Pantene Shampoo products are generation Z who work as students. Based on income or pocket money per month, the characteristics of respondents show that there are 41 respondents (42.7%) who have income or pocket money <IDR1,000,000.00/month, 32 respondents (33.3%) have income or pocket money of IDR1,000,000.00 – IDR2,000,000.00/month, and 23 respondents (24%) had income or pocket money >IDR2,000,000.00/month. This shows that the dominant consumers of Pantene Shampoo products are generation Z who have income or pocket money <IDR1,000,000.00/month so they buy hair care products at affordable prices commensurate with the quality of the products.

Instrument Testing

Instrument testing is a tool for testing the data that has been collected in the questionnaire using validity and reliability tests. The validity test shows how well the results obtained from using a measurement are in accordance with the theories used to define a research indicator. According to Hair et al. (2017: 128), construct validity tests include (1) convergent validity tests as shown in Table 1 using a reflective indicator approach where assessment is based on the relationship between

component scores compared to construct scores (correlation value >0.70 and Average Variance Extracted (AVE) >0.50 indicates high reflective measure) and (2) discriminant validity tests as shown in Table 2 are used to determine the concept of each latent approach is not the same compared to other variables. Meanwhile, the reliability test shows the level of consistency and stability of measuring tools in the form of research instruments to measure research indicators as shown in Table 3. According to Hair et al. (2017: 129), reliability tests include Cronbach Alpha and Composite Reliability where the value is >0.60.

Table 1. AVE Value

No	Variable	AVE	Information
1	Product Quality (PQ)	0.663	Valid
2	Price	0.665	Valid
3	Purchasing Decisions (PD)	0.606	Valid
4	Brand Image (BI)	0.606	Valid

Source: Data completed with WarpPLS 6.0 (2023)

Table 2. AVE Root Value and Latent Variable Correlation

	PQ	P	PD	BI
PQ	**(0.814)**	-0.111	0.206	0.011
P	-0.111	**(0.815)**	0.099	0.640
PD	0.206	0.099	**(0.779)**	0.086
BI	0.011	0.640	0.086	**(0.779)**

Source: Data completed with WarpPLS 6.0 (2023)

Table 3. Cronbach's Alpha and Composite Reliability

No	Variable	Cronbach's Alpha	Composite Reliability	Information
1	Product Quality (PQ)	0.949	0.956	Reliabel
2	Price	0.874	0.908	Reliabel
3	Purchasing Decisions (PD)	0.674	0.822	Reliabel
4	Brand Image (BI)	0.675	0.822	Reliabel

Source: Data completed with WarpPLS 6.0 (2023)

The R square value is used to measure the level of variation in changes in the independent variable towards the dependent variable (Hair et al., 2017: 132). Based on Table 4, it is known that the R square value of the purchasing decision variable is 0.113, meaning that the purchasing decision variable can be explained by the product quality and price variables by 11.3%, while the rest is explained by other variables outside this research model. The R square value of the brand image variable is 0.442, meaning that the brand image variable can be explained by the product quality and price variables at 44.2%, while the rest is explained by other variables outside this research model.

Hypothesis Test

Table 4 shows the hypothesis testing carried out by looking at the estimated results of the path coefficient and p-value. Next, Figure 3 shows the influence between variables in this study based on the estimated path coefficient and p-value significance level.
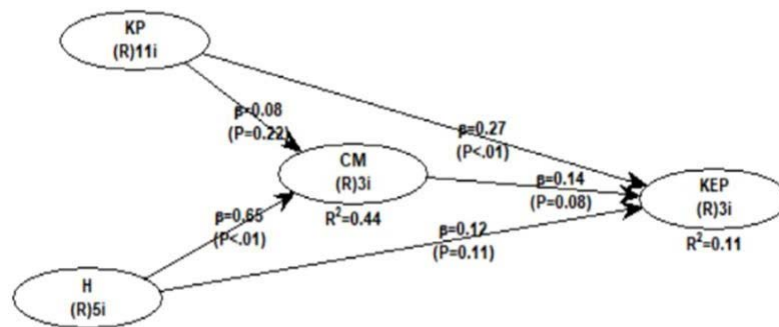

Figure 3. Testing Research Models with the WarpPLS 6.0 Application
Source: Data completed with WarpPLS 6.0 (2023)

Table 4. AVE Value

Hypothesis	Path Coefficient	P-Value	Information
Product Quality → Purchasing Decisions	0.271	0.030	Accepted
Price → Purchasing Decisions	0.124	0.106	Rejected
Product Quality → Brand Image → Purchasing Decisions	0.372	0.002	Accepted
Price→ Brand Image → Purchasing Decisions	0.250	0.165	Rejected

Source: Data completed with WarpPLS 6.0 (2023)

The Influence of Product Quality on Purchasing Decisions

Based on Table 4, the first hypothesis of this research is accepted, namely that product quality has a positive effect on purchasing decisions for consumers of Pantene Shampoo products in Yogyakarta. This shows that the better the quality of Pantene Shampoo products, the more interested consumers will be in buying Pantene Shampoo products and recommending them to others. Therefore, Pantene Shampoo products continue to improve the quality of their products, which is reflected in the increasing sales of shampoo products and expanding their marketing to foreign countries. Apart from that, the quality of Pantene Shampoo products has variants that suit consumers' hair problems, for example Pantene launched a product to treat hair loss with Pro-Vitamin content so that consumers see the quality of the products offered by Pantene Shampoo and ultimately decide to purchase the product. This research provides results that are in accordance with the results of previous research conducted by Graciola, et al. (2020); Grimm & Wagner (2021) show that product quality has a positive effect on purchasing decisions.

The Influence of Price on Purchasing Decisions

Based on Table 4, the second hypothesis of this research is rejected where price has no effect on purchasing decisions for consumers of Pantene Shampoo products in Yogyakarta. This shows that price is not the main factor that is directly taken into consideration when making purchasing decisions, because consumers prioritize product quality over the price of Pantene

Shampoo products. This research provides results that are in accordance with the results of previous research conducted by Sun, Zhao & Ling (2020); Victor, et al. (2018) shows that price has no effect on purchasing decisions. However, the results of this study are not in line with the results of previous research conducted by Chen et al. (2021); Grimm & Wagner (2021) show that price has a positive effect on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions: Mediating Brand Image

Based on Table 4, the third hypothesis of this research is accepted, where brand image partially mediates the influence of product quality on purchasing decisions for consumers of Pantene Shampoo products in Yogyakarta. This shows that product quality has a direct or indirect influence on purchasing decisions mediated by brand image among consumers of Pantene Shampoo products in Yogyakarta. Therefore, the higher the quality of the product, the more purchasing decisions will create for consumers both directly and indirectly through the role of brand image as a mediation. The quality of the Pantene Shampoo product is very good, so it will create a very good brand image for the Pantene Shampoo product too. The better the quality of the product, the more interested and confident consumers will be in making a decision to purchase Pantene Shampoo products. This research provides results that are in accordance with the results of previous research conducted by Graciola, et al. (2020); Grimm & Wagner (2021) show that brand image partially mediates the influence of product quality on purchasing decisions.

The Effect of Price on Purchasing Decisions: Mediating Brand Image

Based on Table 4, the fourth hypothesis of this research is rejected where brand image does not mediate the influence of price on purchasing decisions for consumers of Pantene Shampoo products in Yogyakarta. This shows that price has a positive influence on purchasing decisions without using brand image as mediation. Therefore, Pantene Shampoo products need to improve and enhance the brand image of Pantene Shampoo products so that consumers do not easily switch to other similar brands. The better the brand image that sticks in consumers' minds and the price is very affordable, the more confident consumers will be in making purchasing decisions about Pantene Shampoo products. This research provides results that are in accordance with the results of previous research conducted by Lopes et al. (2020); Tan et al. (2022) shows that brand image does not mediate the influence of price on purchasing decisions. However, the results of this study are not in line with the results of previous research conducted by Chen et al. (2021); Grimm & Wagner (2021) show that brand image mediates the influence of price on purchasing decisions.

Conclusion

Conclusions obtained based on the results of this research include (1) product quality has a positive effect on purchasing decisions; (2) price has no effect on purchasing decisions; (3) brand image partially mediates the influence of product quality on purchasing decisions; and (4) brand image does not mediate the influence of price on purchasing decisions among consumers of Pantene Shampoo products in Yogyakarta. Suggestions that can be given, especially to the Pantene Shampoo company regarding product quality, are that the Pantene Shampoo company should come up with new innovations in its ingredients, for example providing a combination formulation with more sophisticated technology so that the product can provide rapid changes in overcoming hair problems. Apart from that, advice that can be given to the Pantene Shampoo company regarding price is to pay attention to pricing strategies that are more varied but still in line with consumer targets and product quality, so that there is a comparison of prices with similar products so that there is no too big price difference. Furthermore, advice that can be given to the Pantene Shampoo

company regarding brand image is that the company continues to increase the benefits of the product, for example the Pantene Shampoo product in each variant contains good ingredients in the form of Pro-Vitamins, so this can become a good brand image and stick in the minds of consumers. Meanwhile, for future researchers, suggestions that can be given are that further researchers can develop this research, such as adding other variables outside this research, for example related to service quality and online advertising. The results of this research provide implications for companies to be able to use marketing strategies to improve product quality and price, so that they will form a positive brand image in the minds of consumers and ultimately increase purchasing decisions and company revenues.

References

Ansary, A., & Hashim, N. M. H. N. (2018). Brand Image and Equity: The Mediating Role of Brand Equity Drivers and Moderating Effects of Product Type and Word of Mouth. *Review of Managerial Science*, *12*(6941), 969–1002. https://doi.org/10.1007/s11846-017-0235-2

Bashir, S., Khwaja, M. G., Rashid, Y., Turi, J. A., & Waheed, T. (2020). Green Brand Benefits and Brand Outcomes: The Mediating Role of Green Brand Image. *Sage Open*, *10*(3), 25-32. https://doi.org/10.1177/2158244020953156

Bromiley, P., & Rau, D. (2016). Operations Management and The Resource Based View: Another View. *Journal of Operations Management*, *41*(1), 95-106. https://doi.org/10.1016/j.jom.2015.11.003

Chen, L., Halepoto, H., Liu, C., Kumari, N., Yan, X., Du, Q., & Memon, H. (2021). Relationship Analysis among Apparel Brand Image, Self-Congruity, and Consumers' Purchase Intention. *Sustainability*, *13*, 12770. https://doi.org/10.3390/su132212770

Cuong, D.T. (2022). The Relationship between Product Quality, Brand Image, Purchase Decision, and Repurchase Intention. *Proceedings of International Conference on Emerging Technologies and Intelligent Systems*, *299*(1333), 533-545. https://doi.org/10.1007/978-3-030-82616-1_44

Dahiya, R., & Gayatri. (2017). A Research Paper on Digital Marketing Communication and Consumer Buying Decision Process: An Empirical Study in the Indian Passenger Car Market. *Journal of Global Marketing*, *31*(2), 73–95. https://doi.org/10.1080/08911762.2017.1365991

Evgeniy, Y., Lee, K., & Roh, T. (2019). The Effect of eWOM on Purchase Intention for Korean-brand Cars in Russia: The Mediating Role of Brand Image and Perceived Quality. *Journal of Korea Trade*, *23*(5), 102-117. https://ssrn.com/abstract=3492157

Graciola, A. P., Toni, D. D., Milan, G. S., & Eberle, L. (2020). Mediated-Moderated Effects: High and Low Store Image, Brand Awareness, Perceived Value from Mini and Supermarkets Retail Stores. *Journal of Retailing and Consumer Services*, *55*(102117), 30-42. https://doi.org/10.1016/j.jretconser.2020.102117

Grimm, M. S., & Wagner, R. (2021). Intra-Brand Image Confusion: Effects of Assortment Width on Brand Image Perception. *Journal of Brand Management*, *28*, 446–463. https://doi.org/10.1057/s41262-020-00225-3

Hair, J., Hult, T., Ringle C. M., & Sarstedt, M. (2017). *A primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. USA: Library of Congress Cataloging-in-Publication Data.

Hien, N., Phuong, N., Tran, T., & Thang, L. (2020). The Effect of Country-of-Origin Image on Purchase Intention: The Mediating Role of Brand Image and Brand Evaluation. *Management Science Letters* , *10*(6), 1205-1212. https://doi.org/10.5267/j.msl.2019.11.038

Hobday, M., Gordon, E., Lensvelt, E., Meuleners, L., Liang, W., & Chikritzhs, T. (2016). The Effect of Price Increases on Predicted Alcohol Purchasing Decisions and Choice to

Substitute. *Addiction Research & Theory*, *24*(6), 441–449. https://doi.org/10.3109/16066359.2016.1155563

Kull, A. J., Mena, J. A., & Korschun, D. (2016). A Resource Based View of Stakeholder Marketing. *Journal of Business Research*, *69*(12), 5553-5560. https://doi.org/10.1016/j.jbusres.2016.03.063

Lopes, E. L, Yunes, L. Z., Freire, O. B. L., Herrero, E., & Pinochet, L. H. C. (2020). The Role of Ethical Problems Related to A Brand in The Purchasing Decision Process: An Analysis of The Moderating Effect of Complexity of Purchase and Mediation of Perceived Social Risk. *Journal of Retailing and Consumer Services*, *53*(101970), 25-38. https://doi.org/10.1016/j.jretconser.2019.101970

Majeed, M. U., Aslam, S., Murtaza, S. A., Attila, S., & Molnár, E. (2022). Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment. *Sustainability*, *14*(11703), 27-37. https://doi.org/10.3390/su141811703

Muhamad, N. (2023). "5 Merek Shampo dengan Pangsa Pasar Terbesar di E-Commerce, Pantene Juaranya". https://databoks.katadata.co.id/datapublish/2023/08/28/5-merek-sampo-dengan-pangsa-pasar-terbesar-di-e-commerce-pantene-juaranya. accessed February 28, 2024.

Parris, D. L., & Guzmán, F. (2023). Evolving Brand Boundaries and Expectations: Looking Back on Brand Equity, Brand Loyalty, and Brand Image Research to Move Forward. *Journal of Product & Brand Management*, *32*(2), 191-234. https://doi.org/10.1108/JPBM-06-2021-3528

Plumeyer, A., Kottemann, P., & Böger, D. (2019). Measuring Brand Image: A Systematic Review, Practical Guidance, and Future Research Directions. *Review of Managerial Science, 13*(1), 227–265. https://doi.org/10.1007/s11846-017-0251-2

Putra, K. D. P, & Rahmawati, C. H. T. (2022). Pengaruh Harga, Promosi, dan Kualitas Produk terhadap Kepuasan Konsumen AMDK Le Minerale Kabupaten Tabanan Bali pada Era New Normal. *Prosiding Seminar Nasional Ilmu Sosial dan Teknologi (SNISTEK)*, *4*(1), 242-248. https://forum.upbatam.ac.id/index.php/prosiding/article/view/5

Quan, N., Chi, N., Nhung, D., Ngan, N., & Phong, L. (2020). The Influence of Website Brand Equity, e-Brand Experience on e-Loyalty: The Mediating Role of e-Satisfaction. *Management Science Letters*, *10*(1), 63-76. https://doi.org/10.5267/j.msl.2019.8.015

Ramesh, K., Saha, R., Goswami, S., & Dahiya, R. (2018). Consumer's Response to CSR Activities: Mediating Role of Brand Image and Brand Attitude. *Corporate Social Responsibility and Environmental Management*, *26*(2), 377-387. https://doi.org/10.1002/csr.1689

Sebastianelli, R., & Tamimi, N. (2002). How Product Quality Dimensions Relate to Defining Quality. *International Journal of Quality & Reliability Management*, *19*(4), 442-453. https://doi.org/10.1108/02656710210421599

Sun, T., Zhao, Y., & Ling, B. (2020). The Joint Influence of Online Rating and Product Price on Purchase Decision: An EEG Study. *Psychology Research and Behavior Management*, *13*(2), 291-301. https://doi.org/10.2147/PRBM.S238063

Tan, C. N. L., Ojo, A. O., & Thurasamy, R. (2019). Determinants of Green Product Buying Decision among Young Consumers in Malaysia. *Young Consumers*, *20*(2). https://doi.org/10.1108/YC-12-2018-0898

Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating The Impact of Green Marketing Components on Purchase Intention: The Mediating Role of Brand Image and Brand Trust. *Sustainability*, *14*(5939), 45-57. https://doi.org/10.3390/su14105939

Tanuwijaya, T. C., Rahmawati, C. H. T, & Yuniarto, A. Y. (2022). The Influence of Product Design, Sales Promotion and Product Quality on Customer Purchase Decision at Converse Shoes (Study on Millenial Generation). *Manajemen Dewantara*, *6*(2), 211-224. https://doi.org/10.26460/md.v6i2.12538

Victor, V., Thoppan, J. J., Nathan, R. J., & Maria, F. F. (2018). Factors Influencing Consumer Behavior and Prospective Purchase Decisions in a Dynamic Pricing Environment—An Exploratory Factor Analysis Approach. *Social Sciences, 7*(2), 153-164. https://doi.org/10.3390/socsci7090153