



**THE ROLE OF BRAND IMAGE IN MEDIATING THE
INFLUENCE OF PRODUCT QUALITY, PRICE, AND
PROMOTION ON PURCHASE DECISION:
A CASE STUDY OF A LOCAL FASHION BRAND**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
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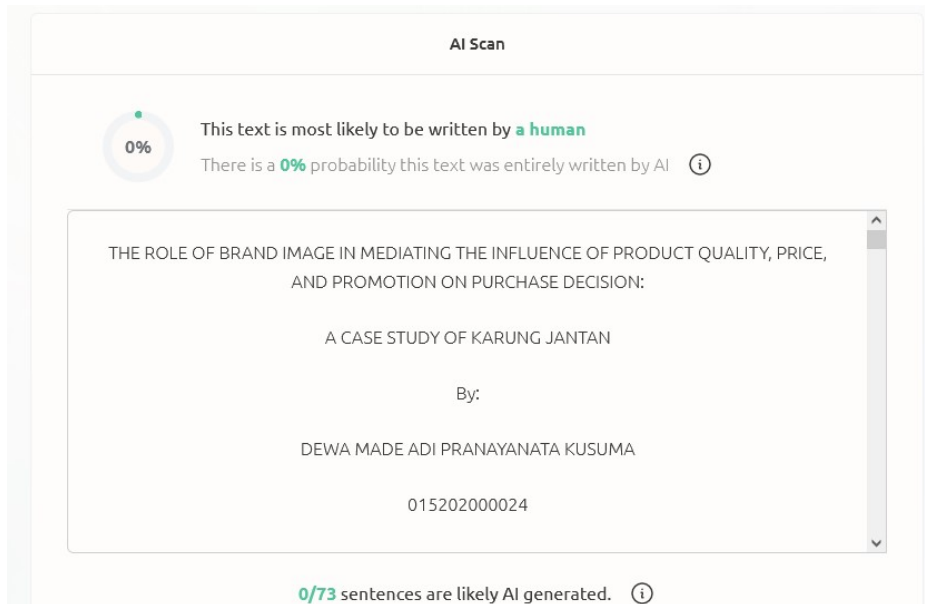
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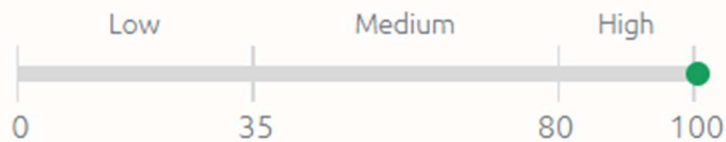
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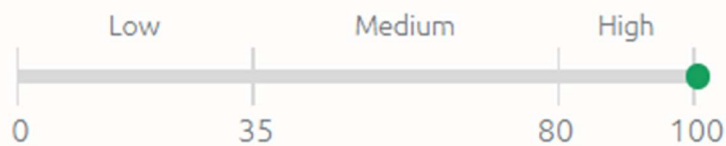
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ABSTRACT

Purpose - The purpose of this research is to find out what are the variables that influence the purchasing decisions of the fashion brand's customers. The variables that were analyzed included price, product quality, promotion, and brand image.

Design/Method - This research design is a quantitative study using primary data collected through online questionnaire and applied with Structural Equation Modelling – Partial Least Square (SEM-PLS). The population for this research are the people who know about the brand and have bought its products. There are total 63 samples collected using purposive sampling technique which later are analyzed using SmartPLS.

Findings – Price is the one variable that doesn't have any influence towards the brand image. The other variables such as product quality and promotion do have a significant and positive influence towards the brand image. Moreover, it was founded that brand image significantly influence the brand customer's purchasing decision.

Originality - This study goes through the factors that influence the customer's purchasing decision of the fashion brand's products, which has not been studied previously.

Keywords – Product Quality, Promotion, Price, Brand Image, Purchase Decision

TABLE OF CONTENTS

PANEL OF EXAMINERS APPROVAL SHEET.....	i
STATEMENT OF ORIGINALITY	ii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	iii
ADVISOR’S APPROVAL FOR PUBLICATION.....	iv
PLAGIARISM REPORT	v
GPT-ZERO REPORT	vi
ABSTRACT	vii
ACKNOWLEDGEMENT.....	viii
TABLE OF CONTENTS.....	x
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xv
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	1
1.2 Problem Statement.....	2
1.3 Research Question and Objective	5
1.4 Outline of the Research.....	5
CHAPTER II REVIEW LITERATURE.....	7
2.1 Purchase Decision.....	7
2.2 Brand Image.....	7
2.3 Product Quality	8
2.4 Price	9
2.5 Promotion.....	9

2.6	Relationship Among Variables.....	10
2.6.1	Product Quality to Brand Image	10
2.6.2	Price to Brand Image.....	11
2.6.3	Promotion to Brand Image.....	12
2.6.4	Brand Image to Purchase Decision	13
2.7	Theoretical Framework.....	13
2.8	Research Gap	14
CHAPTER III RESEARCH METHODS.....		16
3.1	Research Design	16
3.2	Sampling Plan.....	16
3.2.1	Population and Sample Size.....	16
3.2.2	Sampling Technique.....	17
3.3	Instrument/Operational Definitions	17
3.4	Data Collection Design.....	18
3.5	Data Analysis Design.....	18
3.5.1	Descriptive Analysis	18
3.5.2	Inferential Analysis	19
CHAPTER IV ANALYSIS AND DISCUSSION		22
4.1	Respondents' Profile.....	22
4.2	Descriptive Analysis	23
4.2.1	Product Quality	23
4.2.2	Promotion.....	23
4.2.3	Price.....	23
4.2.4	Brand Image	24
4.2.5	Purchase Decision	24
4.3	Inferential Analysis.....	24

4.3.1	Normality Test	24
4.3.2	Validity and Reliability Test	25
4.3.3	Goodness of Fit Testing	26
4.3.4	Hypothesis Testing	26
4.3.5	R-Square.....	27
4.4	Discussion.....	27
CHAPTER V CONCLUSION		29
5.1	Conclusion	29
5.2	Implications	29
5.2.1	Theoretical Implications.....	29
5.2.2	Managerial Implications.....	30
5.3	Limitations and Recommendations for Future Research.....	31
REFERENCE		32
TABLES		39
APPENDICES		49

LIST OF TABLES

Table 3.1 Construction Management	17
Table 4.1 Respondents' Profile	22
Table 4.2 Product Quality Descriptive Analysis	23
Table 4.3 Promotion Descriptive Analysis	23
Table 4.4 Price Descriptive Analysis	24
Table 4.5 Brand Image Descriptive Analysis.....	24
Table 4.6 Purchase Decision Descriptive Analysis.....	24
Table 4.7 Raw Normality Test	25
Table 4.8 Filtered Normality Test	25
Table 4.9 Validity and Reliability Test.....	25
Table 4.10 Discriminant Validity.....	26
Table 4.11 Goodness of Fit Testing.....	26
Table 4.12 Hypothesis Testing	26
Table 4.13 R-Square	27

LIST OF FIGURES

Figure 2.1 Theoretical Framework.....	14
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LIST OF APPENDICES

Appendix 1 Questionnaire	49
Appendix 2 Excel Raw Data.....	61
Appendix 3 Path Model	65