

Impact of Product Quality and Brand Image On Purchase Decision for LGNSHOP Fashion Products

*Product Quality,
Brand Image and
Purchase Decision*

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ABSTRACT

This study aims to examine the impact of product quality and brand image on purchasing decisions of LGNShop fashion products, to uses a quantitative method with a survey involving 120 respondents who have used and purchased LGNShop products. The analysis results indicate that product quality and brand image have a positive and significant impact on purchasing decisions. Product quality is assessed based on high-quality materials, attractive designs, and product durability, while brand image is evaluated through effective marketing campaigns and good customer service. This study concludes that improving product quality and managing a good brand image will positively affect consumer purchasing decisions. The implication of this research is that LGNShop needs to continuously improve product quality and maintain a positive brand image to strengthen consumer trust and loyalty.

Keywords: Product Quality, Brand Image, Purchasing Decision, Fashion Products, LGNShop.

INTRODUCTION

In Indonesia, the industrial sector is a key component of national economic development amidst increasingly fierce competition. One rapidly growing factor is the fashion industry, where trends continually evolve in line with creative ideas and technological advancements (Bachtiar et al., 2023). The rapid development of technology has become an essential element in human life, opening new opportunities in social, scientific, and business fields (Febriani et al., 2023; Imran, Arvian, et al., 2020; Takaya et al., 2020). The public's interest in fashion and clothing models in Indonesia is very high, as clothing is one of the primary needs essential for human life (Purnamawati et al., 2020; Utama et al., 2020). Fashion products are not merely clothing; they also encompass lifestyle, identity, and personal statements of consumers (K. Kurniawati et al., 2024; Megawaty et al., 2024; Nugroho et al., 2021). Therefore, fashion companies must be able to offer high-quality products that meet consumer needs and desires, as well as build a strong and consistent brand image (Cesariana et al., 2022; Ghazmahadi et al., 2020; Meidiyanty et al., 2023). This is crucial for companies to survive and grow amidst intense competition and to meet the increasingly demanding market expectations. High product quality and a strong brand image are the main factors influencing consumer purchasing decisions (Alfiah et al., 2023; Amalia et al., 2024; Kalim et al., 2024). Thus, purchasing decisions for fashion products are significantly influenced by consumer perceptions of the quality and brand image offered by the company (Mariam et al., 2023; Nurcahyani et al., 2023; R. A. Pratama et al., 2023).

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Product quality is the most important factor to consider when purchasing a product (Chandra et al., 2019; M. P. Pratama et al., 2023; Rumaidlany et al., 2022). In this research, product quality is found to have a significant positive impact on purchasing decisions, according to researchers (Alfred, 2020; Ernawati, 2019; D. P. Sari & Nuvriasari, 2018). Product quality is the primary factor consumers consider before making a purchase. According to Cesariana et al., (2022), product quality encompasses all aspects offered to the market to meet consumer wants or needs. Nugroho et al., (2021) added that product quality consists of several important aspects, such as the characteristics and properties of the product that determine how well it meets consumer needs. Melpiana & Sudarajat, (2022) also stated that product quality is one of the important factors buyers consider before purchasing a product. In this context, the concept of sustainable development is also relevant, as it focuses on providing a better quality of life for everyone today and for future generations (Mariam et al., 2022; Sutawijaya & Nawangsari, 2018; Takaya et al., 2019). Purnamawati et al., (2020) explained that there are four dimensions of product quality that consumers consider when deciding to purchase: performance, features, durability, and aesthetics.

In addition to product quality, brand image also plays an important role in influencing consumer purchasing decisions (Khasanah et al., 2021; Mariam et al., 2021; Sinurat et al., 2024). Brand image is how consumers perceive a brand based on previous information and experiences, which influences their decision to purchase a brand with a positive image (Fichri & Rojuaniah, 2022; Mariam et al., 2020; Mulyadi et al., 2020). Chalil, (2021) added that brand image represents the overall perception of consumers towards a brand, which is shaped by information and past experiences. Keller & Swaminathan, (2020) stated that brand image is formed from three main aspects: company image, user image, and product image.

A purchasing decision is a consumer's action to buy a product based on quality and brand image. According to Arwin, A., (2021), this decision does not occur instantly but through a critical thinking process that involves evaluating and choosing related to the product or service to be purchased. Furthermore, Putri, (2021) mentioned that several factors influence consumer purchasing decisions, such as price, product design, promotion, and product quality. Aini & Andjarwati, (2020) added that the purchasing decision process involves three main stages: need recognition, information search, and alternative evaluation. Moreover, a product with good quality can enhance brand image in the eyes of consumers (Fachridian et al., 2024; Situmorang et al., 2023; Sukarno et al., 2020). When consumers perceive a product as having high quality, they are likely to hold a more positive view of the brand (Rizky et al., 2023; Steven et al., 2023; Supiati et al., 2021). This, in turn, can influence consumer purchasing decisions, where they are more likely to choose products from a brand with a good reputation and reliable quality (Diatmono et al., 2020; Nurdiansyah et al., 2020; Yunus et al., 2023).

Based on previous research, the relationship between product quality and brand image variables on purchasing decisions has been studied with different research objects. This study uses a price variable modified by brand image (Joshua & Padmalia, 2017). The main objective of this research is to determine the impact of product quality and brand image on the purchasing decisions of LGNshop fashion products. This research is expected to provide guidance in designing effective marketing strategies in the fashion industry, particularly in the context of LGNshop fashion products in Indonesia. My hope regarding this fashion product is to increase the purchase interest of potential customers.

LITERATURE REVIEW

Product Quality

According to Cesariana et al., (2022), product quality is defined as the entirety of a product, encompassing everything that can be offered to a market to meet consumers' desires or needs for a quality product. Nugroho et al., (2021) explain that product quality is a combination of various important aspects, such as characteristics and properties, which determine the extent to which a product can develop to meet consumer needs.

Melpiana & Sudarajat, (2022) state that product quality is one of the important factors considered by buyers before deciding to purchase a product. Research by Purnamawati et al., (2020) identifies four dimensions of product quality—performance, features, durability, and aesthetics—that influence consumer decisions in purchasing goods. Features include additional functions that enhance the product's superiority, durability refers to the economic life or lifespan of the goods, and aesthetics relates to the appearance and materials of the product that can attract consumer attention. From all the above research, it can be concluded that product quality is a crucial element encompassing all aspects a product can offer to meet consumer desires or needs (Miaty et al., 2024; Rahmawati & Ramli, 2024; Sutriani et al., 2024).

Brand Image

Brand image is defined as a form of image, name, word, letter, number, color arrangement, and combination of other elements that distinguish and can be used in the trade of goods and services (Alfiah et al., 2023; Ramli & Novariani, 2020; Rinaldi & Ramli, 2023). Brand image is the perception and belief of consumers reflected in their associations or memories of the brand (Darmansah & Yosepha, 2020; Dewi & Ramli, 2023; Mariam & Ramli, 2021, 2023). Brand image is the thought that exists in the minds of the public about a product or service they have known and consumed (Arwin et al., 2021; Gunawan & Ramli, 2023; Sylvia & Ramli, 2023). Brand image can be defined as a representation of the overall perception of the brand formed from consumers' past information and experiences with the brand (Chalil, 2021; Eki & Ramli, 2024; Mulya & Ramli, 2023; P. I. P. Sari & Ramli, 2023). Three main dimensions of brand image: corporate image, which reflects users' views of the company that produces and provides the product; user image, which encompasses potential users' views of individuals who use the product or service; and product image, which reflects users' views of the product or service offered by the company (Harahap & Ramli, 2023; Keller & Swaminathan, 2020; Maharani & Ramli, 2024; Ramli & Mariam, 2020). From all this research, it can be concluded that brand image is the general view consumers have of a product or service, shaped by elements such as name, visuals, and their experiences with the brand (Indriani & Ramli, 2024; Kadir & Ramli, 2024; Novianti & Ramli, 2023; Salma & Ramli, 2023).

Purchase Decision

In the research by (Arwin, A. (2021), a purchase decision is defined as a consumer's action to buy goods based on the desired product quality or brand. Consumers tend to choose the brand they most prefer by considering two main aspects: the intention and decision to buy Putri, (2021). A purchase decision is a process in which consumers evaluate and select the product or service to be purchased, involving critical thinking and not happening instantly (Aini & Andjarwati, 2020; Arbol & Ramli, 2024; Rizky et al., 2023; Sylviani & Ramli, 2023). Firmansyah, (2018) states that the purchase decision involves three dimensions: need recognition, where consumers become aware of a problem or need; information search, where consumers seek more information; and alternative evaluation, where customers use the information to assess the various available brands (E. Kurniawati & Ramli, 2024; Mariam & Ramli, 2020; Samuel & Ramli, 2024). From the various studies, it can be concluded that a purchase decision is a process in which consumers evaluate and select a product or service based on aspects such as quality, brand, price, and design (Mariam & Ramli, 2022; Ramli, 2020). This process involves stages of need recognition, information search, and alternative evaluation before finally making a purchase decision.

Relationships Between Variables

The Influence of Product Quality on Purchase Decisions

The good product quality can enhance consumer attitudes in purchase decisions, as product quality is one of the key considerations for consumers when making purchase decisions (Imran, Mariam, et al., 2020; Miaty et al., 2024; Salma & Ramli, 2023; Y. N. Sari, 2018). Alfred, (2020) research also supports the positive influence of product quality on purchase decisions, stating that product quality can build a strong brand reputation and meet consumers' prior expectations. This exploration aligns with Ernawati, (2019),

who found that product excellence has a positive impact on purchasing decisions, as it is a critical aspect that influences consumer choices when buying products or services. Previous research by Fera & Pramuditha, (2021) also examined the relationship between product quality and its impact on purchase decisions. This is consistent with research conducted by Hendro & Hidayat, (2018), which stated that product quality has a positive impact on purchase decisions. H1: Product Quality Positively Influences Purchase Decisions.

The Influence of Brand Image on Purchase Decisions

According to (Arwin, A. (2021), brand image has a positive influence on purchase decisions. Brand image is categorized as a thought in the consumer's mind about a product they have known and used. According to Lin & Chen, (2018), brand image has a positive influence on consumer purchase decisions, suggesting that brand image can enhance self-image and the perception of others about the user/owner. This can be interpreted as the consumer's perception and belief that are reflected or embedded in their mind and memory. Based on research by Sumaryanto et al., (2022), brand image is a person's overall perception of a product brand, starting with seeking information about the product's advantages and disadvantages from various sources about the brand. A product will be favored by many people if the brand is trusted by many. A good product brand will enhance a person's confidence in deciding to purchase the product. Additionally, research conducted by Nurmalasari & Istiyanto, (2021) stated that brand image positively influences purchase decisions, which is supported by Alfiah et al., (2023), who also asserted that brand image positively influences purchase decisions. H2: Brand Image Does Not Positively Influence Purchase Decisions.

The Influence of Product Quality on Brand Image

According to Angraini et al., (2020), product quality has a positive and significant impact on brand image, meaning that consumers perceive the product's quality based on the materials used, which feel comfortable, made from selected fabrics that do not wrinkle easily. The company uses high-quality materials, and as a result, higher product quality can enhance the company's brand image. Meanwhile, Yurindera, (2022) in her research stated that product quality positively affects brand image, indicating that good product quality can enhance brand image, and people will continue to remember the product. According to Amron, (2018), product quality has a positive and significant impact on brand perception. H3: Product Quality Positively Influences Brand Image.

Based on the theoretical framework and previous research, the research model in this study can be outlined as follows:

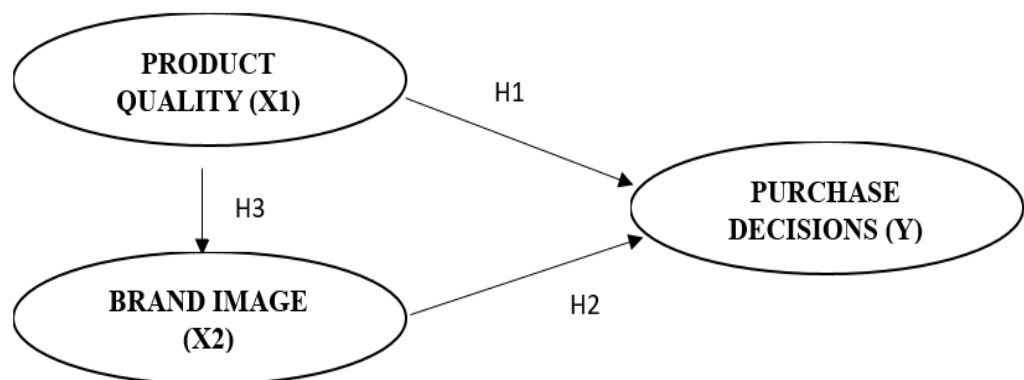


Figure 1. Research Model

METHOD

Research Design

This study employs quantitative data obtained from respondents through questionnaires to address the research concerning Product Quality (X1), Brand Image

(X2), and Purchase Decisions (Y). The research uses primary data, which refers to data that has not been processed by any party for specific purposes. According to Sugiyono, (2019), primary data is a source of data that directly provides information to the data collector. Primary data is data that has never been previously processed by others. Data collection in this study is conducted through a survey using a questionnaire. The survey method involves distributing questions to respondents by spreading the questionnaire. The questionnaires were distributed using Google Forms through social media platforms like WhatsApp and Instagram.

Variable Measurement

In this study, the questionnaire was developed using a five-point Likert scale, with scale 1 for "strongly disagree," scale 2 for "disagree," scale 3 for "neutral," scale 4 for "agree," and scale 5 for "strongly agree." The variables used in this research include product quality (X), brand image (X), and purchase decisions (Y). The measurement of the product quality variable was adopted from Purnamawati et al., (2020) and consists of four dimensions: performance, features, durability, and aesthetics, with 8 statements. The measurement of the brand image variable was adopted from Keller & Swaminathan, (2020) and includes three aspects: corporate image, user image, and product image, with 6 statements. The measurement of the purchase decision variable used an instrument from Firmansyah, (2018), which consists of three dimensions: need recognition, information search, and alternative evaluation, with 6 statements.

Population and Sample

The population in this study comprises all customers who have purchased and used merchandise from PT. Daun Bumi Indonesia under the e-commerce brand LGNshop. The sample was determined using a specific method by Hair Jr et al., (2017), who stated that the minimum sample size should be 5 times the number of statements. With 20 statements in this questionnaire, the minimum required sample size is 100, and the data collected amounts to 120 respondents who meet the criteria and can be further analyzed. This study applied a purposive sampling method, which is a sampling technique based on specific criteria (Sugiyono, 2019). The sampling criteria in this study include consumers aged over 17 years, those who made repeat purchases within one year through Shopee e-commerce, and those who have used LGNshop products.

Data Analysis Method

The data analysis in this research utilizes the Structural Equation Modeling partial least square (SEM PLS) approach. The validity of the study has been tested using the Kaiser-Meyer-Olkin (KMO) method and the Measure of Sampling Adequacy (MSA). The resulting values need to exceed >0.5 , indicating that the selected factor mapping is appropriate. Subsequently, data analysis was conducted using the Structural Equation Model (SEM), a framework that integrates factor analysis, path analysis, and structural models simultaneously. Reliability evaluation was carried out using the Cronbach's Alpha measurement method, where values closer to 1 indicate better reliability (Hair et al., 2021).

Validity and Reliability Results

Based on the results in the outer loading table, it shows that each indicator of the research variables has an outer loading value > 0.7 . Therefore, it can be concluded that all indicators are valid and can be advanced to the next test. The Average Variance Extracted (AVE) table results show that each research variable has an AVE value > 0.5 , specifically 0.751 for Product Quality, 0.756 for Brand Image, and 0.768 for Purchase Decision. This indicates that all variables in the research model meet the required criteria. The second stage, Discriminant Validity, is examined through Cross Loading values, where measurement items have a higher correlation with their respective variables compared to others. Overall, each item correlates more with the variable it measures, thus fulfilling the discriminant validity evaluation. Composite Reliability is another test used to examine the reliability of variable indicators. A variable is considered reliable or credible if the composite reliability value of each variable exceeds 0.7.

Table 1. Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.935	0.935	0.949	0.756
Purchase Decision	0.940	0.940	0.952	0.768
Product Quality	0.953	0.953	0.960	0.751

The research model shows good reliability. The Composite Reliability test is further supported by the Cronbach's Alpha values. In this study, the criterion is that if the Cronbach's Alpha value for each variable exceeds 0.7, the variable is deemed reliable. The Cronbach's Alpha table results show that each research variable has a Cronbach's Alpha value > 0.7. Therefore, it can be concluded that all variables meet the Cronbach's Alpha criteria.

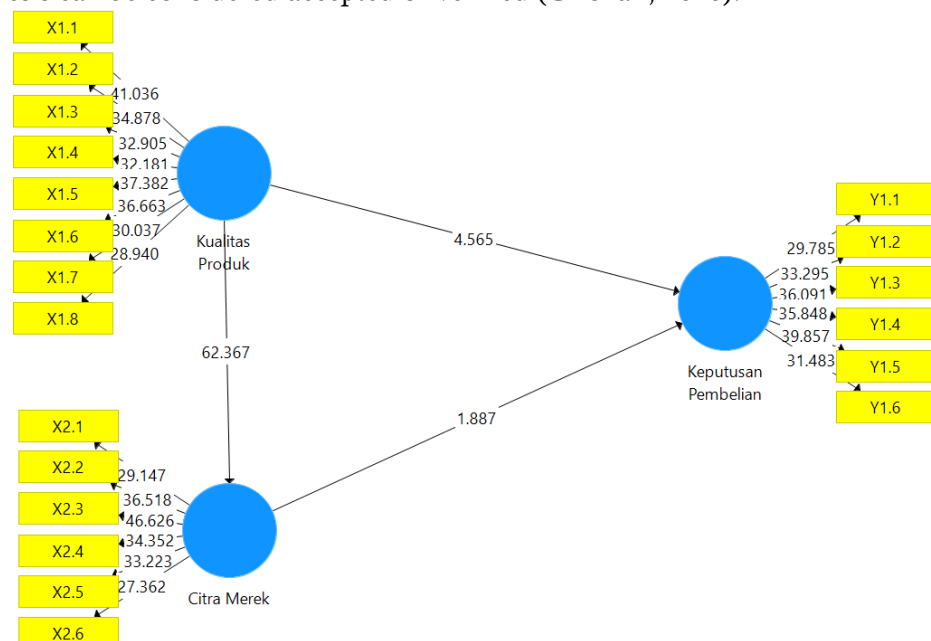
Hypothesis Testing Results

Subsequent testing was performed on the structural model (inner model) by testing the R-Square for each endogenous latent variable as a measure of the predictive power of the structural model. The higher the R-Square value, the better the predictive power of the proposed model. If the R-Square value obtained is 0.25-0.50, the model can be considered weak; if the R-Square value is 0.50-0.75, the model is moderate; and if the R-Square value is 0.75-1.00, the model is considered strong. Based on the R-Square table results, it can be seen that the research model has an R-Square value > 0.75. Therefore, it can be concluded that this research model is strong.

Table 2. R-Square

	R Square	R Square Adjusted
Brand Image	0.861	0.860
Purchase Decision	0.858	0.856

Next is hypothesis testing using t-Statistics, which is used to evaluate the significance level in hypothesis testing by involving the t-Statistics bootstrapping procedure in SmartPLS. In hypothesis testing, the initial step involves calculating the path coefficient, which is then compared to the t-Statistics value, which must be higher than the t-table value. The hypothesis is accepted if the t-Statistics value exceeds the t-table value. Therefore, if the t-Statistics value for each hypothesis exceeds the t-table value, the hypothesis can be considered accepted or verified (Ghozali, 2016).



Based on the Path Diagram T-Value in Figure 2, the hypothesis testing of the research model can be presented as follows:

Table 3. Hypothesis Testing of the Research Model

Hipotesis	Pernyataan	T Value	P Value	Keterangan
H1	Product Quality Positively Influences Purchase Decisions	4.565	0.000	Hypothesis accepted
H2	Brand Image Does Not Positively Influence Purchase Decisions	1.887	0.060	Hypothesis rejected
H3	Product Quality Positively Influences Brand Image	62.367	0.000	Hypothesis accepted

Based on the test results, the following can be explained: the test result for hypothesis 1 shows a significance value of 0.000, which is less than 0.05, and a t-value of 4.565. This indicates that H1 is accepted, meaning that the Product Quality variable has a positive effect on Purchase Decision. The test result for hypothesis 2 shows a significance value of 0.060, which is greater than 0.05, and a t-value of 1.887. This indicates that H2 is rejected, meaning that the Brand Image variable does not affect the Purchase Decision. The test result for hypothesis 3 shows a significance value of 0.000, which is less than 0.05, and a t-value of 62.367. This indicates that H3 is accepted, meaning that the Product Quality variable has a positive effect on Brand Image.

Discussion

This study found that product quality influences purchase decisions. High product quality can enhance consumer attitudes toward purchase decisions on the Shopee e-commerce platform, particularly among those who have used LGNShop products. The respondents, who are predominantly males aged 17-25 years, have a strong interest in technology and frequently shop online. They purchase LGN products on Shopee due to factors such as good product quality, satisfying comfort, and other supporting factors, like the belief that wearing LGN clothing will enhance or reflect a good reputation. This suggests that LGN clothing is perceived to have a positive image, prestige, or status symbol that can enhance how one is perceived by others. This finding is consistent with Alfred, (2020), who also found a positive effect of product quality on purchase decisions, stating that product quality can build a strong brand reputation and meet consumers' prior expectations.

Furthermore, brand image does not influence purchase decisions. This means that in this study, it was found that the brand image of LGN does not directly influence consumers' decisions to purchase LGN products on Shopee. Although brand image is typically an important factor in purchase decisions, in this context, it did not prove to be influential. Other factors, such as LGN users' tendency to favor the latest styles and trends, may mean that their preferences are more influenced by visual elements and trends rather than the brand image itself. Additionally, the attractive product design is the main reason for purchase decisions, outweighing brand image. This indicates that attractive design is a more dominant factor in influencing purchase decisions than brand image. This finding contradicts Sumaryanto et al., (2022), who found that brand image positively influences purchase decisions.

Lastly, product quality influences brand image. This indicates that good product quality can enhance the brand image of LGNShop products. The quality of LGNShop clothing, including its satisfying comfort, shows that the comfortable material and design of LGNShop products are key factors in shaping a positive brand image. High quality, particularly in terms of comfort, provides a positive experience for consumers, which in turn strengthens the brand image. High-quality products tend to create a positive impression and enhance consumers' perceptions of the LGNShop brand. Another supporting factor is the attractive design, which is also part of the product quality that affects brand image. Good design reflects attention to detail and trends, making the LGNShop brand appear modern and relevant. When you choose LGN clothing because

of its appealing design, it shows that the aesthetic quality of the product also contributes to a positive brand image. This finding is consistent with Anggraini et al., (2020), who found that product quality has a positive and significant effect on brand image.

CONCLUSION

Based on the findings and evaluation of the research conducted, it can be concluded that product quality has a positive impact on purchase decisions, brand image does not influence purchase decisions, and product quality has a positive impact on brand image. This indicates that product quality and brand image are important and determining factors for consumers when deciding to purchase fashion products from LGNShop. Product quality has a significant positive effect on purchase decisions, indicating that the higher the quality of the products offered by LGNShop, the greater the likelihood of consumers making a purchase. Brand image also has a significant positive influence on purchase decisions. A strong brand image reflects a positive reputation, trust, and consumer loyalty towards LGNShop. The findings also show that product quality and brand image jointly influence consumers' purchase decisions. The synergy between high product quality and a positive brand image strengthens LGNShop's appeal in the eyes of consumers, thereby increasing their desire to purchase fashion products from LGNShop.

Limitations and Recommendations

The limitation of this research is that it was conducted only on LGNShop consumers, so the results may not be generalizable to consumers of fashion products from other brands. For future research, it is recommended to focus on how product quality and brand image influence the purchasing decisions of LGN consumers, considering the significant impact of these two factors. Additionally, evaluating marketing strategies and digital advertising to understand how these aspects can be more effective in influencing purchase decisions is suggested. By enhancing the emphasis on product quality and strengthening brand image, as well as improving advertising strategies, LGN can more effectively attract consumer interest and drive purchase decisions.

Implications

This research provides insights into the characteristics of fashion product consumers at LGNShop and its benefits for stakeholders. It is recommended that LGNShop continue to improve product quality to strengthen brand reputation, as consumers value high-quality materials, attractive designs, and product durability as key factors in their purchasing decisions. Additionally, the company needs to maintain and enhance a positive brand image through effective marketing campaigns and good customer service. A strong brand image will increase consumer confidence and prestige. Therefore, brand characteristics that reflect a modern lifestyle should be considered in marketing strategies to attract more consumers. Overall, this research shows that improving product quality and effectively managing brand image will have a positive impact on consumers' purchase decisions, providing a foundation for LGNShop to formulate more effective marketing strategies.

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