

The Effect of Brand Image, Product Quality and Price on Consumer Attitudes

The Effect of Brand Image

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ABSTRACT

Repurchase interest is the most important target in the field Repurchase interest is the most important target in the marketing sector, so companies must pay attention to related factors. The aim of this research is to determine the moderating role of gender on the influence of brand image, product quality and price on consumer attitudes and their impact on repurchase intention. This type of research is correlational with a quantitative approach. The samples used were 520. The data collected was processed using (PLS-SEM). Brand Image, Product Quality, Price influence Consumer Attitudes and Consumer Attitudes influence Repurchase Intention. Gender has a moderating effect on the influence of Brand Image and Price on Consumer Attitudes. Gender does not have a moderating effect on the influence of product quality on consumer attitudes and repurchase intention. Companies should improve their brand image by providing customer ideas, creating digital marketing that is considered effective and conducive, using good quality raw materials to produce a good perception of the product and further researchers should expand the scope of research variables.

Keywords: *Brand Image, Product Quality, Price, Consumer Attitudes, Gender and Repurchase Intention.*

ABSTRAK

Minat beli kembali merupakan target paling penting dalam bidang pemasaran, sehingga perusahaan wajib memperhatikan faktor-faktor yang terkait. Adapun tujuan penelitian ini adalah mengetahui peran moderasi gender pada pengaruh citra merek, kualitas produk dan harga terhadap sikap konsumen serta dampaknya pada minat beli kembali. Jenis penelitian ini adalah korelasional dengan pendekatan kuantitatif. Sampel yang digunakan berjumlah 520. Data yang dikumpulkan tersebut diolah menggunakan (PLS-SEM). Citra Merek, Kualitas Produk, Harga berpengaruh terhadap Sikap Konsumen dan Sikap Konsumen berpengaruh terhadap Minat Beli Kembali. Gender memiliki efek moderasi pada pengaruh Citra Merek dan Harga terhadap Sikap Konsumen. Gender tidak memiliki efek moderasi pada pengaruh kualitas produk terhadap sikap konsumen dan minat beli kembali. Perusahaan hendaknya meningkatkan citra merek melalui pemberian ide pelanggan, membuat pemasaran digital yang dianggap efektif dan kondusif, menggunakan bahan baku yang berkualitas baik agar menghasilkan persepsi yang baik bagi produk dan peneliti selanjutnya hendaknya memperluas cakupan variabel penelitian.

Kata kunci: *Citra Merek, Kualitas Produk, Harga, Sikap Konsumen, Gender dan Minat Beli Kembali.*

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INTRODUCTION

In the competitive business world, companies need to understand the factors that can influence consumers in making purchasing decisions. Customer repurchase interest is an important factor for companies in increasing business revenue (Leksono & Prasetyaningtyas, 2021; Chatzoglou et al., 2022). Repurchase interest is the consumer's desire to repurchase a product after trying it so that it will increase the bond between the consumer and the company. There are several factors that influence purchasing interest such as consumer attitudes, brand preferences, product quality, perceived value, and price (Putri, 2016). Consumer attitudes are a very important key to understanding their buying interest, attitudes reflect consumers' tendencies to behave in a certain way towards a product or service (Omar et al., 2023). This attitude can be influenced by various factors, such as personal experience, information from other people, and marketing efforts (Harun et al., 2020).

Another important factor in consumer purchasing interest is brand image. Consumer perceptions of a brand can be formed through various means such as advertising, promotions and consumer experience. A positive brand image can increase consumers' repurchase interest. Product quality is also a major determining factor in consumer buying interest. Consumers generally prefer products with high quality because they provide better benefits and value. Consumers who are satisfied with the quality of a brand's products are more likely to repurchase the product and recommend it to others (Sugiharto & Darmawan, 2021). Apart from product quality, price also has an influence on consumer buying interest. One of the most important aspects that buyers consider when choosing items to buy is price (Peranginangin et al., 2023). Customers usually prefer goods with reasonable prices compared to the value they receive. According to Obasi & Amadi (2022) and Warinangin et al. (2023), products with higher prices are considered to have greater value than products with lower prices.

There have been many studies examining factors that influence consumer buying intentions, examining the influence of attitudes on consumers' buying intentions abroad (Gundala et al., 2022; Thuy & Quang, 2022). Product quality on buying interest, such as research by Putri (2016), the influence of price on consumer buying interest, research by Obasi & Amadi (2022). However, there is not much research that explains the influence that occurs between variables in the fashion industry in Indonesia. Then we also added a gender moderating variable to clarify the existing gap. The aim of this research is to analyze the factors that influence branded fashion consumers' buying interest in Indonesia, such as attitude, brand image, product quality and price. Furthermore, this research will examine the moderating effect of gender on the influence of brand image, product quality and price on attitudes, as well as its impact on repurchase intention of branded fashion customers in Indonesia. For science, this research can be a reference and reference for the influence and impact on fashion consumers' interest in Indonesia, while for fashion business actors, this research can be a reference or policy in marketing fashion products in Indonesia.

LITERATURE REVIEW

Martin and Ajzen created TRA in 1967 to provide an understanding of the decisions made by people in each domain of volitional behavior (Mamary & Alraja, 2022). TRA describes actions that involve conscious and deliberate decisions. Research on this theory began with research on attitude theory, which then developed into a theory of attitudes and behavior. People's behavior, according to TRA, is the result of their intentions, which are the result of attitudes towards behavior and subjective standards about that behavior. In this model, behavior is predicted through three constructs: attitudes (which may be favorable or unfavorable for a behavior), subjective norms (SN) and intentions. Individuals carry out reasonable actions with their beliefs, because there is a possibility that they will carry out the actions and activities they planned rather than those they did not plan. Therefore, TRA implies that attitude, SN, and volitional control impact intentions. In accordance with TRA, behavioral intention (BI) serves as the most

accurate indicator of an individual's behavior. Behavioral intentions are determined by an individual's attitude toward engaging in a particular behavior and their subjective judgment about whether others believe that they should or should not engage in that behavior. (Pourgholamamiji et al., 2018). TRA is suitable for use when the behavior under study is under the intentional control of the individual. Therefore, an individual does not engage in certain behaviors because of their personality traits, views of other people or institutions, or demographic factors such as cultural background. Instead, individuals' decisions to engage in certain activities are influenced by factors outlined in the theory, such as their ideas about behavior, social norms, attitudes, subjective norms, and intentions (Jang & Cho, 2022).

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Repurchase intention is a plan to engage in a specific behavior to achieve the goal of repurchasing a product or service (Hellier et al., 2003). Repurchase is also a behavior after a previous purchase that is based on satisfaction (Sudarti & Ulum, 2019). If the customer is satisfied, he will then show a higher opportunity to buy on the next occasion. Attitude is a person's response to responding, assessing, and acting towards social objects which include symbols, words, slogans, people, institutions, ideas, and so on with positive or negative results (Wahyuni et al., 2022). Attitudes put people into a frame of mind to like or dislike something, to move towards or leave something. Brand image is a set of brand associations that are formed in the minds of consumers (Indriany et al., 2022). Brand image is a unique set of associations that marketers want to create or maintain. Mystery, the cognitive dimension of brand image, reflects the thoughts, product attributes, services, performance, and symbolic or psychological meaning of a brand (Noor & Nurlinda, 2021). Product quality refers to the level of excellence or characteristics possessed by a product. The definition of product quality can vary depending on the perspective of the customer, manufacturer, or industry standard. According to Kotler et al. (2020), product quality is everything offered to the market to satisfy a want or need.

In a marketing context, price refers to the amount of money or value that consumers must pay to obtain a product or service. Price is one element of the marketing mix and has a major impact on consumer behavior, brand image and company profitability. Price is the value of goods and services which is measured in a certain amount of money (Inesti & Handayani, 2020). Based on these values, a person or company is willing to release the goods or services they own to other parties. In a marketing context, the concept of gender encompasses the social roles and expectations associated with men and women, as well as the ways in which these gender differences can influence consumer behavior and marketing strategies.

HYPOTHESIS DEVELOPMENT

Creating a positive brand image brings many benefits to a company, such as making it easier for consumers to buy its products and encouraging them to buy again. Perception of products is very important in consumer purchasing behavior. The relationship between customers and brands is more than just an exchange of practical benefits, it involves interaction and community. Several studies have shown that brand image can influence consumer attitudes positively. However, there is also research which states that brand image does not always influence consumer attitudes. Therefore, the author proposes the following initial hypothesis:

H1: Brand Image influences Attitude

Several past researchers have examined how product quality affects attitudes. It's crucial for every product to have good quality so that customers keep choosing it. Product quality is closely linked to consumer attitudes. When the quality is high, it affects how consumers perceive and control their purchases. The information and credibility of a product play a role in shaping consumer attitudes. Quality encompasses all aspects of a product that provide benefits to customers, meeting their demands and desires. To attract customers, companies often focus on improving product quality. Consumers evaluate and choose products based on their quality, especially when they are high-quality. Overall, studies indicate that product quality has a significant impact on attitudes. On the basis of existing research, the author formulates the following hypothesis:

H2: Product quality influences attitudes

Several studies (Larasati & Widiyanto, 2017) have looked into how price affects attitudes. Price refers to the money spent to get the benefits of a product or service. When the price matches the benefits, consumers consider it when deciding their loyalty, purchases, and repeat buys. Satisfied consumers tend to have positive attitudes (Vashti & Antonio, 2021). Those feeling powerless are more likely to think a lower price means lower quality, unlike those who feel in control. This aligns with the idea that success requires effort. However, this only happens when the need for structure isn't triggered. Participants' opinions on product quality weren't affected by their sense of control in disorganized situations when they didn't feel a need for structure. Price significantly influences consumer attitudes in initial and repeat purchases (Anton et al., 2023). Studies show that price plays a big role in consumer attitudes toward buying (Wijaya et al., 2022; Zhao et al., 2022). However, price isn't always a factor in consumer attitudes, the hypothesis proposed is as follows:

H3: Price influences attitudes

The influence of attitude on repurchase intention has been studied by researchers (Kahar & Asrilsyak, 2021). Attitude refers to whether someone wants to buy something again after trying it. Repurchase interest reflects how satisfied consumers are with a product. If they like it, they're more likely to buy it again. Studies show that positive attitudes and subjective norms can boost consumers' intentions to repurchase products, especially if they feel they have control over their actions. Other studies also find that consumer attitudes strongly affect their interest in repurchasing products (Anshu et al., 2022). The following hypothesis is formulated:

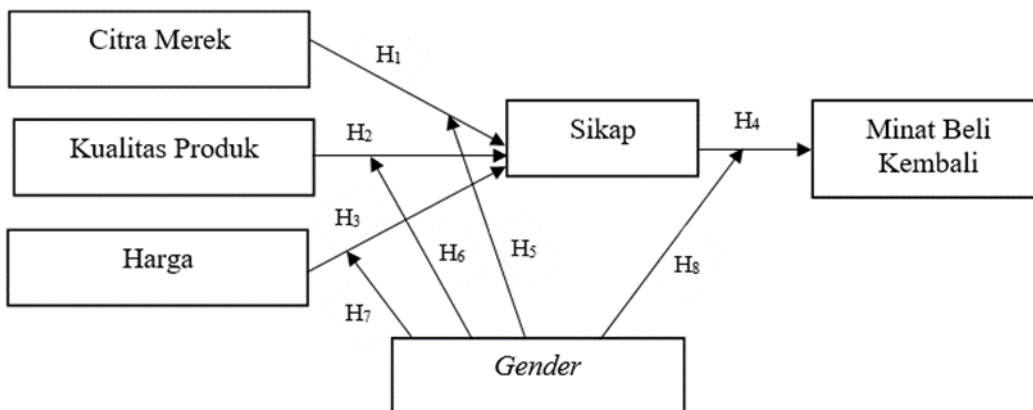
H4: Attitude influences Repurchase Intention.

Gender is considered capable of having an impact on the relationship between factors that influence consumer attitudes, one of which is brand image. A luxurious image also significantly encourages consumer attitudes in making purchases (Husain et al., 2022). Customer attitudes towards a brand image are also found more in the eyes of women, so that gender is considered capable of moderating the relationship between brand image and consumer attitudes towards making purchases (Xue et al., 2020). Several studies state that gender has a moderating effect on the influence of brand image on consumer attitudes regarding purchasing. However, there is research stating that gender is unable to have a moderating impact on purchase intentions.

Men and women consider purchasing differently (Skripnuk et al., 2021). Studies show that gender can affect how factors like product quality, price, and consumer attitudes influence purchase intentions (Sundararaj & Rejeesh, 2021). Previous research has shown that gender moderates the relationship between price and attitudes (Büyükdağ et al., 2020) as well as between attitudes and repurchase intentions (Wang et al., 2022). Gender also influences consumer loyalty and enhances positive experiences (Khan et al., 2020), which in turn affects attitudes towards specific brands. Although gender doesn't directly affect how price influences consumer attitudes, it does impact how consumers view the price of a product, which can shape their attitudes. With the correlation of the variables mentioned above, the following hypothesis is proposed:

- H5: Gender has a moderating effect on the influence of brand image on attitudes.
- H6: Gender has a moderating effect on the influence of product quality on attitudes.
- H7: Gender has a moderating effect on the influence of price on attitudes.
- H8: Gender has a moderating effect on the influence of attitude on repurchase intention

Based on the hypothesis framework above, the research model can be described as follows:



Source: Modifikasi Gundala et al. (2022)

Figure 1. Research Model

METHODS

This research uses measurements that have been adopted from previous research for each variable studied. The Brand Image variable will be measured using 18 questions modified from Zhang's (2010) research. While the Product Quality and Price variables will undergo modifications to 4 and 3 statement items respectively from Zulu & Nkuna's (2022) research. Consumer attitudes will experience changes in the 4 statement items while the Repurchase Intention variable will be modified on 5 statement items from research by Wei et al. (2023). Finally, the gender variable in this study will be modified on the 18 statement items from Lim et al. (2021). Data will be collected through a survey method using an online questionnaire via the Google Form application. This research will be conducted in DKI Jakarta with a population of people who have

purchased products from various fashion brands such as Zara, Uniqlo, Pull and Bear, H&M, Max Fashions, COS, Fashion Nova, Everlane, Urban Outfitters, Forever 21, The Executive, and Mango . The research sample will be selected using a purposive sampling method, with the criteria for respondents being customers who have made purchases at least 2 times in the last 6 months. Data collection will be carried out over 3 months, from September to December 2023. The data collection technique will begin by distributing an initial questionnaire to 30 respondents to determine valid statements, which will then be analyzed using factor analysis. Hair (2020) recommends a minimum of 5-10 samples for each statement, so the minimum number of respondents used in this research is 520. The collected data will be analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM). Evaluation of the measurement model will include internal consistency (composite reliability), indicator reliability, convergent validity (average variance extracted), and discriminant validity. The inner model will also be analyzed to calculate R² values, check collinearity, and evaluate the importance of interactions in the structural model.

RESULTS

The questionnaire that will be used as a data collection tool is first tested for validity and reliability on 30 respondents. This test is intended to measure the suitability of the questionnaire as a data collection tool. The test criteria are if the correlation coefficient value is greater than $r_{table} = 0.361$, then it shows that the indicator is valid for measuring the construct in question and is declared valid as a data collection tool. To test reliability, Cronbach's alpha is used. Where an instrument will be more reliable if the alpha coefficient is ≥ 0.60 . Based on the results of testing the validity of the instrument, it was found that all items produced a correlation coefficient value greater than 0.361. Thus, it can be concluded that all question items on this research variable are declared valid and can be used as a data collection tool in this research. Then, it was discovered that the Cronbach's alpha value for all variables in this study produced a Cronbach's alpha value of ≥ 0.600 , so that all questions in this research variable were declared consistent, reliable and suitable for use as data collection tools. Detailed results of the pretest questionnaire can be seen in Appendix 4. Respondents in this research were customers of Zara, Uniqlo, Pull and Bear, H&M, Max Fashions, COS, Fashion Nova, Everlane, Urban Outfitters, Forever 21, The Executive and Mango products totaling 520 respondents. Based on the calculation of respondent characteristics in Appendix 4, it shows that of the 520 respondents, the results showed that the majority of respondents were married (75.4%), female (58.8%), aged 26-35 years (41.2%), had a high school education (48.1%).) and routine expenses IDR 1,500,000.001–IDR 3,000,000.00 (32.1%). Detailed profiles of research respondents can be seen in Appendix 5.

Based on the descriptive analysis carried out previously, it was found that the average value of the Brand Image variable was 4.09, meaning that respondents tended to assess that the brand image of fashion products in the brands Zara, Uniqlo, Pull and Bear, H&M, Max Fashions, COS, Fashion Nova, Everlane, Urban Outfitters, Forever 21, The Executive and Mango are in the good category. The average value of the Product Quality variable is 4.16, meaning that respondents tend to assess the product quality of fashion products in the brands Zara, Uniqlo, Pull and Bear, H&M, Max Fashions, COS, Fashion Nova, Everlane, Urban Outfitters, Forever 21, The Executive and Mango are in the good category. The average value of the Price variable is 4.23, meaning that respondents tend to assess the prices of fashion products in the brands Zara, Uniqlo, Pull and Bear, H&M, Max Fashions, COS, Fashion Nova, Everlane, Urban Outfitters, Forever 21, The Executive and Mango is in the very good category. The average value of the Gender variable is 4.20, meaning that respondents tend to think that they evaluate products based on gender well. The average value of the Consumer Attitude variable is 4.23, meaning that respondents tend to assess that Consumer Attitudes towards fashion

products in the brands Zara, Uniqlo, Pull and Bear, H&M, Max Fashions, COS, Fashion Nova, Everlane, Urban Outfitters, Forever 21, The Executive and Mango in the very good category. The average value of the Repurchase Intention variable is 4.30, meaning that respondents tend to judge that they intend to repurchase fashion products from the brands Zara, Uniqlo, Pull and Bear, H&M, Max Fashions, COS, Fashion Nova, Everlane, Urban Outfitters, Forever 21, The Executive and Mango in the very high category.

Based on the results of the outer model evaluation, all indicators in the overall, male and female models have produced a loading factor value of more than 0.5. However, in the Male model, the gender variable produces an average variance extracted (AVE) value that is smaller than 0.5, but more than 0.4. According to Huang, et. al., (2013) average variance extracted (AVE) value > 0.4 is still acceptable. Thus, based on convergent validity, all these indicators are declared valid for measuring the variables. The results of the discriminant validity test show that each indicator is able to measure the latent variable that corresponds to the indicator. The results of Construct Reliability Testing stated that each variable produced a Chronbach alpha value greater than 0.6 or a composite reliability value greater than 0.7. Thus, based on the calculation of the Chronbach alpha value or composite reliability value, all indicators are declared reliable in measuring the variables. Detailed results can be seen in attachment 6.

The R-square value of the Consumer Attitude variable (Y1) is 0.436 or 43.6%. This can show that the diversity of the Consumer Attitude variable (Y1) can be explained by the Brand Image (X1), Product Quality (X2) and Price (X3) variables moderated by Gender (M) at 43.6%. Or in other words, the contribution of the variables Brand Image (X1), Product Quality (X2), and Price (X3) to Consumer Attitudes (Y1) Gender (M) is 43.6%. Meanwhile, the remaining 56.4% is the contribution of other variables not discussed in this research. The R-square value of the Repurchase Interest variable (Y2) is 0.452 or 45.2%. This can show that the diversity of the Repurchase Intention variable (Y2) can be explained by the Consumer Attitude variable (Y1) moderated by Gender (M) at 45.2%. Or in other words, the contribution of the influence of the Consumer Attitude variable (Y1) to Repurchase Intention (Y2) is moderated by Gender (M) at 45.2%. Meanwhile, the remaining 54.8% is the contribution of other variables not discussed in this research. The Q2 value can be used to measure how well the observed values are produced by the model and also the estimated parameters. A Q2 value greater than 0 (zero) indicates that the model is said to be good enough, while a Q2 value less than 0 (zero) indicates that the model lacks predictive relevance. The Predictive Relevance results in Appendix 5 show that all variables produce a Predictive Relevance (Q2) value greater than 0 (zero) which indicates that the model is said to be quite good at Consumer Attitude (0.306) and Repurchase Intention (0.283).

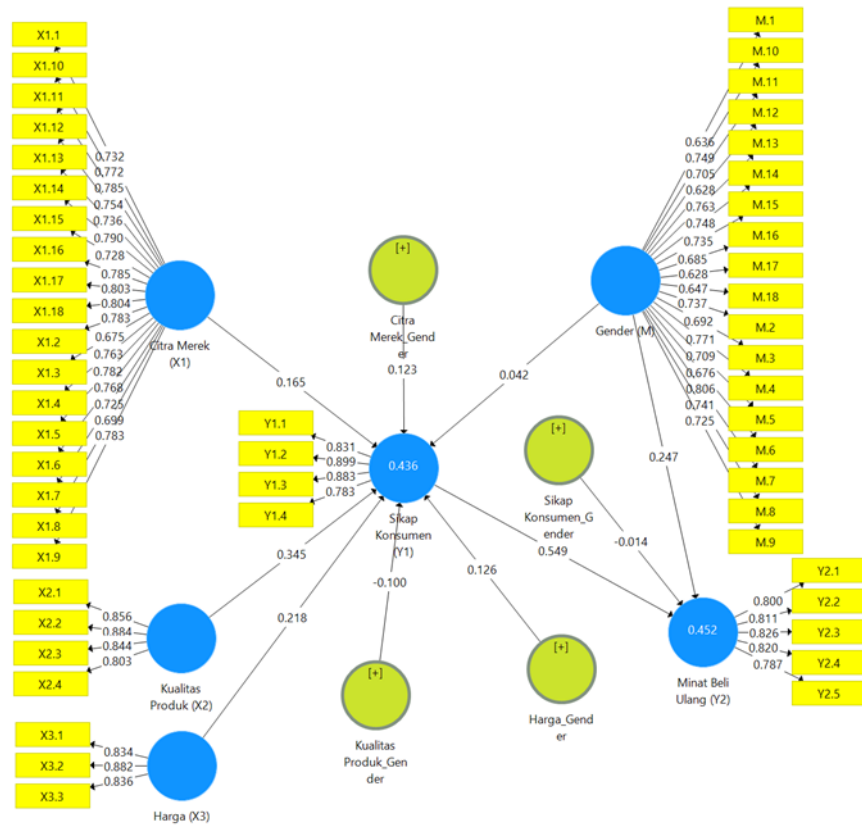


Figure 2. Path Diagram T-Value

Significance testing is used to test whether there is an influence of exogenous variables on endogenous variables. The test criteria state that if the T-statistics value is \geq T-table (1.96) or the p-value is $<$ significant alpha 5% or 0.05, then it is stated that there is a significant influence of the exogenous variable on the endogenous variable. The results of significance and model testing can be seen through the following table.

Tabel 1. Table of Direct Hypothesis Testing Results

Hypothesis Statement	T Statistic	P Value	Information
Brand Image influences Consumer Attitudes	3.456	0.001	Data Supports Hypothesis
Product Quality Influences Consumer Attitudes	6.369	0.000	Data Supports Hypothesis
Price influences consumer attitudes	3.971	0.000	Data Supports Hypothesis
Attitude influences Repurchase Intention	12.432	0.000	Data Supports Hypothesis
Gender has a moderating effect on the influence of brand image on consumer attitudes	2.666	0.008	Data Supports Hypothesis
Gender has a moderating effect on the influence of product quality on consumer attitudes	1.590	0.112	Data No
Gender has a moderating effect on the influence of price on consumer attitudes	2.131	0.034	Supporting the Hypothesis
Gender has a moderating effect on the influence of attitude on repurchase intention	0.306	0.760	Data Supports Hypothesis

Source: Processed data (2024)

Based on the Table 1, it is known that there are only 6 hypotheses (H1: the better the Brand Image, the more likely it is to increase Consumer Attitudes, H2: the higher the

Product Quality, the more likely it is to increase Consumer Attitudes, H3: the better the Price, the more likely it is to increase Consumer Attitudes, H4: the better the Attitude Consumers tend to increase their attitude of interest in repurchasing, H5: the presence of gender is able to strengthen the influence of Brand Image on Consumer Attitudes and H7: the existence of gender is able to strengthen the influence of Price on Consumer Attitudes) has a t-value above 1.96 so that the data supports the proposed research hypothesis or hypothesis acceptable. Meanwhile, the 2 moderation hypotheses (H6: Gender cannot weaken or strengthen the influence of Product Quality on Consumer Attitudes and H8: Gender cannot weaken or strengthen the influence of Consumer Attitudes on Repurchase Intention) proposed have a t-value below 1.96 so the hypothesis is rejected. A complete explanation regarding the SEM results can be seen in Appendix 6.

DISCUSSION

A positive brand image is associated with improved consumer attitudes. In many cases, brand image influences customer behavior, indicating a link between the two. The better the brand image, the more likely customers are to have a favorable attitude towards the brand. This results in increased brand loyalty because customers tend to choose brands that provide an unforgettable positive impression. With increasing knowledge of the importance of brand image, its influence on consumer behavior is greater. Product quality also has a positive effect on consumer attitudes. The higher the quality of the product, the more likely it is that customers will have a favorable attitude towards the product. Product quality influences customers' perceptions of the product's value and influences their attitudes toward the product. When considering purchasing a product, quality is often the main factor considered by customers. Price also has a positive correlation with consumer attitudes. The better the price offered by the company, the better the consumer's attitude towards the product. A good price from a well-known brand can influence the purchasing process, although some customers may not be able to afford it due to financial constraints.

Positive consumer attitudes also correlate with repurchase interest. The better the consumer's attitude towards the product, the greater their interest in buying the product again. Customers' positive sentiment towards a brand encourages them to make repeat purchases in the future. Furthermore, gender influences the relationship between brand image, price, and consumer attitudes. Differences in views, preferences and environmental conditions between men and women can strengthen the influence of brand image and price on consumer attitudes. However, gender does not influence the relationship between product quality and consumer attitudes, as well as between consumer attitudes and repurchase intentions. The findings of this research reveal the importance of brand image, product quality, price, and consumer attitudes in influencing purchasing behavior. In addition, gender also plays a role in moderating the relationship between these variables.

CONCLUSION

The majority of hypotheses in this research have been proven, showing that Brand Image, Product Quality, and Price have a significant influence on Consumer Attitudes, which in turn influence Repurchase Intentions. Gender plays a moderating role in the influence of Brand Image and Price on Consumer Attitudes, but does not have a moderating effect on the influence of Product Quality on Consumer Attitudes and Consumer Attitudes on Repurchase Intentions. This means that increasing the quality of Brand Image, Product Quality and Price can encourage Consumer Attitudes, which then encourage consumers to make repeat purchases happily. However, gender does not influence the level of product quality, consumer attitudes and repurchase intention.

However, this research has several limitations that need to be corrected. First, this research is limited to the fashion industry, so it does not reflect the conditions of the non-service industry as a whole. Future research is recommended to focus on different

non-service industries. Second, this research only pays attention to certain aspects or variables, so that future research can enrich the literature by adding other variables. Third, this research stops at repurchase intention, while future research can explore other consequences of repurchase intention such as customer loyalty or customer satisfaction. Fourth, this research involves customers as a whole without classifying the customers involved, so that future research can consider moderating variables such as customer involvement in fashion.

From a managerial perspective, this research suggests the need for fashion companies to create unique and attractive brand identities, as well as use communication media such as advertising, social media and influencers to improve brand image to target consumers. Apart from that, companies also need to organize activities and programs that improve their brand image, ensure high quality products, set competitive prices, and understand the preferences and needs of male and female consumers. Furthermore, fashion company managers need to hold loyalty programs and establish good communication with consumers, by creating a pleasant and easy shopping experience. By implementing the right managerial strategy, it is hoped that the company can increase sales and profits in the fashion industry in Indonesia.

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