



The Influence of Brand Image, Perceived Product Quality, and Price Perception on Purchase Intention of Eiger Laptop Bags

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Abstract: *This research aims to assess the influence of brand image, perceived product quality, and price perception on the purchase intention of Eiger laptop bags in Cimahi City. A quantitative approach was employed in this study, with primary data collected through questionnaires. Data was obtained from 100 respondents using purposive sampling. The gathered data was analyzed utilizing the Statistical Package for the Social Sciences (SPSS), which encompasses validity and reliability testing, classical assumption testing, and multiple linear regression analysis. The findings indicated that brand image, perceived product quality, and price perception have a positive effect on purchase intention. Specifically, brand image and perceived product quality significantly enhanced purchase intention, while price perception also positively influenced purchase intention, albeit to a lesser extent. The study suggests that to enhance purchase intention for Eiger laptop bags, it is essential to maintain and improve brand image and product quality*

Keywords: *brand image; perceived product quality; price perception; purchase intention*

Introduction

The swift changes in technology and consumer mobility have created new demands in functional lifestyle products, including mobile and protection laptop bags, which have transcended their intended purpose to serve as lifestyle products that reflect modernity and identity. As remote and hybrid work become increasingly popular, it has increased the need to have a bag that is not only useful but is also fashionable and can be conveniently carried (Zevi, 2025).

Laptop bags have a great potential in the world market. It is projected (Allied Market Research, 2024) that the market, estimated to be USD2.4 billion in 2023 will reach USD12.1 billion by 2034, which implies strong competition and a fast-evolving market. In Indonesia, this development can be tied to the development of the textiles and textile products (TPT) industry, which constitutes a major export of the country (Antara News, 2025).

The local brand Eiger which started in 1989 has expanded its product line to incorporate lifestyle products like laptop bags in a market where the competition is on the

rise (Eigerindo, 2024; SBM ITB, 2023). This diversification however becomes a problem in terms of brand image integration, as Eiger is moving away outdoors oriented theme to urban lifestyle orientation. This positioning can lead to a lack of consistent brand perceptions and a lack of incentive to buy (Yu, Liu, Lee and Soutar, 2018).

There has been inconsistency in the brand performance of Eiger. This assertion is supported by market statistics. The Top Brand Index declined from 33.6% in 2024 to 23.6% in 2025 (Top Brand Award, 2025). This decrease indicates that the consumer attitude towards brand and product value i.e. quality and price is wanting. Consumers are the ones who add maximum value to products in a competitive market, meaning that perceptions and equitability of a product also have a significant impact on purchase intentions (Konuk, 2018).

The local brand Eiger created in 1989 has expanded its product line up to include lifestyle products including laptop bags in a market with growing competition (Eigerindo, 2024; SBM ITB, 2023). Nonetheless, this growth creates brand image integration problems as Eiger is shifting to an urban

lifestyle theme rather than an outdoor theme. This type of positioning can lead to a lack of consistency in brand perceptions, as well as reduce consumer buying impetus (Yu, Liu, Lee and Soutar, 2018).

The performance of the brand in terms of performance has been inconsistent at Eiger. This statement is supported by market information. The Top Brand Index declined from 33.6% in 2024 to 23.6% in 2025 (Top Brand Award, 2025). This downtrend indicates that consumers have poor perceptions about brand and product value, in terms of quality and price. Consumers are the greatest source of value to products in a competitive market, which means that the perceived value and fairness of a product have a great impact on purchase intentions (Konuk, 2018). Moreover, price perception is also very important in determining the consumer behavior. Reasonable prices make consumers feel that the product is of higher value hence they are more likely to buy (Monroe, 1990; Xia, Monroe and Cox, 2004). These insights reveal that brand image, perceived quality, and price perception are interconnected factors that collectively influence consumers' purchase intentions.

This study will seek to examine how brand image, perceived product quality and price perception influence the purchase intention of Eiger laptop bags in urban environments, specifically, cimahi city.

Theoretical Review

Brand Image

The brand image refers to the set of perceptions, beliefs and associations that consumers have about a brand. Such perceptions are stored in memory and they are affected by experiences and exposure to information. According to Kotler and Keller (2016), brand image can be defined as the perceptions and beliefs that people hold, which can be seen in the associations that people have housed in their memory. In a similar vein, Mirzai, Fard, and Slambolchi (2016) highlight that brand image signifies consumers'

perceptions of a brand, based on the brand associations that are retained in memory. According to Aaker (2020), brand image can be defined as a set of meaningful associations that offer meaning and value to consumers. In line with this, Tjiptono and Gregorius (2016) elucidate that brand image is created based on perceptions and beliefs of customers who have personal experiences with the brand. Moreover, Mehra and Jain (2021) emphasize that brand image entails personal judgment, cognitions, and perceptions of consumers towards a brand, particularly in regard to product and service attributes.

Based on these definitions, brand image indicators can be categorized into three major dimensions, which include brand strength, brand favorability, and brand uniqueness. Strength relates to the extent to which a brand branding is deep-seated in the memory of consumers, and that is due to repeated exposure and experience. Favorability refers to how much consumers are favorable about the brand and how they perceive it to be beneficial. Uniqueness is an expression of the brand uniqueness, compared to that of its competitors, thus creating a market differentiation. Together, these indicators play a crucial role in influencing perception and purchase intentions among the consumers. Brand image refers to the set of perception, beliefs, and associations the consumers have with a brand. The perceptions, beliefs and associations are stored in the memory and subject to experiences and exposure to information. Mirzai et al. (2016) defined brand image as the perceptions and beliefs held by consumers, which are observable in the associations held by them in memory. In a similar vein, Kim and Chao (2019) highlight that brand image signifies consumers' perceptions of a brand, which are based on brand associations retained in memory. Aaker defines brand image as a set of meaningful associations which create value and meaning to the consumers. As such, Ahmadian (2023) expounds that customer perceptions and beliefs that are the result of personal experiences with the brand determine the brand image. Also, Gantara and Sigarlaki (2024) emphasize that the brand image is the

most essential variable influencing the repurchase intention as a positive attitude to the brand leads to customer trust and loyalty.

According to these definitions brand image indicators may be categorised into three dimensions namely brand strength, brand favourability and brand uniqueness. Strength refers to how deeply a brand is embedded in the memory of consumers due to a prolonged exposure and experience. Favorability shows how consumers perceive the brand on a favorable scale.

Perceived product quality

Perceived product quality refers to the subjective evaluation of the consumers about the excellence or superiority of a product compared to the alternatives. It is defined as the consumer appraisal of the quality of a product in terms of intrinsic and extrinsic clues (Tagiev, 2018). Similarly, Solin and Curry (2023) define it as the feeling of the customers about the overall quality or excellence of the product in relation to the purpose. Baalbaki and Guzmán (2016) emphasize that the perceived quality is an important component of brand equity, as it represents the perceptions of consumers about the quality of a product compared to that of competing products. Furthermore, Mugge, Dahl, and Schoormans (2018) explain that product quality could be evaluated in diverse aspects, such as performance, features, reliability, durability, and aesthetics. Such dimensions are vital in forming the perception and assessment of the consumers.

According to these observations, perceived product quality is normally measured by various indicators. The first one is performance indicating the effectiveness with which the product functions in line with its intended application. The second indicator, features, is related to the features which enhance the usefulness of the product and value. Thirdly, reliability implies consistency and dependability of the product as time goes by. Fourthly, reliability signifies the consistency and dependability of the product over time. Fifthly, durability, that is, the life of the product and its capability to withstand damage. Aesthetics are associated with the visual appeal

and design of the product. Lastly, perceived overall quality entails the overall assessment of the product by the consumer in terms of excellence. All these indicators together impact consumer evaluation of products and greatly determine the consumer buying intent.

Price Perception

Price perception refers to how consumers perceive and evaluate the price of a product. This need not be the real price, but the perceived value by the consumers. Ayub and Kusumadewi (2021) define price perception as the process by which consumers perceive and interpret price information, thereby influencing their judgment of the value of a product. Similarly, Zeithaml et al. (2020) define it as the evaluation by the consumers of the product on whether the price is reasonable and fair in comparison to the benefits obtained. Flores and Prasetyo (2024) continue to affirm that price perception demonstrates the perception of customers towards the price of a product concerning its quality and value in general. Besides, Hamilton (2024) also emphasizes that consumers often rely on the perceived price instead of real price to make their purchasing decisions since a perception is affected by personal experiences, expectations, and comparison of competing products. The perception of price may be measured in accordance with the given definitions with the help of a number of critical indicators. To begin with, price fairness involves how much consumers consider a price to be reasonable and well-grounded. Secondly, price affordability is an indicator of whether the price of the product is within the financial capacity of the consumer. Thirdly, price-quality inference refers to the consumer being influenced to believe that a higher price will imply better quality. Fourthly, price competitiveness is associated with the price of the product as compared to its counterparts in the market. Lastly, value for money is the balance between the utility received and the cost incurred. Together, these signs impact the consumer evaluation of pricing and play a central role in influencing their purchasing behavior.

Purchase Intention

Purchase Intention can be described as the probability or readiness of a consumer to buy a particular product in the future. It is the psychological condition that preludes actual purchasing behavior. According to Mishrif and Khan (2023), purchase intention is an aspect of the Theory of Planned behaviour, in which intention represents one of the motivational factors that affect behaviour, which is the amount of effort that individuals are willing to put in order to make a purchase. Similarly, Imran, Fatima, Sarwar, and Amin (2022) define purchase intention as the decision of a consumer to purchase a specific brand due to their evaluation of available brands. As explained by Kyto, Virtanen, and Mustonen (2019), purchase intention is a sign that a consumer has a desire to purchase a product after considering different internal and external factors. Also, Çavuşoğlu et al. (2021) define purchase intention as a personal intention to make an effort to purchase a particular brand.

Based on these perspectives, the buying intention may be evaluated based on a number of important predictors. To start with, transactional intention implies the willingness of the consumer to purchase a product. Secondly, preferential intention refers to the tendency of the consumer to choose a particular brand against other brands. Thirdly, referential intention is the willingness to recommend the product to others. Fourthly, the exploratory intention reflects the wish of the consumer to learn more about the product before they make a purchase. Lastly, repurchase intention is used to show the likelihood of a future purchase of the product. All these indicators together are a pointer of how strong the intention of a consumer is and play a crucial role in predicting the actual buying behaviour.

Theoretical Integration: Conceptual Relationships Among Variables

The relationship between the variables in this study is the conceptual relationship that relies on the consumer behavior and marketing theory. According to these theories, consumers make cognitive and emotional evaluations of a

product that determine purchase intention. The main factors that influence such evaluations are brand image, perceived quality of a product and price perception which eventually determine the intention by consumers to purchase the product.

The brand image plays a crucial role in creating preliminary perceptions and emotional attachment towards a product. The purchase intention could be improved by a robust, favourable, and unique brand image to support consumer trust and offset the perceived risk. Whenever a consumer associates the brand with a positive attribute, he/she is more likely to like the product and show desire to buy it.

On the other hand, the perceived product quality is the judgement of the consumers of the performance and reliability of a product and its excellence. A high perceived quality increases consumer confidence in the product in the ability to meet their needs, which has a positive influence on their willingness to purchase. Perceived quality is a critical factor in the competitive markets, where consumers tend to prefer products that offer good value and functionality.

Price perception is also crucial in determining the level of purchase intention since the consumers evaluate whether the price is reasonable and fair when compared to benefits they obtain. When consumers have a positive price perception, believing that it provides a good value to the money, purchase intention can be enhanced. But when the price is perceived to be too high relative to the perceived quality, then less consumers may be willing to purchase.

The three variables interplay and affect purchase intention. The brand image can improve the perceived value of a product and the perceived product quality and price can decide whether consumers will consider a product as worth buying it. Positive brand image, high perceived product quality, and a positive price perception should, therefore, have a significant positive impact on purchase intention.

Hypothesis development

In order to increase purchase intention of consumers, companies need to understand the key variables that influence consumer decision making, particularly in markets that are highly competitive. Brand image is also one of the most important considerations as it reflects the perception, beliefs and associations of consumers to a brand. Positive brand image has the potential to develop emotional attachment, perceived risk and consumer trust. The positive perception of a brand will prompt consumers to develop positive attitudes towards a product, which will further enhance their intention to purchase (Kotler and Keller, 2016). Previous studies have continuously indicated the beneficial influence of brand image on purchase intention (e.g., Doan, 2020; Wu and Wang, 2014; Jalilvand and Samiei, 2012), indicating that the higher the brand image, the higher the probability that consumers will consider buying products.

According to this, the following hypothesis is suggested:

H1: Brand image has a positive effect on purchase intention.

In addition, the quality of a product perceptions plays a crucial role in affecting consumer judgments. This theory is relevant to the way in which the consumers perceive the overall quality or excellence of a product compared to its alternatives (Zeithaml et al., 2020). Consumers tend to prefer products which are perceived to have better performance, durability and reliability. Having a product that is perceived to be of high-quality increases consumer confidence and reduces uncertainty hence increasing their intention of purchasing. Previous studies have found the perceived product quality to have a highly positive effect on purchase intention (e.g., Dodds, Monroe and Grewal, 1991; Tsiotsou, 2006; Saleem et al., 2015), implying that the higher the perceived quality, the higher the willingness of the consumer to purchase the product.

Thus, the hypothesis given is as follows:

H2: Perceived product quality has a positive effect on purchase intention.

Price perception is also a very important factor influencing consumer behavior in other cases. The concept is the way consumers evaluate the fairness and reasonableness of the price of a product in reference to the benefits it provides (Malc, Mumel & Pisnik, 2016). Before purchasing a product consumers often compare prices with other brands and consequently analyze the value of money before buying. Perceived value is boosted when the price is viewed as suitable to the quality of the product, hence, increasing readiness to purchase it by consumers. The positive impact of price perception on purchase intention has been demonstrated in the past (e.g., Monroe, 1990; Lichtenstein, Ridgway and Netemeyer, 1993; Xia, Monroe and Cox, 2004) and showed that fair and reasonable pricing of a product can increase the intention to purchase it.

Therefore, it is hypothesized that:

H3: Purchase intention is positively affected by price perception.

Moreover, the synergies of brand image, perceived quality of product and price perception have a significant impact on consumer buying intentions. These aspects are interplaying to produce general consumer judgments: a strong brand image enhances perceived value; perceived quality generates trust; and a positive price perception supports the premise that the product is good value money. All these factors combined provide a comprehensive analysis that determines inclination of the consumers.

Based on this explanation, it is hypothesized that:

H4: Brand image, perceived product quality and price perception have a positive significant effect on purchase intention.

The ensuing research model, resting on the hypotheses made, illustrates the direct influence of brand image (H1), perceived product quality (H2), and price perception (H3) on purchase intention, and a combination of the three (H4). According to the model, psychological perceptions and evaluative judgments about the product affect the purchase intention.

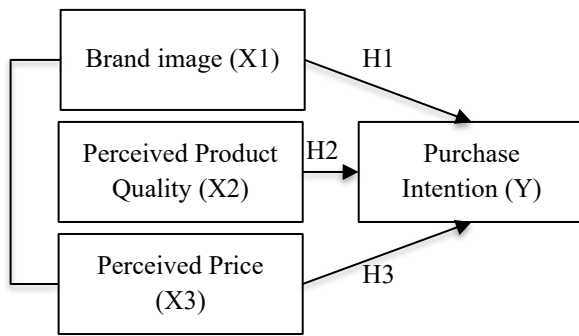


Figure 1. Research Framework

The study design illustrates the relationships between the three independent variables (brand image, X1; perceived product quality, X2; and price perception, X3) and one dependent variable, purchase intention (Y). The hypothesis is that all of the independent variables directly affect purchase intention.

To start with, brand image (X1) is expected to influence purchase intention (H1) since a strong and positive brand image can support consumer confidence and develop positive perceptions, thereby reducing the perceived risk of buying behaviours. Secondly, the perceived product quality (X2) is theorized to have an impact on purchase intention (H2), consumers being more likely to purchase products that are perceived to have high performance, reliability and overall quality. Thirdly, the perception of price (X3) is said to influence purchase intention (H3) through the willingness of the consumer to purchase based on the perception of whether the price is fair and in commensuration to the perceived value.

Besides the personal effects, the framework examines the combined effects of brand image, perceived product quality and price perception on purchase intention (H4). This shows that the intentions of consumers to purchase a product are influenced by a combination of perceptions about a brand, product quality, and price and are not determined by one factor.

In a nutshell, the research framework shows that purchase intention is

constructed due to cognitive evaluations and perception reviews. The positive attitude towards the brand image, the quality of the product and price are expected to increase the chances of consumers purchasing the product.

Method

This study examines how brand image, perceived product quality and price perception influence the purchase decisions of consumers in respect to Eiger laptop bags in Cimahi City. The study applies a quantitative, positivist approach and uses survey data collected using questionnaires and processed statistically to test the hypotheses put forward (Sugiyono, 2020). The study follows a hypothesis-testing paradigm which includes the operationalization of variables, development of instruments and evaluation of the instruments in terms of validity and reliability. Also, it entails data collection, processing, statistical analysis. Four variables are researched: brand image (X1), perceived product quality (X2), price perception (X3), and purchase intention (Y). A Likert scale between 1 and 5 is used to evaluate all the variables. The target group will include people living in Cimahi City and are interested in Eiger laptop bags. Since the size of the population is indefinite, purposive sampling was applied to select individuals aged 17 years and above, and who have either knowledge or interest in the product. The sample size will be 100, according to the multivariate analysis, which advises using five indicators. The primary sources were used to access data on this research in the form of questionnaires, and secondary sources, including journals, reports, and relevant literature. The use of cross-sectional design was to collect the data online.

The analysis of data included descriptive statistics and multiple linear regression to evaluate the hypotheses. The model was validated by classical assumption tests (normality, multicollinearity, and heteroscedasticity). Partial t-tests and simultaneous F-tests were performed to test

the hypothesis with the 5% level of significance. The adjusted R-squared (coefficient) was also used to measure the explanatory power of the model.

Result and Discussion

Result

This research engaged 100 individuals who are either consumers or potential consumers of Eiger laptop bags from Cimahi City. The predominant age group of the respondents was between 18 and 30 years, indicating that the product targets young adults. A significant portion of the respondents were either students or employed in the private sector, with a fairly even distribution of male and female participants.

Table 1. Validity and Reliability Test

Variable	r-test	Cronbach's Alpha	Conclusion
Brand Image	r > 0.196	> 0.70	Valid and Reliable
Perceived Product Quality	r > 0.196	> 0.70	Valid and Reliable
Price Perception	r > 0.196	> 0.70	Valid and Reliable
Purchase Intention	r > 0.196	> 0.70	Valid and Reliable

Sources: Data Processed By Author

All measurement indicators employed in this research were assessed for both validity and reliability. The findings indicate that the correlation coefficient (r-value) for all items exceeds the critical threshold of 0.196, signifying that all indicators are valid. Additionally, the results from the reliability tests demonstrate that all variables possess Cronbach's alpha values greater than 0.70, thereby affirming the reliability of the instruments utilized.

Classical assumption tests, such as those assessing normality, multicollinearity, and heteroscedasticity, indicate that the regression model satisfies the required criteria. The data exhibit a normal distribution, there is no sign of multicollinearity (VIF <10), and there is no evidence of heteroscedasticity.

Table 2: Classical Assumption Test Results

Test Type	Result	Conclusion
Normality Test	Normally distributed	Assumption fulfilled
Multicollinearity	VIF < 10	No multicollinearity
Heteroscedasticity	No heteroscedasticity	Assumption fulfilled

Sources: Data Processed By Author

Multiple linear regression analysis reveals that brand image, perceived product quality, and price perception affect purchase intention both simultaneously and partially.

The regression equation can be expressed as follows:

$$PI = \alpha + \beta_1 BI + \beta_2 PQ + \beta_3 PP + \epsilon$$

Where:

PI = Purchase Intention

BI = Brand Image

PQ = Perceived Product Quality

PP = Price Perception

Hypothesis Testing (t-test)

The preliminary test results reveal that The effect of brand image on the purchase intention is positive and significant (p < 0.05). This means that when the brand image is stronger, consumers will be more likely to purchase Eiger laptop bags. Perceived product quality also reveals a positive and significant effect on purchase intention indicating that increase in perceived quality is associated with an increase in purchase intention.

Purchase intention is also impacted positively and significantly (p<0.05) by price perception, which means that fair and acceptable price increases consumer willingness to purchase a product. Simultaneous test (F-test) shows that brand image, perceived product quality, and price perception all are significantly influential to purchase intent. This implies that consumer purchase intention is influenced by all independent variables.

The coefficient of determination (R²) reveals that about 65-75 percent of the variance in purchase intention can be

explained by brand image, perceived product quality and price perception. The remaining per cent is affected by other factors that have not been taken into consideration in the research.

Table3. Multiple Linear Regression Analysis

Variable	Coefficient (β)	t-test	Sig. (p-value)	Hypothesis	Result
(Constant)	2.135	–	–	–	–
Brand Image (BI)	0.312	3.215	0.002	H1	Accepted
Perceived Product Quality (PQ)	0.354	3.876	0.000	H2	Accepted
Price Perception (PP)	0.287	2.945	0.004	H3	Accepted

Source: Data processed by author

Discussion

According to the results of the hypothesis test, H1 means that H0 can be rejected with certainty. This indicates that brand image has a positive and significant impact on purchase intention. This means that consumers with a good brand image of Eiger laptop bags in terms of strong, reliable, and reputable brands are more likely to have intentions of purchasing them. Positive brand image creates a sense of trust and emotional attachment and thus reduces uncertainty of the consumer and increases confidence in their product.

This finding is congruent with the previous studies. As an illustration, Hien, Phuong, Tran, and Thang (2020) have discovered that brand image has a positive and significant influence on purchase intention. In the same light, Keller (2013) emphasized the importance of a strong image of the brand in developing consumer behavior. Such findings suggest that brand image is a crucial factor that determines consumer buying intentions among the different product categories.

Furthermore, H2 test shows that H0 is successfully rejected. This validates that the perception of the quality of products has a positive and significant effect on the purchase intention. This means that consumers who view Eiger laptop bags as being of high quality, functional and durable will be more willing to buy them. The quality of products is especially important to such functional products as laptop bags as they require durability to be used over the long term.

These results are in line with previous research (Gardi et al., 2021), which concluded that the perceived product quality has a significant influence on consumer purchase decisions. The findings

show that consumers are more likely to choose the products that offer high performance and meet their quality and usability demands.

Also, the results of the H3 test indicate that H0 is rejected and thus the perception of price significantly and positively influences purchase intention. This means that when consumers feel that the price of Eiger laptop bags is fair and reasonable compared to the value obtained, they will be more willing to buy them.

Conclusion & Suggestion

Conclusion

This study looked at how brand image, how people see the product's quality, and how they think about the price affect their desire to buy Eiger laptop bags in Cimahi City. The data analysis and the outcomes of the hypothesis tests show that each of the independent variables has a positive and important effect on the intention to make a purchase.

Brand image was found to be a key factor that influences how much someone wants to buy a product, which means that when a brand is strong, positive, and reliable, people are more likely to choose it. Additionally, it was found that how good people think a product is also makes a big difference. This shows that customers tend to choose items they believe are strong, work well, and are of good quality. Additionally, it was found that how much people think a product costs affects how likely they are to buy it. This means that consumers are more willing to buy something if they believe the price is fair and matches the value they get from the product.

In short, how a brand is seen, how good a product is thought to be, and how expensive it feels all together affect whether someone wants to buy an Eiger laptop bag, showing that these things are important in helping people decide to make a purchase.

Suggestions

Based on what was found in this study, here are the recommendations that are suggested. For companies, Eiger should always work on making its brand look better by keeping its products the same every time, sharing its message more clearly, and building deeper feelings with the people who buy its products. The company needs to make sure its products always match what customers expect in terms of how long they last, how well they work, and how they look. Pricing strategies need to be carefully handled so that prices stay competitive and show the true value of the product. Marketers need to focus on sharing clear and steady information about how good the product is and what the brand stands for. They should also talk about the good things about Eiger laptop bags, like how dependable and useful they are, to draw in possible buyers and encourage them to buy. For consumers, people are advised to think about different things when making decisions.

Future research should look into more factors that could affect how people decide to buy something. These factors include how well someone knows a brand, recommendations people share online (like e-WOM), their lifestyle, and how much influence their friends or social groups have. In the future, more studies could use a bigger group of people and include different areas around the world to make the findings apply to more situations. Researchers may also use other methods, like structural equation modeling, to better understand how different factors are connected. Looking at different brands or product types can give deeper understanding of how consumers behave.

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