



**THE ROLE OF BRAND IMAGE AS A MEDIATION OF THE INFLUENCE OF
PRODUCT PRICE AND QUALITY ON PURCHASE DECISION
(Study of "Collapsed" Beef Consumers in Jombang)**

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Abstract

This research aims to determine whether the product's Price and quality influence the brand image and purchasing decisions of collapsed beef among residents in Jombang Regency. This study uses a quantitative approach. The population in this study was Jombang residents, while the sample used was 100 people, determined using the Slovin formula. This research uses primary data obtained through distributing questionnaires. The analytical tool used is influenced by the Price and quality of the product, which influences the brand image of collapsed beef, to find out how Price, product quality, and brand image influence the decision to purchase collapsed beef and to find out whether the brand image can mediate the influence of price and product quality on beef purchasing decisions collapse. The method used in this research is a survey method, where the author distributes questionnaires for data collection. The approach used in this research is quantitative. Data analysis using smartPLS SEM software. The research results show that Price has a positive contribution to brand image, while product quality does not contribute to brand image. Apart from that, Price also contributes positively to purchasing decisions. However, product quality does not contribute to purchasing decisions. The brand image also influences purchasing decisions. Brand image can partially mediate price influence on purchasing decisions but cannot influence product quality.

Keywords : Price, product quality, brand image, purchase decision, collapsed beef, Jombang

A. INTRODUCTION

Beef is a food product with good nutritional value to meet people's protein needs (Pertiwi and Soenarno, 2020). According to data submitted by the Department of Agriculture (Pakpahan, 2012), beef is the most popular commodity compared to other meat commodities such as goat, buffalo, and pork. Cattle collapses often occur in cattle, buffalo, goats, and sheep, causing huge losses. Depreciation in the Price of collapsed livestock sold can reach 50%. The number of cows subjected to forced slaughter has also increased. So, many cows are slaughtered directly on the spot and not at the slaughterhouse, so the meat is sold directly in the market. Crushed beef from unhealthy sources will undoubtedly influence consumer purchasing decisions.

Safitri (2018) explains that consumers usually make purchasing decisions after considering Price, quality, and whether the product is known to the broader community. Brata et al. (2017) explained that Price is an essential factor that attracts customers to buy a particular product; the better the Price, the more purchasing decisions are made. According to Suhaily and Darmoyo (2017), Huang et al. (2004), Phau et al. (2009), and Septiyana et al. (2023) explain that Price has a positive influence on purchasing decisions, meaning that the higher the Price, the higher purchasing decision will increase. This is different from the opinion of Rozjiqin & Ridlwan (2022), Salsabila &

Maskur (2022), and Fuadi & Wijayanti (2022), who explain that price harms purchasing decisions.

Product quality is the ability of a product to carry out its function. Product quality is a consumer consideration when purchasing (Septiyana et al., 2023). Consumers must first check the quality of the product before making a purchase transaction. This follows research by Wulandari Iskandar (2018), Lesmana & Ayu (2019), and Ardyan and Gunawan (2022), who explain that product quality has a positive effect on purchasing decisions. In contrast to Martini's (2015) opinion, Laila Sudarwanto (2018) and Pandensolang Tawas (2015) explain that product quality harms purchasing decisions.

The brand image also influences consumers in purchasing decisions. A strong brand image enables companies to develop superior products and packaging, communicate attractively, and provide reliable service (Kotler and Keller, 2012). Saleem & Raja (2014) and Forozia et al. (2013) explained that brand image positively affects purchasing decisions. Different, Kawilarang et al. (2021), Ghadani et al. (2022), and Setyani Prabowo (2022) explain that brand image has a negative effect on purchasing decisions.

Based on the background, this research aims to find out how price and product quality influence the brand image of beef. To find out how product price quality and brand image influence the purchase decision for beef collapse. To find out whether brand image can mediate the influence of product price and quality on the purchase decision for collapsed beef.

B. LITERATURE REVIEW

Perceived Price is the Price consumers feel is based on their knowledge and experience. Price perception significantly affects brand image, perceived quality, and purchase intention from previous research. Djatmiko and Pradana (2016), Afwan and Santosa (2020), and Katu and Suparna (2022) explain that Price has a positive effect on brand image, indicating that the more affordable the Price, the better the brand image.

H₁ = Price has a positive effect on brand image

Perceived quality is defined as a consumer's evaluation of a brand's overall superiority based on intrinsic (performance and durability) and extrinsic cues (brand name). Research conducted by Agussalim & Ali (2017), Jasmine (2021), Suryantari & Respati (2022), and Viando et al. (2023) shows the results that product quality influences brand image, meaning that the higher quality of the product provided, the brand image will increase.

H₂ = Product Quality has a positive effect on Brand Image

Price has a significant influence in determining a product because Price is one attribute among several other attributes in consumer decision-making. The value of a product is its ability to be exchanged for other goods (Alma, 2016). Price positively influences purchasing decisions, meaning that the Price is reasonable, in line with consumer expectations, or follows consumers. The results of this hypothesis support research conducted by Nurhadi (2020), SuhaiIy & Darmoyo (2017), Supriyanto et al. (2021); Pangestika et al. (2019); Widiastiti et al. (2020); Wahyuni & Rahanatha (2020); Hasmiati et al., (2020); Noerchoidah (2013); Pradita & Sitio (2020) show that Price has a positive and significant effect on purchasing decisions.

H₃ = Price has a positive effect on Purchase Decisions.

Product quality is a description of how a product is assessed, both from the manufacturing materials, the product's shelf life, and the product's benefits for its users (Maurencia et al. 2021). Research conducted by Toivonen (2012) revealed that quality is something tangible that its technical characteristics and performance aspects can determine. Quality is the perception of a superior product compared to other competing products. This follows the opinions of Wulandari and Iskandar (2018), Lesmana and Ayu (2019), and Gunawan (2022), who explain that product quality has a positive effect on purchasing decisions.

H₄ = Product Quality Has Positive effect on Purchase Decisions.

Brand image is a subjective concept created by consumers and their emotions (Ferrinadewi, 2008). Empirical research on brand image has proven that it influences consumer behavior, such as customer satisfaction and loyalty (Zhang, 2015). Brands with a positive image tend to be easier for consumers to remember and accept. A positive brand image of a brand has been proven to influence consumers to buy products or services (Fianto et al., 2014; Wang & Tsai, 2014). Brand Image has also been proven to influence Brand Trust positively in several cases (Alhaddad, 2015; Chinomona, 2016). According to Muslim et al. (2020), Rahma and Slamet (2020), Sapitri et al. (2020), Chen et al. (2021), Yang et al. (2022), Baptista et al. (2022) found that brand image can have a positive and significant effect on increasing purchasing decisions for consumers. This means that if the brand of a product is well known and has become popular among the public, loyalty to the brand and product will increase.

H₅ = Brand Image Has Positive effect on Purchase Decisions.

Marketing must pay attention to quality and be accompanied by appropriate prices. Price is several values describing the quality of the product sold to consumers. If the quality is high, the Price will also be high, and vice versa. Joel G. et al. (2014) research shows that motivation, price perception, and product quality significantly affect consumer buying interest. According to Linga (2016), Pranoto et al. (2022), Stiawan Jatra (2022), and Katu and Suparna (2022) explained that brand image is known to mediate the relationship between price and purchasing decisions. The Price of a product reflects its brand image. Price has a positive and significant effect on product purchasing decisions. Consumers will tend to use the brand image as a basis or reference before carrying out the purchasing process of a product or service. A brand with a positive image in society will have an appropriate price.

H₆ = Brand Image mediates the effect of Price on Purchase Decisions.

The relationship between product quality and purchase intention explained by Farhan and Mustafa (2015) shows that product quality positively and significantly affects purchase intention. A product is said to be of quality if it helps satisfy consumer wants and needs. Consumers tend to repurchase the product if the quality is good. According to Darmajaya and Sukawati (2018), Oktavenia and Ardani (2019), Sanjiwani & Atmosphere (2019), Irmayanti & Annisa (2023), Viando et al. (2023) explain that if there is good quality in the product or service being sold, the company will be able to improve the excellent image of the product or service, thus encouraging consumers to make purchases of the product or service. This shows that product quality and brand

image are essential factors in determining purchasing decisions made by consumers. Collaborative efforts to improve product quality can minimize the tendency to decrease purchasing decisions.

H₇ = Brand Image mediates the effect of Product Quality on Purchase Decisions

C. RESEARCH METHOD

This research uses a quantitative approach with survey methods. The data used is primary data obtained through questionnaires. The population in this study was Jombang people. The sample used was 100 people—determination of sample size using the Slovin formula. The dependent variable in this research is the decision to purchase crumbled beef. There are 2 (two) independent variables, namely product quality, and Price, while the mediating variable is brand image. Data analysis uses partial least squares - structural equation modeling.

D. RESULTS AND DISCUSSION

1. Description of Respondent's Identity

Based on gender, the most respondents by gender were 76 women or 76%. Consumers who purchase collapsed beef have the most dominant market share aged 35 to 50 years, 56 people or 56%. Consumers who purchase collapsed beef have the most dominant market share with high school/vocational education, amounting to 57 people or 57%. Consumers who purchase collapsed beef have the most dominant market share and work as entrepreneurs, numbering 51 people or 51%.

2. Description of Research Variables

The average purchasing decision variable is 4.22, meaning consumer purchasing decisions regarding collapsed cattle are very high. The average brand image variable is 4.23, meaning consumers feel that the brand image of cows has collapsed very high. The average price variable is 4.16, meaning consumers feel that cattle prices have fallen sharply. The average product quality variable is 3.42, meaning consumers feel that the quality of the cows is high.

3. Data Analysis

Based on Table 1, it can be seen that all questions for research variables have valid status because the significance value is less than 0.05.

Table 1. Reliability Test

Variable	Cronbach's Alpha	Information
<i>Purchase Decision</i>	0,809	<i>Reliable</i>
<i>Brand image</i>	0,882	<i>Reliable</i>
<i>Price</i>	0,813	<i>Reliable</i>
<i>Product Quality</i>	0,804	<i>Reliable</i>

Source: SPSS output (processed data, 2024)

Based on Table 2, the reliability test was carried out on question items declared reliable because they were more than 0.70.

Table 2. Outer Loading

X1	Value	X2	Value	Y1	Value	Y2	Value
X1.1	0.537	0.557	0,000	Y1.1	0.743	Y2.1	0.569
X1.2	0.531	0.924	0,000	Y1.2	0.547	Y2.2	0.592
X1.3	0.764	0.942	0,000	Y1.3	0.591	Y2.3	0.505
X1.4	0.774	0.946	0,000	Y1.4	0.732	Y2.4	0.631
X1.5	0.780	0.903	0,000	Y1.5	0.769	Y2.5	0.790
X1.6	0.709	0.910	0,031	Y1.6	0.534	Y2.6	0.706
X1.7	0.563	0.935	0,034			Y2.7	0.795
X1.8	0.550	0.598	0,017			Y2.8	0.566
		0.588	0,032				
		0.559	0,047				
		0.587	0,020				
		0.567	0,035				
		0.512	0,045				
		0.501	0,045				
		0.774	0,049				
		0.773	0,037				
		0.755	0,034				
		0.762	0,027				

Source: PLS output (processed data, 2024)

Table 3. Average Variance Extracted

	Average Variance Extracted (AVE)	Akar AVE
X1	0.585	0.764
X2	0.645	0.803
Y1	0.571	0.756
Y2	0.554	0.744

Source: PLS output (processed data, 2024)

Table 3 (three) shows that the AVE value is more than 0.5; in other words, all the constructs are valid, or it can be said that the constructs can explain the item variance.

Table 4. Composite Reliability

Composite Reliability	
X1	0.756
X2	0.702
Y1	0.797
Y2	0.724

Source: PLS output (processed data, 2024)

Based on Table 4, it can be seen that the composite reliability value for all research variables is > 0.7. It can be concluded that all variables have a very high level of reliability.

Table 5. Cronbach's Alpha

Cronbach's Alpha	
X1	0.838
X2	0.782
Y1	0.850
Y2	0.899

Source: PLS output (processed data, 2024)

Based on Table 5 (five), it can be seen that the Cronbach alpha value of each research variable is > 0.7 . It can be concluded that all variables have a very high level of reliability.

Inner Model

Table 6. Coefficient of Determination (R^2)

	R Square
Y1	0.420
Y2	0.398

The R-square value for Y1 is 0.420, which means that the presentation of the influence of product price and quality on brand image is 42.0%, while other variables influence the remaining 58.0%; in other words, price and product quality can influence brand image, showed moderate score. The R-square value for Y2 is 0.398, which means that the presentation of the influence of Price, product quality, and brand image on purchase decisions is 39.8%. In comparison, the remaining 60.2% is influenced by other variables; in other words, Price, product quality, and Brand image can be said to influence purchase decisions moderately.

To calculate the Q-square value, you can use the formula:

$$\begin{aligned}
 Q\text{-square} &= 1 - [(1-R_1^2) \times (1-R_2^2)] \\
 &= 1 - [(1-0.420^2) \times (1-0.398^2)] \\
 &= 1 - (0,824 \times 0,842) \\
 &= 1 - 0,694 \\
 &= 0,306
 \end{aligned}$$

The above calculation value of Q2 or predictive relevance in this research is 0.306. So, it can be concluded that the structural model in this research is classified as moderate influence.

Table 7. F-square

	Y1	Y2
X1	0.631	0.156
X2	0.069	0.062
Y1		0.184

Source: PLS output (processed data, 2024)

From the F-square output in Table 7 (seven), it can be concluded that the structural model (inner model) of the influence of Price (X1) on brand image (Y1) has a high or moderate influence at the structural level (F square = 0.631). The structural model (inner model) of the influence of product quality (X2) on the brand image (Y1) has a low influence at the structural level (F square = 0.069). The structural model (inner model) of the influence of Price (X1) on purchase decisions (Y2) has a moderate influence at the structural level (F square = 0.156). The structural model (inner model) of the influence of product quality (X2) on purchase decisions (Y2) has a low influence at the structural level (F square = 0.062). The structural model (inner model) of the influence of brand image (Y1) on purchase decisions (Y2) has a moderate influence at the structural level (F square = 0.184).

Table 8. Quality Criteria (Model Fit)

Model Fit	Results	Criteria	Information
SRMR	0,041	SRMR < 0,08	Model Fit
NFI	0,932	NFI > 0,90	Model Fit

Source: PLS output (processed data, 2024)

The criteria for the inner model (goodness of fit model) have been met, so it can be concluded that overall, the model from this research is stated to have a fairly good *goodness of fit*.

Table 9. Path Coefficients dan P-Value

	T Statistics	P Values
X1 -> Y1	8.712	0.000
X1 -> Y2	3.148	0.000
X2 -> Y1	0.973	0.331
X2 -> Y2	0.379	0.705
Y1 -> Y2	2.090	0.037

Source: PLS output (processed data, 2024)

From table 9 (nine) above, it can be said that the effect of Price on brand image can be seen in the path coefficient table of 8.712 with a positive coefficient and in the p-value table of 0.000, which is said to be significant. So, it can be concluded that Price significantly influences brand image, so the hypothesis is **accepted**.

The influence of product quality on brand image can be seen in the path coefficient table of 0.971 with a positive coefficient and in the p-value table of 0.331, which is not significant. So, it can be concluded that there is no influence of product quality on brand image, so the hypothesis is **rejected**.

The influence of Price on purchase decisions can be seen in the path coefficient table of 3.148 with a positive coefficient and in the p-value table of 0.000, which is said to be significant. So, it can be concluded that Price significantly influences purchase decisions, so the hypothesis is **accepted**.

The influence of product quality on the brand image can be seen in the path coefficient table of 0.379 with a positive coefficient, and in the p-value table of 0.705, it is said to be insignificant. So, it can be concluded that there is no influence of product quality on purchase decisions, so the hypothesis is **rejected**.

The influence of brand image on purchase decisions can be seen in the path coefficient table of 2.090 with a positive coefficient, and in the p-value table of 0.037, it is said to be significant. So, it can be concluded that brand image significantly influences purchase decisions, so the hypothesis is **accepted**.

Table 10. Indirect Effect

	T Statistics	P Values
X1 -> Y1 -> Y2	0.392	0.044
X2 -> Y1 -> Y2	-0.063	0.395

Source: PLS output (processed data, 2024)

The indirect path coefficient value of the price variable on purchase decisions via brand image is 0.392 with a P-value of 0.001, which is significant. Thus, Price has an indirect influence on purchase decisions through brand image. The indirect path

coefficient value for the product quality variable on purchase decisions via brand image is -0.0.63, with a P-value of 0.395, which is said to be insignificant. Thus, there is no indirect influence of product quality on purchase decisions through brand image.

Table 11. Total Effect

	T Statistics	P Values
X1 -> Y1	8.712	0.000
X1 -> Y2	6.323	0.000
X2 -> Y1	0.973	0.331
X2 -> Y2	0.668	0.504
Y1 -> Y2	2.090	0.037

Source: PLS output (processed data, 2024)

The total effect value of Price on brand image is 8.712 with a positive coefficient, and the p-value for total effect is 0.000, which is said to be significant. So, it can be concluded that the total effect of Price on brand image is significantly positive.

The total effect value of product quality on brand image is 0.973 with a positive coefficient, and the p-value for total effect is 0.331, so it is not significant. So, it can be concluded that the total effect of product quality on positive brand image is insignificant.

The total effect value of Price on purchase decisions is 6,323 with a positive coefficient, and the p-value for total effect is 0.000, which is said to be significant. So, it can be concluded that the total effect of Price on purchase decisions is significantly positive.

The total effect value of product quality on purchase decisions is 0.668 with a positive coefficient, and the p-values for total effect are 0.504, which is said to be insignificant. So, it can be concluded that the total effect of product quality on positive purchase decisions is insignificant.

The total effect value of brand image on purchase decisions is 2,090 with a positive coefficient, and the p-values for total effect are 0.037, so it is said to be significant. So, it can be concluded that the total effect of brand image on purchase decisions is significantly positive.

The influence of Price on purchase decisions with brand image as mediation can be seen as figure 1 (one) below

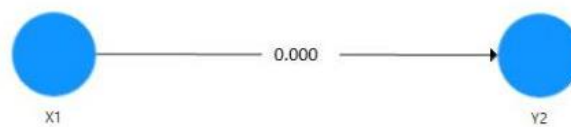


Figure 1. Test 1 Effect of X1 on Y2

Table 12. Path Coefficient and P-value Test 1 Effect of X1 on Y2

	T Statistics	P Values
X1 -> Y2	6.857	0.000

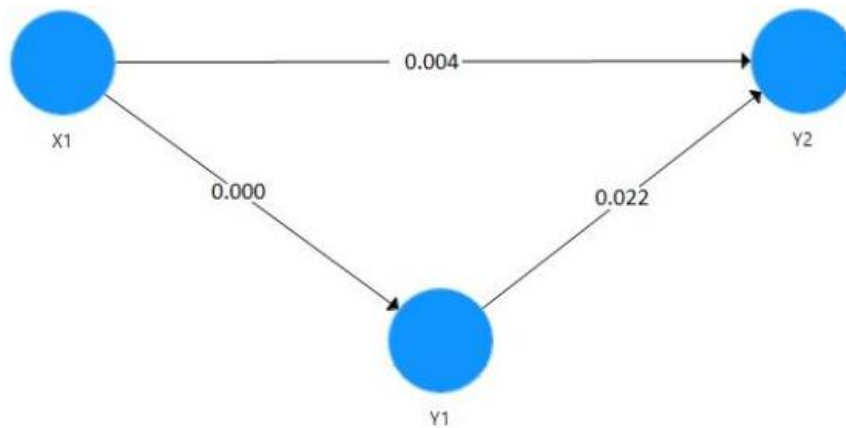


Figure 2. Test 2 Effect of X1 on Y2 with Y1 as mediation

Table 13. Path Coefficient and P-value Test 2 Effect of X1 on Y2 with Y1 as mediation

	T Statistics	P Values
X1 -> Y1	9.212	0.000
X1 -> Y2	2.908	0.004
Y1 -> Y2	2.298	0.022

Source: PLS output (processed data, 2024)

Based on the first test shows that the p-value of the influence of X1 on Y2 is 0.000, which is less than 0.05, so it can be said to be significant. After carrying out the second test by adding Y1, the p-value of the influence of X1 on Y2 was 0.004, so it can be said to be significant. However, the p-value has decreased, so it can be said that brand image can partially mediate (partial mediation) the influence of Price on purchase decisions.

The influence of product quality on purchase decisions with brand image as mediation as figure below:



Figure 3. Test 1 Effect of X2 on Y2

Table 14. Path Coefficient and P-value Test 1 Effect of X1 on Y2

	T Statistics	P Values
X2 -> Y2	0.962	0.336

Source: PLS output (processed data, 2024)

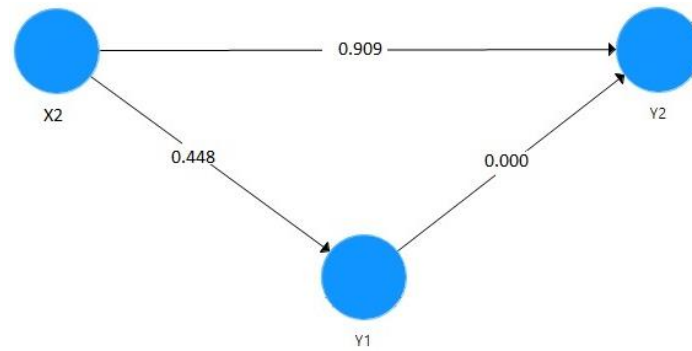


Figure 4. Test 2 Effect of X2 on Y2 with Y1 as mediation

Table 15. Path Coefficient and P-value Test 2 Effect of X2 on Y2 with Y1 as mediation

	T Statistics	P Values
X2 -> Y1	0.759	0.448
X2 -> Y2	0.115	0.909
Y1 -> Y2	5.394	0.000

Source: PLS output (processed data, 2024)

Based on the first test it shows that the p-value of the influence of X2 on Y2 is 0.336, which is more than 0.05, so it can be said to be not significant. After carrying out the second test by adding Y1, the p-value of the influence of X2 on Y2 is 0.909, so it can be said to be insignificant; it can be concluded that brand image cannot mediate the influence of product quality on purchase decisions.

4. Discussion

The Influence of Price on the Brand Image of Collapsed Beef

Based on data analysis, it shows that there is a significant favorable influence of Price on brand image, meaning that the higher the Price of collapsed beef, the higher the product image or brand image of collapsed beef, and vice versa, the lower the Price of collapsed beef, the lower the product image or brand image of beef cow collapses.

This shows that the higher the Price, the higher the brand image of collapsed beef. This happens because consumers feel that the Price of collapsed beef is high, which is the same as that of healthy beef, but with the spread of the brand image, collapsed beef has a heavier quantity or scale. Rather than healthy beef, it makes consumers feel lucky to buy collapsed beef. The brand image of collapsed beef is considered reasonable by consumers because it is influenced by the same high Price as healthy beef. However, consumers feel lucky to get a greater quantity or weight than healthy beef. In this study, on average, most consumers work as entrepreneurs, consisting of vegetable growers and food traders such as meatball, stall or martabak sellers, so that consumers feel lucky to resell or process the meat for resale at a high profit.

The results of this research are research conducted by Djatmiko & Pradana (2016), Afwan & Santosa (2020); Katu and Suparna (2022) explain that Price has a positive effect on brand image, showing that the more affordable the Price, the better the brand image.

The Influence of Product Quality on the Brand Image of Collapsed Beef

Data analysis shows that product quality does not influence brand image, meaning whether the quality of the collapsed beef product is good or bad, the brand

image of collapsed beef is still considered good. Even though consumers feel that collapsed beef has the same components as healthy beef and cannot last long in the freezer, consumers still feel that the brand image of collapsed beef is high or sound. This is because consumers look at the benefits obtained from the quantity or weight of the product obtained. This is to research conducted by Nuraini & Maftukhah (2015), which states directly that product quality does not affect brand image, meaning that higher product quality does not impact brand image.

The Influence of Price on Purchase Decisions for Collapsed Beef

Based on data analysis, it shows that there is a significant positive influence of Price on purchase decisions, meaning that the higher the Price, the more consumers make decisions to purchase collapsed beef, and vice versa, the lower the Price, the more consumers do not make decisions to purchase collapsed beef.

The average purchasing decision variable is 4.22, meaning consumer purchasing decisions regarding collapsed beef are very high. This shows consumers are confident buying collapsed beef because it suits their needs. In contrast, the average consumer has a job as an entrepreneur consisting of a greengrocer and food trader such as a meatball trader, food stall, or even omelet, and most consumers are women. Hence, consumers think the high Price of collapsed beef is the same as healthy meat. However, consumers get quantity or scale, and even bonuses such as balungan make consumers feel lucky, so they make purchasing decisions on meat cow collapses. This is supported by research conducted by Nurhadi (2020), Suhailiy & Darmoyo (2017), Supriyanto et al. (2021); Pangestika et al. (2019); Widiastiti et al. (2020); Wahyuni & Rahanatha (2020); Hasmiati et al., (2020); Noerchoidah (2013); Pradita & Sitio (2020) show that Price has a positive and significant effect on purchasing decisions.

The Influence of Product Quality on Purchase Decisions for Collapsed Beef

Data analysis shows no influence of product quality on purchase decisions, meaning consumers will still buy collapsed beef whether the quality is good or bad. Even though consumers feel that collapsed beef has the same components as healthy beef and cannot last long in the freezer, consumers still make decisions to purchase collapsed beef. This happens because consumers feel that buying collapsed beef is based on consumer needs where, on average, consumers work as self-employed workers, consisting of greengrocers and food traders such as meatball sellers, food stalls or omelet, and the majority of consumers are women, so whether or not the quality of collapsed beef does not influence consumers in deciding to buy collapsed beef. After all, they feel lucky to buy meat. This is to research conducted by Fitri and Hadita (2014), Supriyadi et al. (2017), and Nasution et al. (2020), where product quality does not influence the decision; this is because there are several poor quality products on offer.

The Influence of Brand Image on Purchase Decisions for Collapsed Beef

Data analysis shows a significant positive influence of brand image on purchase decisions, meaning that the higher the brand image of collapsed beef, the more consumers make decisions to purchase collapsed beef. On the other hand, the lower the brand image of collapsed beef, the more consumers do not decide to purchase beef cow collapses.

The theory of Planned Behavior (TPB) focuses on the view of beliefs that influence a person to act. Based on the assumption that humans are rational creatures, they process information systematically before deciding to act. In this research, consumers see the brand image of collapsed beef in the high or good category, where consumers see that buying collapsed beef will get a bonus from the trader in the form of more quantity or weight; they can get additional beef bone, making consumers feel profitable, especially on average. On average, it is resold by consumers, and based on this image, consumers decide to purchase.

This is to research conducted by Muslim et al. (2020), Rahma and Slamet (2020), Sapitri et al. (2020), Chen et al. (2021), Yang et al. (2022), Baptista et al. (2022) found that brand image can have a positive and significant effect on increasing purchasing decisions for consumers.

Brand Image Mediates the Influence of Price on Purchasing Decisions for Collapsed Beef

Based on data analysis, it shows that brand image can partially mediate (partial mediation) the influence of Price on purchase decisions, meaning that the higher the price of collapsed beef and this is made clear by the presence of a good brand image of collapsed beef, the more consumers will make purchasing decisions. However, the brand image cannot fully clarify the Price's influence on purchasing decisions for collapsing beef.

This happens when consumers see the Price of beef collapsing, and it is made clear by the existence of a good brand image where traders will give bonuses in the form of more quantity or weight; they can get additional beef bone so that consumers feel comfortable buying collapsed beef because it meets their needs. On average, it is resold by consumers. However, the brand image does not fully explain the price influence on purchasing decisions because consumers feel that ground beef is not always available in large quantities according to their needs. This is to research conducted by Lingga (2016), Pranoto et al. (2022), Stiawan & Jatra (2022), and Katu and Suparna (2022) explained that brand image is known to mediate the relationship between price and purchasing decisions.

Brand Image Mediates the Influence of Product Quality on Purchasing Decisions for Collapsed Beef

Based on data analysis, it shows that brand image is not able to mediate the influence of product quality on purchase decisions, namely whether the quality of the product is good or bad, and not being made clear by the presence of a good brand image makes consumers continue to make purchasing decisions on collapsed beef. This happens because consumers think that the quality of collapsed beef products cannot last long in the freezer, where collapsed beef comes from unhealthy cows, accompanied by the brand image of collapsed beef, which is not available on the market in large quantities according to needs, but this still makes consumers decide. To purchase because consumers feel it suits their needs for resale. This is based on research conducted by Laura & Siringo Ringo (2017), with the results showing that brand image cannot significantly and positively mediate product quality in purchasing decisions. This happens because brand image does not align with product quality in purchasing decisions.

E. CONCLUSION

Based on the discussion, it can be concluded that Price significantly positively influences brand image. There is no influence of product quality on brand image. There is a significant positive influence of Price on purchase decisions. There is no influence of product quality on purchase decisions. There is a significant positive influence of brand image on purchase decisions. Brand image can partially mediate (partial mediation) the influence of Price on purchase decisions. Brand image cannot mediate the influence of product quality on purchase decisions.

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