

EXCLUSIVITY VS. PRICE: THE IMPACT OF BRAND IMAGE AND PRICE ON BUTTONSCARVES HIJAB PURCHASE DECISIONS IN BANDA ACEH

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ABSTRACT

This study sought to understand the impact of brand image and price on Buttonscarves hijab purchase decisions. Data were collected by distributing questionnaires via online. Quantitative data was collected from a sample of 95 people for this research. IBM SPSS Statistics 23 software is used to analyze data collected in the study. The findings from the data analysis show a significant relationship between brand image and purchase decisions for buttonscarves hijab was stated as positive and significant. A significant relationship between price and purchase decisions for buttonscarves hijab was stated as positive and significant. Purchase decisions were influenced simultaneously by brand image and price. This study proves that Banda Aceh Buttonscarves's consumers consider the brand image as something more important than price when deciding to buy. Therefore, businesses need to prioritize creating and maintaining a strong brand image. Price is not the main factor, but companies must develop and implement the right pricing strategy.

Keywords: Brand Image, Price, Purchase Decision

INTRODUCTION

The Muslim fashion industry in Indonesia, especially the hijab, is experiencing rapid growth along with increasing awareness of fashionable and quality Muslim clothing. In Banda Aceh, with a dominant Muslim population, the

demand for premium hijabs is increasing. In this context, consumer demands in this area go beyond the functional needs of the hijab and also show their social position and lifestyle. Therefore, brand image and price are the main determinants in purchasing decisions. According to research by Katu & Suparna (2022), purchasing decisions are a process for consumers to recognize problems, search for product or brand information and evaluate several of the best products, thus leading to purchasing decisions. Indonesian people will do research before deciding to purchase a product. Banda Aceh is known as an area with a high level of religiosity. Most Muslim women wear the hijab as part of their identity and as a form of obedience to religious teachings. In recent years, the hijab fashion trend in Banda Aceh has experienced rapid development, marked by the presence of various premium hijab brands such as Buttonsscarves, which offer exclusive designs, high-quality materials, and a strong brand image. Buttonsscarves, hijab products classified as premium and relatively expensive, are still in high demand in Banda Aceh, especially among young and professional women who want to look fashionable. It indicates that the decision to purchase a hijab not only depends on the functional aspect but is also influenced by emotional and social factors, such as brand exclusivity and lifestyle. Buttonsscarves, founded in 2016, is one of Indonesia's local brands that is already in the international market. It carries luxurious lifestyle products, with the main product being scarves. The characteristic of the Buttonsscarves brand is the logo, where the letter B is designed like the number 8 and made of very premium-quality materials (Sapitri & Saptono, 2023). According to Rakhmawati (2022), significant growth has occurred in Muslim fashion trends, especially the hijab, in Indonesia in the last three years. Supported by the majority of the population in Indonesia who are Muslim, as many as 231.06 million. This proportion is equal to 86.7% of the total population of Indonesia. Brand image is a description of the advantages and disadvantages of a brand that is created in consumers' minds when they hear or see a brand (Katu & Suparna, 2022). Favorable views of a brand encourage consumers to have more excellent intentions to make a purchase. They tend to be less sensitive to price because they focus more on the value and experience the brand provides. Brands with a good reputation can even charge higher prices without losing customers. Khnouf et al. (2023) found that A company with a good image makes its products more acceptable to consumers. Customer image is the reason someone makes a purchasing decision for a product/service and becomes a customer of that company because it matches their personality image. A good product image is preferred by customers over a product that has a bad image. Prices reflect consumers' financial sacrifices to obtain goods of particular value and use. In the era of globalization, which is marked by high business competition, marketers must continue to develop effective strategies to increase sales. One approach that can be taken is to understand how consumers act., including personalities, unplanned purchasing decisions, and influencing factors, such as price (Morrison Simanjuntak & Wahdiniwaty, 2019). Price factors also play a role in determining consumers' choice to purchase a product. Customer decisions to buy a product are either planned or unplanned (impulse buying) (Susilawati and Wahdiniwaty, 2017).

Research on the factors that influence purchase decisions in the form of brand image and price has been carried out by several previous studies. This research refers to several relevant previous studies as a theoretical and empirical basis. The significant relationship between brand image and the decision to purchase button hijabs is stated to be positive and significant, in line with previous empirical studies, which include Foster (2016); Hastuti et al. (2018); Adnan et al. (2019); Katu & Suparna, (2022); Ramadhan et al., (2022); Saldanha Barreto et al., (2023); Sapitri & Saptono, (2023); Komara et al., (2024). The significant relationship between price and the decision to purchase a button hijab is stated to be positive and significant. In line with previous empirical studies, which include Adnan et al. (2019); Siswanto (2021); Ali et al. (2022); Katu & Suparna (2022); Sapitri & Saptono (2023), Cindy et al. (2024). This research differs from previous research because it focuses on areas where most of the population is Muslim and has unique cultural characteristics. As a province with Islamic law implementation, Aceh has a very specific cultural context regarding Muslim clothing. Wearing the hijab is not only a religious obligation but also an integral part of the cultural and social identity of the Acehnese people. Aceh has Special Autonomy based on Law Number 11 of 2006 concerning the Aceh Government. Implementation of Islamic Sharia through Qanun (Regional Regulations), which regulate various aspects of community life, including Muslim clothing, Muslim adult women are required to wear the hijab. These differences in cultural context influence research findings; for example,

perceptions of brands and prices may differ from other regions in Indonesia. Therefore, this research provides deeper insight into premium hijab consumer behaviour in the unique cultural context of Aceh.”

The purpose of this study is to elucidate how brand image and price affect consumer purchase decisions on Buttonsscarves hijab in Banda Aceh. Considering the abundance of hijab options at more competitive prices, it is important to understand the key factors that drive consumers in Banda Aceh to choose a product. Therefore, this study was conducted to determine how brand image and price influence consumers' purchasing decisions for Carves button hijabs in Banda Aceh. This study utilized a multiple linear regression model. Samples were obtained through a non-probability technique using purposive sampling. Data were processed with IBM SPSS Statistics 23. After reviewing the background of the problem that has been explained, this research will focus on the following problem formulation: 1) Does brand image significantly and positively impact the purchasing decision of the Buttonsscarves hijab in the Banda Aceh area? 2) Does price alone significantly and positively impact the purchasing decision of the Buttonsscarves hijab in the Banda Aceh area? 3) Do brand image and price simultaneously affect the buttonsscarves hijab purchase decisions in Banda Aceh.

LITERATURE REVIEW

Marketing activities are one way for companies to ensure that their business continues to run, develop the business, and gain profit. Even though there are various other activities, marketing still plays a vital role for the company (Saldanha Barreto et al., 2023).

Syafei et al. (2020) stated that promotional activities can influence the success of selling a product or service in various ways. The introduction of brand image to the public, which aims to increase awareness of an organization or company, impacts sales success. Product brand image has a dominant influence in determining consumer choices at the time of purchase.

Consumer perception of a brand, or brand image, is developed through experience. This experience creates a habit; consumers tend to be loyal to the existing brand image (Murni & Wahdiniwaty, 2022).

This study will answer our questions regarding Functional Image, Emotional Image, Brand Personality, Social Image, Brand Trust, and Brand Association.

If a brand is managed well, a business can attract more customers, build sustainable relationships with consumers, and increase its profits (Khnouf et al., 2023). The way consumers see or perceive a brand is called brand image (Foster, 2016).

Consumers tend to buy products that they like, considering brand image and product quality. Therefore, producers must fulfil consumer desires to attract consumer interest in buying their products and realise the company's vision (Saldanha Barreto et al., 2023).

Several brand image factors can influence purchasing decisions, such as brand preference, purchase frequency, repurchase intention, factors influencing purchase decisions, and post-purchase satisfaction.

Price indicators are Affordable price, price competitiveness, and price match with benefits and quality (Kotler & Keller, 2016)

For some consumers, price is the main factor in determining purchasing decisions. If prices are set and applied based on indicators such as affordability, suitability to quality, and competitiveness, then prices can influence purchase decisions (Ali et al., 2022)

Purchase decisions refer to the final phase in the consumer decision-making process, which is marked by the act of purchasing the product. Purchase decisions can also be interpreted as a choice in taking action from two or more available alternatives (Stiawan & Jatra, 2022).

Factors such as clarity of information, ease of transactions, and product excellence are the main factors that influence online purchasing decisions (Fauziah & Wahdiniwaty, 2020).

Based on previous research, the hypothesis is concluded as follows:

H1: Consumers' decisions to buy Buttonsscarves hijabs in Banda Aceh are significantly and positively affected by brand image.

H2: Consumers' decisions to buy Buttonsscarves hijabs in Banda Aceh are significantly and positively affected by price.

METHODOLOGY

This study was implemented in Banda Aceh, with the target consumers being Buttonsscarves Hijab Products. The sample was selected using a non-probability method with purposive sampling method. Research variables include two independent variables (brand reputation and price) and one dependent variable (purchase decisions). The method used in this study is multiple linear regression. Multiple linear regression is the method used because it measures the influence of brand image and price on purchase decisions. Multiple linear regression analysis will provide a coefficient for each variable X, which shows the strength and direction of the relationship between variables X and Y. This research used two different data sets. Questionnaires were used as primary data, while secondary data was compiled from a range of existing resources. Ninety-five samples of people who had purchased Buttonsscarves hijab in Banda Aceh were used for this study. A quantitative approach questionnaire was used, and 95 responses were collected. Samples were random and convenient. The researchers analyzed the data through the application of IBM SPSS Statistic 23. the set of questionnaires was obtained from different previous studies using the Likert scale.

Statistical analysis included validity, reliability, classical assumption testing (including multicollinearity, heteroscedasticity, and normality), and multiple linear regression.

The result of the foregoing analysis and previous study developed the research framework as follows:

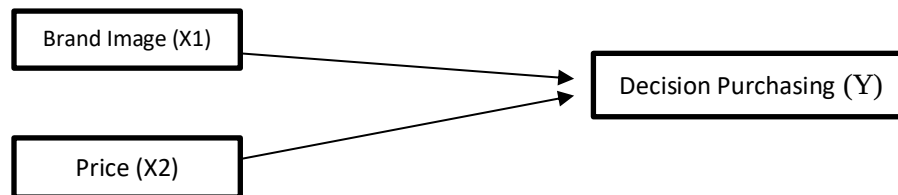


Figure 1. Research Framework

Source: author's work.

Figure 1 explains that This research uses a framework built upon existing studies showing that brand image and price affect purchase decisions to provide an overview of how the variables relate. A positive and significant impact of brand image on Buttonsscarves hijab purchase decisions. Prior study results back this, among others (Hastuti et al., 2018; Adnan et al., 2019; Angeline et al., 2023; Arlia & Nurhayati, 2024; Komara et al., 2024). A positive and significant impact of price on Buttonsscarves hijab purchase decisions. Prior study results back this, among others (Adnan et al., 2019; Hermiyenti & Wardi, 2019; Katu & Suparna, 2022; Ali et al., 2022; Arlia & Nurhayati, 2024; Cindy et al., 2024)

DISCUSSION

The research results were analyzed through the application of IBM SPSS Statistic 23.

A validation Test is an evaluation process to ensure that an instrument or measuring tool actually measures what it should measure.

From the test results, each indicator for the brand image variable of as many as four indicators, the price variable of as many as four indicators, and the variable of the purchase decision of as many as four indicators produced a 2-tailed significance value of 0.000.

The results declared all items in each research variable indicator valid. The 2-tailed Sig. The value obtained was 0.000, smaller than the significance limit of 0.05. The reliability test was to ensure that the research 3 variables produced reliable data. The data were reliable because they had a Cronbach's alpha value above 0.60.

The Cronbach's Alpha variable in the reliability test for the brand image is X1 0.730, price is 0.630, and purchase decision is 0.761, so the three variables are reliable. The Kolmogorov-Smirnov normality test produces an Asymp. Signature value (2-tailed) of 0.200 or greater than 0.05, so the study has no normality problems.

From the SPSS results, the multicollinearity tolerance value for each independent variable is 0.676 and the VIF value is 1.480. The data is free from multicollinearity problems because the variable tolerance value is more significant than 0.1, and the VIF value is less than 10. Heteroscedasticity using the Scatter Plot method has no problem.

H0 is rejected for both hypotheses; hypotheses one and two are accepted based on the coefficient results. Thus, this study finds sufficient evidence to support the hypothesis. the significance value for both variables is more than 0.05. The t value is obtained as X1 = 3.290 and X2 = 2.745 from the table in the Coefficients column. These results suggest that the brand image and price variables significantly affect purchase decisions because they have a t value more than 1.985.

From the results, the F table is 3.10. The value is greater than the F value, then H0 is rejected. So both independent variables are proven to influence the dependent variable significantly. F value is 21.189 and sig. value is 0.00

According to Hastuti et al. (2018), Purchase decisions are driven by the experience and brand image that consumers trust, as well as price, which is the primary consideration for those who are not familiar with the product. Consumers tend to make quick decisions based on price.

The R2 result, with an adjusted R2 coefficient of 0.300, confirms that the independence of the variables (brand image and price) explains 70.0% of the purchase decisions, and the rest is explained by other variables.

Table 1. below is used to test the hypotheses separately, displaying the correlation between two predictor variables and the outcome variable. The results of the data analysis are listed in Table 1, especially in the Unstandardized Coefficients section, which is critical to producing the output linear regression.

Tabel 1. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	4,358	1,611
	X1	,366	,111
	X2	,305	,111

Source: IBM SPSS Statistic 23

From the results of the table, From the multiple regression analysis, the equation is:

$$Y = 4,358 + 0,366 X1 + 0,305 X2 \quad (1)$$

The findings from the data analysis show a significant relationship between brand image and purchase decisions for buttons carves hijab was stated as positive and significant. This constant indicates that if brand image and price are zero, then the purchasing decision value remains at 4.358. This shows that other factors besides brand image and price also influence purchase decisions.

The brand image driven purchase. Brand image has a regression coefficient of 0.366, which entails that a single unit brand image rise leads to an increase in enhanced purchase frequency as large as 0.366, considering the assumption that price was constant. This positive coefficient value indicates whether the more esteemed the product's brand image, the more elevated the consumer's willingness to decide on a purchase.

If a product has an effective value proposition, it surpasses consumer expectations in value. An effective value proposition can establish a competitive lead for the product or service. The value proposition can also broaden customer expectations and choices (Rubedo et al., 2023).

Evaluation is central to the buying decision, in which consumers consider various brands and determine the value of a purchase. Generally, consumers tend to choose brands that they like at appropriate prices. Positive perceptions of a product dictate buying choices, whether consumers will buy it or not (Hermiyenti & Wardi, 2019).

According to Prasetyo & Wahdiniwaty (2020), utilizing information from interviews with fashion product users, it came to light that purchasing decisions are more often made after consumers have trust in a brand. This trust can be formed through intense interaction with the brand. Consumer trust is greatly influenced by how a brand builds a positive image through effective communication. Therefore, Buttonsscarve can utilize social media to build consumer trust and improve brand image, thereby encouraging purchase decisions. It is foreseen that more people is set to be interested in and encouraged to buy Buttonsscarves products because it can build a stronger relationship with the audience, making them more interested and engaged with the brand. According to Syafei et al. (2020), social media marketing, especially Instagram, can increase knowledge about products and consumer engagement, which can increase product sales.

A good customer's point of view about the brand image, the higher their final decision to buy (Hazrati Havidz & Mahaputra, 2020). Brand image is an important capital that a company has (Cretu & Brodie, 2009).

The outcomes of this research align with and strengthen past research from Adnan et al. (2019), Steven et al. (2021), Katu & Suparna, (2022), Ramadhan et al., (2022) Angeline et al., (2023), Yakin & Hutauruk, (2023), Arlia & Nurhayati, (2024), and Komara et al., (2024) which show that brand image and purchase decisions for buttonsscarves hijab were stated as positive and significant.

The customer's price-driven purchase. Price has a regression coefficient of 0.305, which entails that a single unit price rise leads to an increase in enhanced purchase frequency as large as 0.305, based on the assumption that brand image remains constant.

This positive coefficient indicates that appropriate or competitive prices can increase the likelihood of consumers making a purchase, although the effect is slightly smaller compared to brand image. However, price remains an important element in product purchase options.

According to Susilawati and Wahdiniwaty (2017), price is a paramount element of marketing factors because price generates profit for the company.

Price perception influences purchasing decisions. The more appealing the price is to customers, the stronger their interest in purchase decisions (Hazrati Havidz & Mahaputra, 2020).

Purchase decisions are assorted choices made by Pre-purchase consumer behavior. It starts when they have the desire to fulfill a need. This process includes deciding on the point of sale, preferred type, product line, amount, timing, budget, and financial transaction method (Musso et al., 2022).

Price-performance factors, pleasure from prior use, and price are the main determinants in purchase decisions for private-label products, regardless of age group (Musso et al., 2022).

The discoveries of this study further Corroborate the findings of earlier studies through Adnan et al, (2019), Siswanto, (2021), Steven & Purba, (2021), Katu & Suparna, (2022), Yakin & Hutauruk, (2023), and Arlia & Nurhayati,

(2024), and Cindy et al, (2024), reveals that consumers' decisions to buy Buttonsscarves hijabs in Banda Aceh are significantly and positively affected by brand image.

CONCLUSION AND RECOMMENDATION

Substantiated by the regression outcome, it can be deduced that brand image and purchase decisions for buttonsscarves hijab in Banda Aceh were stated as positive and significant. This means that the higher the quality of brand image and the more appropriate price offered, the loftier the decision to purchase Buttonsscarves' hijab in Banda Aceh. Brand image has a more decisive authority (regression coefficient is 0.366) than price (regression coefficient is 0.305). This shows that consumer perception of brand image is more prevalent in affecting purchase decisions than price factors. Consumers' decisions to buy Buttonsscarves hijabs in Banda Aceh are significantly and positively affected by brand image. Its effect is smaller than brand image. This shows that consumers consider brand reputation and brand image more than just price when making purchasing decisions. Buttonsscarves needs to strengthen its branding with effective marketing strategies, such as collaboration with influencers, social media campaigns, and building an attractive image. To remain relevant and trusted by consumers, Buttonsscarves must maintain the premium quality that is its hallmark, improve customer experience through exclusive packaging and responsive customer service, and provide added value to products such as exclusive designs or limited editions. Although price is not the main factor, companies must still adjust their pricing strategy to be competitive without reducing the perception of premium value. Buttonsscarves can offer attractive pricing schemes such as discounts for loyal customers, product bundling, or membership programs that provide unique benefits. Explain the value of the price offered, for example, by educating consumers about high-quality materials and exclusive production processes.

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