

The Effect of Product Quality and Price Perception on Purchase Decisions Through Brand Trust on Zoya Fashion Products in Pekanbaru City

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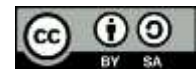
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ABSTRACT

This study aims to analyze the impact of product quality and price perception on buying decisions through brand trust regarding Zoya fashion products in Pekanbaru City. With the increasing interest of the public in Muslim fashion, Zoya, as one of the leading brands, faces challenges in maintaining its market share. The research method used is a survey with a questionnaire involving 100 respondents who are Zoya consumers. The data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Square (PLS). The results show that (1) product quality has a significant positive effect on brand trust; (2) price perception also has a significant positive effect on brand trust; (3) product quality significantly positively influences purchase decisions; (4) price perception has a significant negative effect on purchase decisions; (5) brand trust significantly positively influences purchase decisions; (6) brand trust mediates the effect of product quality on purchase decisions; and (7) brand trust mediates the effect of price perception on purchase decisions

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1. INTRODUCTION

The development of the Muslim fashion industry in Indonesia has shown a very significant surge in recent years, where public interest in Islamic clothing styles continues to grow alongside the creativity of designers in creating modern contemporary collections. This transformation from conservative to more fashionable and youthful styles is fundamentally linked to fashion involvement, which refers to the level of individual interest in fashion products or aspects influenced by personal needs and interests, ultimately impacting buyer satisfaction [1]. Driven by various factors—ranging from the influence of communities

like the 'Hijabers Community' to the regular organization of bazaars and Muslim fashion shows—this high level of involvement has positioned Indonesia as a massive market. With a Muslim population exceeding 240 million, the country holds immense potential for the textile and ready-to-wear industries. Indeed, the *State of the Global Islamic Economy* report ranks Indonesia third globally in the modest fashion sector, with consumption reaching billions of US dollars and contributing significantly to the national economy, particularly within the hijab product category."

ZOYA emerged as one of the pioneer Muslim fashion brands in Indonesia since 2005 under the auspices of Shafco Enterprise,

with a vision to provide high-quality yet affordable clothing alternatives for the middle market segment. Through a network of physical stores spread across strategic locations and a strong presence on various e-commerce platforms, ZOYA strives to ensure product accessibility for all consumers throughout Indonesia. Despite its long history as a market leader, the 2025 *Top Brand Index* data shows serious challenges for ZOYA in the Muslim clothing category, where the brand's index has experienced a continuous year-on-year decline. This situation serves as a signal for management to immediately conduct an in-depth evaluation regarding product relevance amidst changing consumer preferences and increasingly competitive pressure from other brands that are beginning to grow rapidly.

Interestingly, ZOYA's performance in the veil or hijab category shows a different condition, occupying the top position among its main competitors in the same year. This success in the hijab sector reflects a still-strong brand appeal and ZOYA's ability to adapt to specific trend needs, although index value fluctuations still occur and demand continuous innovation. For modern society, involvement in the world of fashion has now shifted into a form of expression of personality and social status involving emotional aspects in every purchasing decision. Consumers no longer merely seek the fulfillment of basic needs; instead, they pay close attention to quality, the latest trends, and brand reputation to obtain satisfaction that aligns with their lifestyle.

Real challenges found in the field through preliminary surveys indicate that although the quality of ZOYA products is rated very well, there is still a perception among some consumers that the prices are relatively high. This can be a barrier to purchasing decisions for cost-sensitive consumers, making an understanding of the relationship between product quality and price fairness crucial for the company's marketing strategy. Brand trust emerges as a key element mediating the relationship between perceived quality and price toward the consumer's final decision to purchase a

product. Therefore, this research is conducted to explore how these factors interact so that ZOYA's management can formulate more effective value communication strategies to strengthen loyalty and the brand's position in the Indonesian Muslim fashion market.

Research Objectives

Based on the background above, this research aims to analyze and determine:

- 1) The influence of product quality on brand trust for ZOYA fashion products in Pekanbaru City.
- 2) The influence of price perception on brand trust for ZOYA fashion products in Pekanbaru City.
- 3) The influence of product quality on purchasing decisions for ZOYA fashion products in Pekanbaru City.
- 4) The influence of price perception on purchasing decisions for ZOYA fashion products in Pekanbaru City.
- 5) The influence of brand trust on purchasing decisions for ZOYA fashion products in Pekanbaru City.
- 6) The role of brand trust in mediating the influence of product quality on purchasing decisions for ZOYA fashion products in Pekanbaru City.
- 7) The role of brand trust in mediating the influence of price perception on purchasing decisions for ZOYA fashion products in Pekanbaru City.

2. LITERATURE REVIEW

2.1 Marketing Mix

The marketing program is in the form of a marketing mix which is better known as the marketing mix, namely product, price, place, and promotion, abbreviated as 4P [2], [3]. According to [4], [5], the marketing mix is a set of marketing tools that a company uses to continuously achieve its

marketing objectives in the target market. The marketing mix is a term used to describe the combination of an organization's "big four." These four elements consist of product offerings, price structures, promotional activities, and distribution systems. According to [6], the marketing mix can be defined through the following indicators:

- 1) Product is everything that a producer can offer to be noticed, desired, sought, purchased, used, or consumed in the market to fulfill the needs or wants of the relevant market.
- 2) Promotion is a form of communication between sellers and buyers derived from accurate information, aimed at changing attitudes and behaviors so that buyers who were previously unfamiliar become acquainted with the product, eventually becoming buyers who remember the product.
- 3) Price can be defined as a medium of exchange and represents the amount of money required in exchange for various combinations of products and services.
- 4) Location refers to a strategic, pleasant, and efficient place used to attract consumer interest.

2.2 *Product Quality*

According to Kotler in [7] it includes all the features and characteristics of a product or service that depend on its ability to meet expressed and implied needs. The indicators of product quality according to [5], [8] include:

- 1) Performance: Performance refers to the product's ability to fulfill its primary purpose. This includes factors such as speed, efficiency, and effectiveness.
- 2) Conformance: Conformance is the extent to which a product meets the established specifications and standards. This means the product must align with the design and requirements expected by consumers.
- 3) Durability: Durability refers to how long a product can last before experiencing damage or requiring replacement. Long-lasting products provide more value to consumers because they do not need to replace items frequently.
- 4) Reliability: Reliability is the ability of a product to function consistently and dependably over a certain period. A reliable product gives consumers confidence that they will not experience unexpected failures.
- 5) Aesthetics: Aesthetics relate to the appearance and visual appeal of a product. This includes design, color, shape, and overall impression. Products with attractive aesthetics can enhance consumer satisfaction and influence purchasing decisions.

2.3 *Price Perception*

According to [5] price perception is the amount of money charged for a product or

service, or the amount of value that consumers exchange for the benefits of having or using the product or service. According to [2], price perception relates to how price information is fully understood by consumers and provides a deep meaning to them. The indicators of price perception according to [2] include:

- 1) Affordable price is a measure that determines how easily the community, especially low-income groups, can access goods and services without sacrificing other basic needs.
- 2) Price compatibility with product quality in the fashion industry is very important in influencing consumer purchasing decisions. Consumers tend to compare the price with the quality they receive.
- 3) Competitive price. Price is flexible in nature, meaning it can be adjusted quickly. Price is the easiest element to adapt to market dynamics.

2.4 Brand Trust

According to [2], brand trust is the willingness of consumers to trust and rely on a seller under any conditions because consumers expect that the brand will keep its promises. The indicators of Brand Trust according to [9] include:

- 1) Brand predictability: The consumer's capability to anticipate and predict the capacity of a product.
- 2) Brand liking: The feeling of liking or having a preference for a particular brand.

- 3) Brand competence: The capability of a brand to solve consumer problems and meet their needs better than other similar products.
- 4) Brand reputation: The good name or prestige of a brand.
- 5) Trust in the company: The consumer's trust in the company that manufactures the purchased product.

2.5 Buying Decision

Purchasing decisions are a consumer decision-making process for purchases that combines knowledge to choose two or more available product alternatives influenced by several factors, including quality, price, location, promotion, convenience, service and others [10]. [2], [11] the purchasing decision is a stage where the buyer understands a problem, digs for clues about the brand or product, then considers several alternatives for solving the problem and then makes a purchasing decision. According to [12], the dimensions of purchasing decisions include:

- 1) Product Choice
Consumers may decide to purchase a product or use their money for other purposes. This decision also involves shape, size, quality, pattern, and so on. Companies must conduct marketing research to understand consumer preferences regarding the product in order to maximize their brand's appeal.
- 2) Brand Choice
Consumers must make a decision regarding which brand to

- buy. Each brand has its own differences. In this case, the company needs to understand how consumers choose a particular product.
- 3) **Outlet Choice** Consumers must decide which place to visit. Every consumer differs in determining their choice of purchase location, which can be influenced by factors such as proximity, low prices, complete inventory, shopping comfort, spaciousness, and so on.
 - 4) **Purchase Timing** Consumers can decide when they should make a purchase. This issue involves the availability of money to buy a product.
 - 5) **Product Quantity Choice** Consumers can decide how many products they will buy at a given time. Purchases made may involve more than one item. Companies must prepare the quantity of products according to the varying desires of the buyers.
 - 6) **Payment Method Choice** After going through several processes and reaching the purchase decision, consumers can decide which payment method to use during the transaction, whether paying by cash or credit.

3. METHODS

"This research, titled 'The Influence of Product Quality and Price Perception on Purchase Decisions through Brand Trust in ZOYA Fashion Products in Pekanbaru City,' was formally conducted in Pekanbaru City, specifically focusing on active consumers of

Zoya fashion products residing in the region. The study employs a quantitative survey method to gather empirical evidence, where primary data were meticulously collected through the distribution of structured questionnaires to a sample of 100 respondents. These participants were selected using a *non-probability purposive sampling* technique, ensuring that each respondent met predefined criteria relevant to the study's objectives. Data collection took place between October and November 2025, utilizing a dual-channel distribution approach—both online and offline—to ensure a diverse and representative response rate. Each item in the questionnaire was measured using a five-point Likert scale, ranging from 'strongly disagree' to 'strongly agree,' allowing for nuanced statistical analysis.

Beyond primary sources, this investigation also incorporates extensive secondary data derived from academic literature, reputable journals, and historical reports to provide a solid theoretical foundation. The operational definitions for each variable—Product Quality, Price Perception, Brand Trust, and Purchase Decision—were carefully established to maintain consistency, prevent interpretational bias, and strictly define the scope of the study. The indicators used were adapted from established frameworks, such as Kotler & Armstrong's quality dimensions and Tjiptono's price perception metrics.

For the analytical phase, this study utilizes SmartPLS Version 4 software, applying Structural Equation Modeling (SEM) based on Partial Least Square (PLS). This advanced statistical method was chosen for its robustness in testing complex mediation models. The analysis proceeded through a rigorous two-stage evaluation: first, the *outer model* (measurement model) was assessed to verify the validity and reliability of the indicators; second, the *inner model* (structural model) was examined to test the hypothesized relationships between latent variables. This comprehensive methodological approach ensures that the final results are not only statistically significant but also provide meaningful insights into consumer behavior

within the fashion industry in Pekanbaru."

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

The data collected through questionnaires includes various questions designed to explore respondents' opinions and attitudes toward ZOYA's product quality, price perception, and their level of brand trust. The results of this survey are expected to provide deep insights into the factors influencing consumer purchasing decisions at Mall Pekanbaru.

In this category, the research indicates that the 21–24 year old age group is the most dominant market segment, comprising 38 individuals or 38% of the total respondents. The high participation rate in this age group reflects the enthusiasm of the younger generation for ZOYA fashion products, driven by their sensitivity to trends, quality, and openness to marketing innovation. Thus, this 38% dominance provides strategic insight that young consumers are the primary drivers of fashion purchasing behavior in the region.

According to the education level, High School graduates dominate the respondent profile at 67%, indicating high accessibility and strong interest in ZOYA fashion products within this segment. Meanwhile, Bachelor's degree (S1) holders account for 28%, providing a critical perspective on product quality and price perception. This 67% dominance confirms that educational background significantly influences consumer preferences and their understanding of purchasing behavior.

Based on occupational characteristics, the Housewife (IRT) group is the most dominant respondent profile, with 46 individuals or 46% of the total sample. This high figure shows that housewives are the primary market segment and the strongest customer base for Zoya products in Pekanbaru City. Conversely, the PNS/TNI/POLRI group is the lowest category with a percentage of 0%, indicating that this professional group is either not a core consumer base or is underrepresented in this study. Consequently, the 46% dominance of housewives provides a clear direction for the

company in mapping more targeted marketing strategies.

Regarding income characteristics, the group with an income of \geq IDR 4,000,000 is the most dominant segment at 30%. This indicates that higher purchasing power allows this group to become the primary consumers of ZOYA products. On the other hand, the income category of $>$ IDR 2,000,000 – IDR 3,000,000 represents the lowest figure at 21%, reflecting budget constraints in fashion purchasing decisions. Overall, the 30% dominance in the highest income group shows that the ZOYA market is dominated by the established economic class, though opportunities remain to reach other income groups through broader education on product value and quality.

Based on the reasons for using ZOYA products, the 'Modern/Trendy Model' is the most dominant primary reason at 45%. This shows that fashion trends and modern designs are the strongest attractions for consumers when choosing ZOYA. In contrast, the 'Price' factor is at the lowest position with only 10%, indicating that consumers tend to prioritize aesthetic value and style over cost considerations. Thus, the 45% dominance in the design aspect confirms that design innovation is the key to maintaining consumer interest.

The '2–3X' purchase frequency category dominates at 47%, showing the significant potential of active customers to be converted into loyal ones through specialized programs. Conversely, the ' \geq 5X' frequency is the lowest at 8%, signaling a limited number of customers with very high shopping intensity. This 47% dominance presents an opportunity for ZOYA to increase consumer shopping frequency by providing additional incentives.

A majority of respondents (60%) choose to purchase through Online Platforms due to factors of convenience, easy access, and a wider variety of products. In contrast, the Offline Store category recorded a lower percentage (40%), suggesting that ZOYA needs to enhance the physical shopping experience or offer specific promotions to draw customers back to brick-and-mortar stores.

Finally, the budget category of IDR 200,000 – IDR 300,000 dominates at 30%, reflecting the consumers' comfort point in balancing quality expectations with financial capability. Conversely, a budget of \geq IDR 400,000 recorded the lowest percentage (11%) due to financial limitations or a preference for more affordable prices. This 30% dominance serves as an opportunity for ZOYA to offer promotional packages to encourage higher purchase frequency."

4.2 Evaluation of Measurement Model

The evaluation of the measurement model (outer model) is conducted to assess the relationship between latent variables and their indicators. This process involves testing Convergent Validity (*loading factors* and *AVE*), Discriminant Validity (*Fornell-Larcker criterion* and *cross-loadings*), as well as reliability

measures through Composite Reliability and Cronbach's Alpha. The results of these tests are presented below.

4.3 Convergent Validity

According to [13], convergent validity is a method used to test the correlation between reflective indicator scores in measuring a specific construct. This aligns with the definition by [14], which describes convergent validity as the degree to which measurements of a concept demonstrate a positive correlation with other measurements of the same concept. In practice, convergent validity is assessed through two primary tests: loading factors and Average Variance Extracted (AVE). Based on the criteria established by [15], a variable is deemed valid if the loading factor value exceeds 0.70 and the AVE value is greater than 0.5.

Table 1. Convergent Validity Test Results

| Variable | Indicator | Loading | Cut off | Information |
|-------------------|-----------|---------|---------|-------------|
| Product Quality | X1.1 | 0,827 | 0,70 | Valid |
| | X1.2 | 0,912 | 0,70 | Valid |
| | X1.3 | 0,854 | 0,70 | Valid |
| | X1.4 | 0,736 | 0,70 | Valid |
| Price Perception | X2.1 | 0,831 | 0,70 | Valid |
| | X2.2 | 0,769 | 0,70 | Valid |
| | X2.3 | 0,739 | 0,70 | Valid |
| Purchase Decision | Y1 | 0,752 | 0,70 | Valid |
| | Y2 | 0,807 | 0,70 | Valid |
| | Y3 | 0,779 | 0,70 | Valid |
| | Y4 | 0,766 | 0,70 | Valid |
| | Y5 | 0,775 | 0,70 | Valid |
| | Y6 | 0,805 | 0,70 | Valid |
| Brand Trust | Z1 | 0,801 | 0,70 | Valid |
| | Z2 | 0,756 | 0,70 | Valid |
| | Z3 | 0,718 | 0,70 | Valid |
| | Z4 | 0,759 | 0,70 | Valid |
| | Z5 | 0,702 | 0,70 | Valid |

Source: Researcher's Processed Results, 2025

Results show that all indicators have loading factor values greater than 0.70. Thus, each indicator is considered valid and capable

of accurately measuring its corresponding construct. Another method for assessing discriminant validity is the Fornell-Larcker

method. The discriminant validity of the Fornell-Larcker Criterion values along the diagonal line indicates a greater correlation

between one construct and another. Table 5.14 below shows the discriminant validity results of the Fornell-Larcker research model.

Table 2. Fornell-Lacker Criterion Results

| | | | | |
|-------------------|-----------------|------------------|-------------------|-------------|
| | Product Quality | Price Perception | Purchase Decision | Brand Trust |
| Product Quality | 0,835 | | | |
| Price Perception | -0,217 | 0,780 | | |
| Purchase Decision | 0,659 | -0,562 | 0,781 | |
| Brand Trust | 0,525 | -0,398 | 0,610 | 0,748 |

Source: Researcher's Processed Results, 2025

4.4 Reliability Test

In this study, the reliability of constructs with reflective indicators was measured using two approaches: Cronbach's Alpha and Composite Reliability. A construct

is considered reliable if both Cronbach's Alpha and Composite Reliability values are greater than 0.7. As a general rule, alpha or composite reliability values should exceed 0.7, although a value of 0.6 is still acceptable.

Table 3. Reliability Test

| Variable | Cronbach 's alpha | Composite reliability (rho_c) | Average variance extracted (AVE) | Information |
|-------------------|-------------------|-------------------------------|----------------------------------|-------------|
| Product Quality | 0,856 | 0,901 | 0,697 | Reliable |
| Price Perception | 0,703 | 0,823 | 0,609 | Reliable |
| Purchase Decision | 0,873 | 0,904 | 0,610 | Reliable |
| Brand Trust | 0,806 | 0,864 | 0,559 | Reliable |

Source: Researcher's Processed Results, 2025

Table 3 above shows that the Cronbach's Alpha value is >0.6, Composite Reliability is >0.7, and the AVE value is >0.5,

indicating that all constructs in the estimated model meet the criteria (reliability).

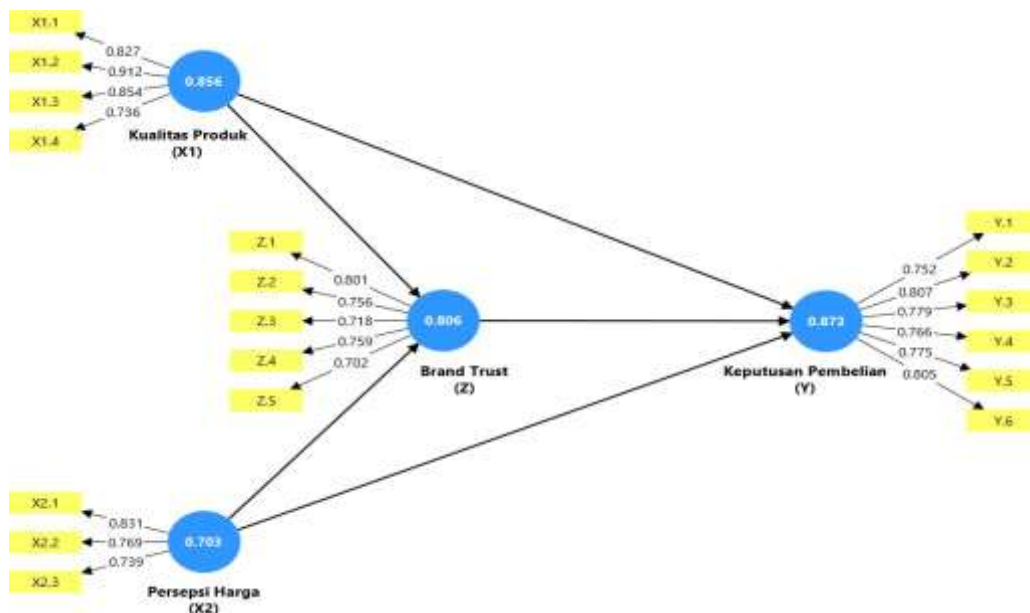


Figure 1. Outer Model (Loading Factor & Cronbach's Alpha) Source: Researcher's Processed Results, 2025

Based on the outer model analysis, it can be concluded that the research instrument demonstrates excellent validity and reliability. All indicators for Product Quality, Price Perception, Brand Trust, and Purchase Decision are confirmed valid, as their loading factors exceed the 0.70 threshold. Furthermore, the data is highly consistent and dependable, evidenced by Composite Reliability (CR) values above 0.70 and AVE values exceeding 0.50. Overall, the model reflects strong internal consistency, with Brand Trust emerging as the most significant variable in influencing Purchase Decisions.

4.5 Structural Model Evaluation Inner Model)

The evaluation of the inner model (structural model) is designed to determine the relationships between constructs, their levels of significance, and the model's overall predictive power. This assessment focuses on three critical metrics: the R2 value of dependent variables to measure variance, and the t-statistics alongside significance levels to verify the validity of the structural path coefficients.

4.6 Coefficient of Determination Test

Table 4. R-Square Results

| | R-square | Adjusted R-square |
|-------------------|----------|-------------------|
| Purchase Decision | 0,649 | 0,638 |
| Brand Trust | 0,360 | 0,347 |

Source: Researcher's Processed Results, 2025

The test results indicate that the model has a strong capacity to explain the dependent variables. Purchase Decision has an R2 value of 0.649, meaning that 64.9% of its variability is explained by the independent variables, reflecting a strong relationship. Meanwhile,

Brand Trust shows an R2 value of 0.360, indicating a 36% contribution from the model's variables. Overall, these results confirm that the analyzed independent variables exert a significant influence on both Purchase Decision and Brand Trust.

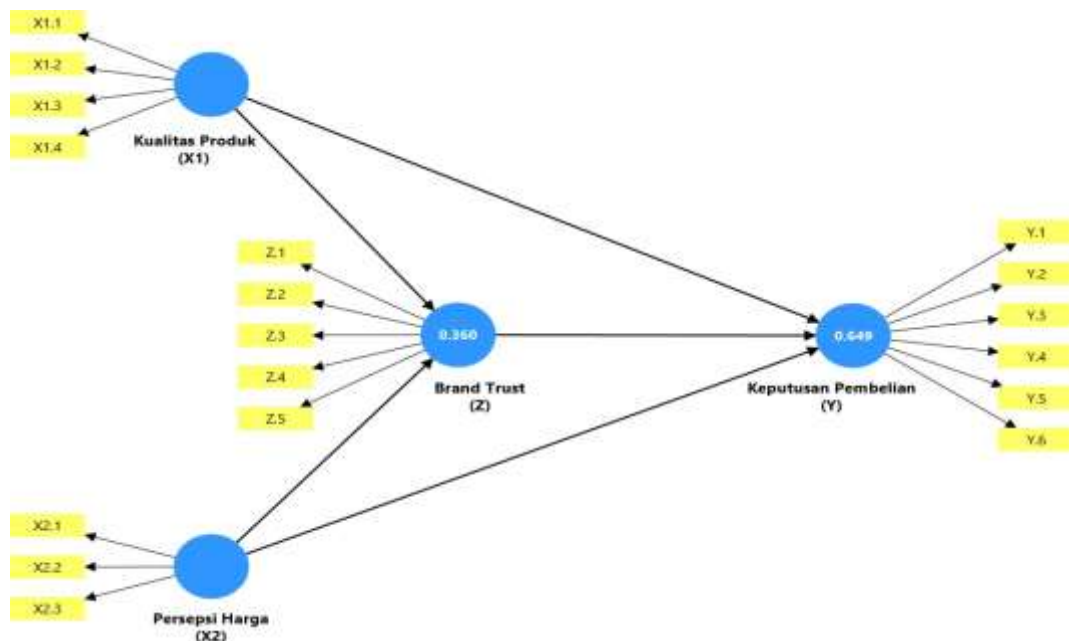


Figure 2. Inner Model (R-Square) Source: Researcher's Processed Results, 2025

The research model demonstrates strong empirical relevance and predictive

power, particularly for Purchase Decision, which has a significant R2 value of 0.649

(64.9%). While the R2 for Brand Trust is lower at 0.360 (36%), it remains a relevant component of the model. Overall, these findings confirm that the model effectively explains the variability of the variables studied and is highly applicable to real-world conditions regarding purchase decisions.

4.7 Hypothesis Test Results

Hypothesis testing is conducted to determine the direction of the relationship between exogenous and endogenous variables. Two tests can be performed: path

coefficients and t-statistics. The path coefficients will indicate the significance of the constructs with a direct influence, while the t-statistics will indicate the significance of the constructs with a direct and indirect influence.

4.8 Path Coefficients

Path coefficient testing is performed to determine the value between variables that have a direct relationship. A value >0 is required, indicating a positive correlation. A value <0 indicates a negative correlation between the variables.

Table 5. Path Coefficients Results

| | Product Quality | Price Perception | Purchase Decision | Brand Trust |
|-------------------|-----------------|------------------|-------------------|-------------|
| Product Quality | | | 0,464 | 0,460 |
| Price Perception | | | -0,375 | 0,298 |
| Purchase Decision | | | | |
| Brand Trust | | | 0,218 | |

Source: Researcher's Processed Results, 2025

Table 6. Path Coefficients Result Description

| Hypothesis | Description |
|--------------------------------------|---------------------------------------|
| Product Quality → Brand Trust | Has a Positive Relationship Direction |
| Price Perception → Brand Trust | Has a Positive Relationship Direction |
| Product Quality → Purchase Decision | Has a Positive Relationship Direction |
| Price Perception → Purchase Decision | Has a Negative Relationship Direction |
| Brand Trust → Purchase Decision | Has a Positive Relationship Direction |

Source: Researcher's Processed Results, 2025

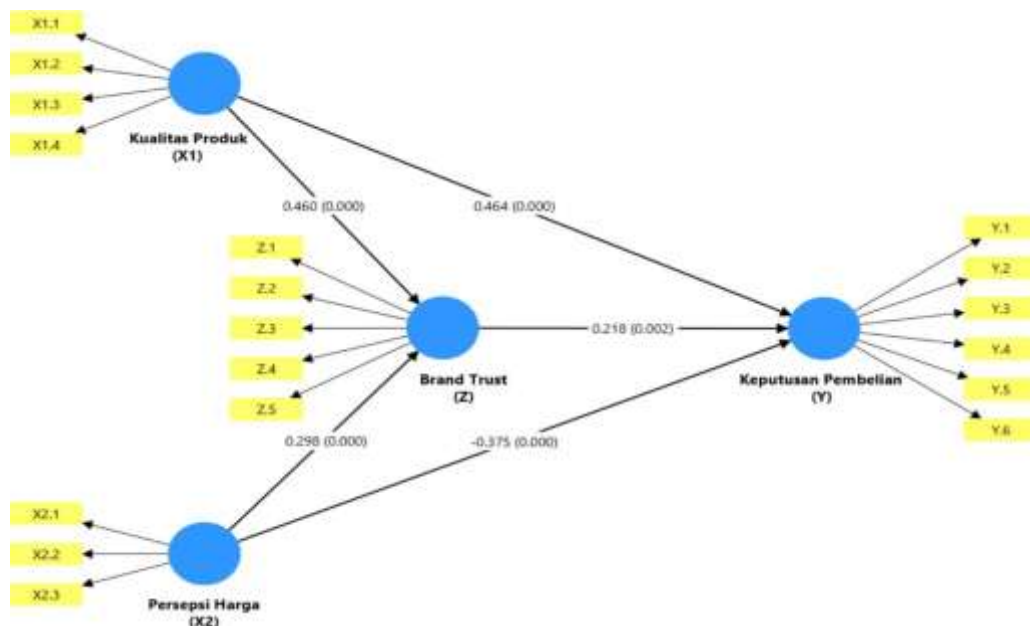


Figure 3. Hypothesis (Path Coefficients and P-values) Source: Researcher's Processed Results, 2025

The structural model analysis reveals that Product Quality has a significant positive impact on Brand Trust (0.460), while Price Perception exerts a significant negative influence (-0.375). Furthermore, Brand Trust is shown to significantly enhance Purchase

Decisions (0.218). With all p-values at 0.000, the findings confirm that all relationships are statistically significant, underscoring the vital role of Brand Trust as a mediating variable between the predictors and purchase outcomes.

4.9 T- Statistics

Table 6 . Direct Effect T-Statistics Results

| Hipotesis | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P-values |
|--------------------------------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| Product Quality → Brand Trust | 0,460 | 0,467 | 0,076 | 6,084 | 0,000 |
| Price Perception → Brand Trus | 0,298 | 0,309 | 0,067 | 4,458 | 0,000 |
| Product Quality → Purchase Decision | 0,464 | 0,464 | 0,061 | 7,564 | 0,000 |
| Price Perception → Purchase Decision | -0,375 | -0,376 | 0,058 | 6,498 | 0,000 |
| Brand Trust → Purchase Decision | 0,218 | 0,216 | 0,072 | 3,027 | 0,002 |

Source: Researcher’s Processed Results, 2025

The table above shows the results of t-statistic tests on variables with a direct influence. This indicates that all variables

have a positive and significant direct influence, as their t-statistics are >1.96 and p-values are <0.05.

Table 7. Results of T-Statistics of Specific Indirect Effects

| Hipotesis | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P-values |
|--|---------------------|-----------------|----------------------------|--------------------------|----------|
| Product Quality => Brand Trust => Purchase Decision | 0,100 | 0,100 | 0,036 | 2,782 | 0,005 |
| Price Perception => Brand Trust => Purchase Decision | 0,065 | 0,067 | 0,028 | 2,322 | 0,020 |

Source: Researcher’s Processed Results, 2025

The indirect effect analysis confirms that Brand Trust serves as a significant mediating variable within the model. The mediation path from Product Quality to Purchase Decision via Brand Trust shows an *Original Sample* value of 0.100 with a significance of 0.005. Similarly, the path from Price Perception to Purchase Decision via Brand Trust yields an *Original Sample* value of 0.065 with a significance of 0.020. Since both paths have *P-values* below 0.05 and *T-statistics* above 1.96, it is concluded that Brand Trust significantly mediates the impact of both

Product Quality and Price Perception on Purchase Decisions.

Discussion

The findings of this study show that product quality plays a central role in shaping brand trust among consumers of ZOYA fashion products. When consumers perceive that the products offer durability, neat stitching, and appealing designs, their confidence in the brand naturally increases. This condition reflects how quality becomes a foundation for reducing perceived risk,

especially in the fashion industry where visual and functional aspects are equally important. As consumers feel assured that the products meet their expectations, they become more comfortable relying on the brand in future purchases.

In addition to product quality, price perception also contributes to the formation of brand trust. Consumers tend to interpret price not only as a cost but also as a signal of value and fairness. When the price is considered reasonable in relation to the benefits received, it strengthens the perception that the brand is honest and reliable. This alignment between price and value creates a sense of fairness that encourages consumers to maintain their trust in the brand over time.

Furthermore, product quality directly influences purchasing decisions. Consumers are more inclined to choose products that offer consistent performance and aesthetic value, as these attributes minimize uncertainty in their decision-making process. In the context of ZOYA, the ability to deliver products that align with current trends while maintaining quality standards becomes a strong trigger for purchase. This suggests that quality is not only a supporting factor but also a direct driver of consumer action.

However, the role of price perception shows a different pattern. The results indicate that higher perceived prices tend to reduce the likelihood of purchase. This reflects the sensitivity of consumers, particularly in a competitive fashion market where alternative products are widely available. When prices are perceived as exceeding the expected value, consumers may delay or even cancel their purchase decisions. This highlights the importance of maintaining a balance between price and perceived benefits to avoid creating barriers to transactions.

On the other hand, brand trust significantly encourages purchasing decisions. Trust provides a sense of security that simplifies the decision-making process, especially in situations where consumers are faced with multiple alternatives. When consumers believe that a brand can consistently deliver what it promises, they are more willing to proceed with a purchase. In

this case, trust acts as a psychological assurance that reduces hesitation and increases confidence in the final decision.

The mediating role of brand trust further strengthens the overall relationship between variables. Product quality not only influences purchasing decisions directly but also works through trust, which amplifies its impact. When consumers experience consistent quality, they gradually develop trust, and this trust becomes a long-term driver of purchasing behavior. This indicates that the effect of quality extends beyond immediate transactions and contributes to sustained consumer relationships.

Similarly, brand trust also mediates the relationship between price perception and purchasing decisions. Although high price perception may initially discourage purchases, trust can soften this negative effect. Consumers who already trust the brand are more likely to tolerate higher prices because they believe in the value offered. In this sense, trust functions as a balancing mechanism that helps maintain consumer willingness to purchase even under less favorable price conditions.

5. CONCLUSION

This study concludes that product quality plays a central role in shaping both brand trust and purchasing decisions among consumers of ZOYA fashion products in Pekanbaru. When consumers perceive that the products meet their expectations in terms of durability, design, and overall performance, their confidence in the brand increases, which in turn encourages them to make purchasing decisions. In this context, quality is not only a functional attribute but also a key factor that strengthens the relationship between consumers and the brand.

In addition, price perception contributes to the development of brand trust, particularly when consumers view the price as fair and aligned with the value they receive. However, price perception shows a contrasting effect on purchasing decisions. While fair pricing supports trust, higher perceived prices tend to discourage immediate purchases, indicating that

consumers remain sensitive to price considerations. This suggests that pricing strategies need to be carefully managed to maintain competitiveness without undermining perceived value.

Brand trust emerges as a crucial factor that bridges the relationship between product quality, price perception, and purchasing decisions. When consumers trust a brand, they feel more secure in their choices, which reduces hesitation and increases the likelihood of completing a transaction. More importantly, trust serves as a mechanism that strengthens the impact of product quality and mitigates the negative influence of price perception. Even when prices are perceived as

relatively high, a strong level of trust can sustain consumer willingness to purchase.

Overall, the findings highlight that the interaction between product quality, price perception, and brand trust forms a comprehensive framework in explaining consumer purchasing behavior. Product quality drives both trust and decisions, price perception requires careful balance, and brand trust acts as a reinforcing and stabilizing factor. These relationships indicate that companies need to focus not only on delivering high-quality products but also on building and maintaining trust as a long-term strategy to sustain consumer loyalty and purchasing behavior.

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