



## The Influence of Brand Image And Price Perception on Consumer Purchase Decisions on Buttonsscarves in East Java

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### ABSTRACT

This study aims to evaluate the impact of brand image and price perceptions on purchasing decisions for Buttonsscarves headscarves. The method applied in this study is a quantitative approach using a purposive sampling technique. The research sample consisted of 100 consumers who had purchased Buttonsscarves Veils in the East Java region. Data for this study were collected by filling out questionnaires which were distributed to these consumers. Data analysis was performed using the Partial Least Square (PLS) model. The findings of this study indicate that brand image and price perceptions have a significant influence on the purchasing decisions of consumers who buy Buttonsscarves Veils in East Java.

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## INTRODUCTION

Indonesia is a country with a majority Muslim population, but it is still rare to see women wearing headscarves unless they are old. Currently, the hijab fashion trend is booming, with many fashion shows featuring hijab models. Many celebrities from various generations choose to wear the hijab but still look trendy. All of this can be a source of inspiration for Muslim women. Wearing the hijab is no longer considered embarrassing or insecure, because the hijab is now considered an obligation for Muslim women to protect their private parts and can also be a fashionable and attractive style. This results in many models of headscarves that follow trends. The development of the times can be considered as a trend in hijab fashion in the modern era, it is immediately used.

According to Setiadi in (Farisi, 2018) purchasing decisions are the process of integrating knowledge to evaluate several alternative products or brands and choose one of them. According to Kotler and Armstrong in (Musthofa, 2019) purchasing decisions involve several stages, starting from realizing the problems faced to making purchase transactions by consumers.

According to Nasution (2019) purchasing decisions are actions taken by consumers to buy a product. Thus, it can be concluded that the purchase decision is a process or stage carried out by consumers in buying a product, starting from the introduction of the desired needs to searching for information about the desired product and finally choosing a product that fits those needs. When the product meets the needs, evaluation is usually carried out before consumers buy the brand.

Indonesian people's interest in hijab fashion is increasing every day because hijab designers are increasingly interested in creating diverse and unique hijab motifs (Hidayanti *et al.*, 2018). In Indonesia, there are many local hijab brands that pay attention to Muslim hijab fashion, as explained below.

**Table 1. List of Hijab Brands in Indonesia**

No	Brands	Product
1	Vanilla Hijab	Hijab Syar'I , Baju atau Gamis Muslimah, Baju koko
2	Radwah	Hijab Premium, Busana Muslim, Aksesoris Fashion
3	Kami	Hijab Premium, Busana Muslim Premium, Aksesoris
4	Buttonsscarves	Hijab Premium, Busana Muslim, Perlengkapan sholat, HomeLiving, Makeup, Aksesoris, Tas, Sepatu
5	Heaven Lights	Hijab Dengan Ciri Khas Warna Earth Tone, Busana Muslim, Baju Koko
6	Zytadeli aOfficial	Hijab Premium, Busana Muslim, Mukena Premium, Aksesoris, Brooch, Belt

Source: (www.beutynesia.id)

From the data presented, it can be concluded that currently there are many brands of headscarves that have sprung up and are gaining popularity among women who wear the hijab. One of the famous brands is Buttonsscarves. Buttonsscarves is known as a premium hood brand that has a relatively high price and is targeted at the middle to upper market segment.

This phenomenon creates vast business opportunities in Indonesia, especially in the hijab industry which is experiencing rapid development. As a result, many new brands have emerged. Afandi (2022) survey by the Pew Research Center in 2020 in 34 countries shows that Indonesia is ranked first as the most religious country with a religiosity level reaching 96 percent.

Price perception is the way consumers see and evaluate prices, and make selections based on price order from high to low. Meanwhile, according to Xia et al in Lee and Lawson-Body in (Kusumawati & Saifudin, 2020) price perception involves an assessment and emotional response to the price offered by the seller and its comparison with the price offered by other parties.

In the business world, price is one of the factors that influence the marketing of a product. Consumers always pay attention to the high and low prices when looking for products. However, there are also consumers who prefer quality over price. The following are some local hijab brands along with the materials and prices they offer.

**Table 2. Top Brands Index**

No	Brands	Material	Motive	Prices
1	Ria Miranda	Voal	Unique, farsel color	325.000
2	Kami Idea	Voal	Print	300.000
3	Buttonsscarves	Voal	Laser cut	375.000
4	Zytadelia	Voal	Color and cantic	220.000
5	Louisaluna	Voal	louisaluzna	225.000- 275.000
6	Heaven Light	Voal	Cantic	185.000
7	Kinaya	voal	Cantic	195.000

Source: (www.facetofeet.com)

The data presented in the table shows that the hijab market in Indonesia is experiencing rapid development. This can be seen from hijab brands such as Ria Miranda, Kami Idea, Buttonsscarves, Zytadelia, Louisaluna, Heaven Light, and Kinaya which offer products made from the same material, namely voal, but have different patterns and prices.

From the table, it can be seen that price perceptions have an influence on purchasing decisions and product use. Consumers tend to consider quality comparable to the price offered by the company. Previous research conducted by Setyaningsih (2020) has also proven that brand image has a significant influence on purchasing decisions.

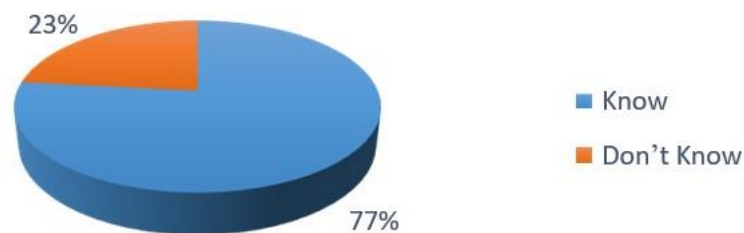


Figure 1. Percentage Results of Buttonscarves Veil Consumer Respondents  
Source: Processed by Researchers (2023)

The results of a pre-survey of 30 customers in East Java show that the majority of respondents have knowledge and use Buttonscarves Veils. Buttonscarves is a premium hijab brand in the fashion and lifestyle industry which was founded in 2016. This brand has become widely recognized in the last three years. One of the characteristics of Buttonscarves is the unique hood pattern. Its products are also known for their premium quality, distinctive designs, attractive and unusual color choices, and responsive customer service. The price itself is quite high, with the price range for the Buttonscarves collection starting from IDR 220 thousand. Their latest collection, the Louvre Series, is sold at IDR 395 thousand. Despite the fantastic price, many people still love this scarf because it has such a strong brand image.

## **THEORETICAL REVIEW**

### ***Effect of Brand Image on Purchasing Decisions***

In the purchasing decision process, brands are used as a means of identifying product sources (Tjiptono & Chandra, 2016), so it is important for companies to have a good brand image to make it easier for consumers to make purchasing decisions. According to Sutojo in (Rini & Astuti, 2012), image can be interpreted as a manifestation or reproduction of individual, object or organizational identity. Brand image can also be considered as a corporate identity. Consumers who frequently use a brand tend to have consistency with that brand. In a study by Setiawan *et al.* (2015), it was found that brand image has a positive influence on purchasing decisions.

The results of research that examines the relationship between brand image and purchase decisions show positive and significant results. This means that the better the brand image of a product, the number of purchasing decisions tends to increase. This finding is in line with research conducted by Indrawati (2015), who also found that brand image has a positive influence on purchasing decisions. Therefore, an increase in purchasing decisions can be associated with an increase in the product's better brand image.

H1: Brand image has a positive effect on purchasing decisions.

### ***The Effect of Price Perception on Purchasing Decisions***

The results of research evaluating the effect of price on purchasing decisions show positive and significant results, indicating that quality and price relevance have an effect on increasing purchasing decisions. This finding is consistent with research conducted by Nurdiyansyah (2015), who found that the price variable has a positive influence on purchasing decisions. In this context, an increase in purchasing decisions can occur when product prices are getting better and more relevant.

In addition to brand image, another factor that influences purchasing decisions is price. Price is an integral element in trading activity. Price is also a consideration for consumers in buying a product, whether it is in accordance with the value obtained or not. According to the definition put forward by

Buchari (2018), price can be interpreted as the value of an item measured in terms of money. The role of price is very significant in the purchasing decision-making process, both as an allocation of resources and as a source of information. Kotler & Keller (2016) also stated that price is one of the components in the marketing mix that generates income, while the other elements generate costs. In Kotler's view, price refers to the amount of money that must be paid by consumers to obtain benefits or ownership of the products or services offered. The presence of price has an important role in determining the value of a product and also serves as information provided to consumers. Thus, price has a significant role in the purchasing decision process.

H2: Price Perception has a positive effect on purchasing decisions.

Based on a review of the theoretical basis and previous research, a framework for this research can be compiled which is presented in the following.

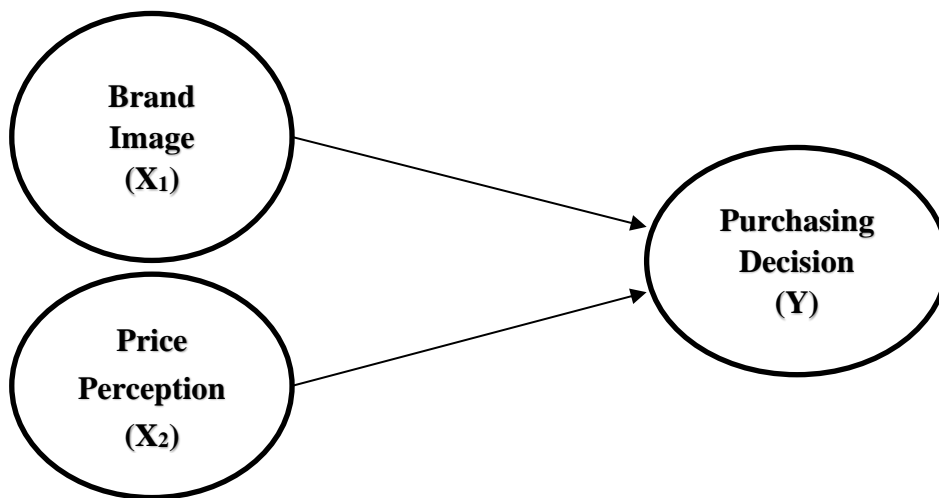


Figure 2. Conceptual Framework

## METHODOLOGY

### *Profile of Buttonscarves*

Buttonscarves is one of the local Indonesian brands that has succeeded in penetrating the international market by carrying a luxurious lifestyle product with the main product being the scarf. Founded in 2016, Buttonscarves started its business by selling products online through the buttonscarves.com website. The launch of Buttonscarves products was welcomed by the Indonesian market and continues to grow until now. The large number of requests also made Buttonscarves decide to open a physical store and expand its business overseas. Until now, Buttonscarves has exported its products to major countries such as Malaysia, Singapore and Brunei Darussalam.

The premium quality of Buttonscarves is the idol of Muslim women who want to look fashionable. This is because the Buttonscarves hijab design dares to play with various beautiful motifs that are not marketable. With this beautiful Buttonscarves-style motif, of course, hijab fashion will not look monotonous, especially if you only play with colors on plain hijabs. The motifs that are

attached to Buttonsscarve itself are floral, country culture, and other unique motifs. Where there are motifs with large sizes, there are also motifs that tend to be small. The choice of this motif will be perfect if it is adjusted to the age and event of the wearer.

**Data Analysis Results**

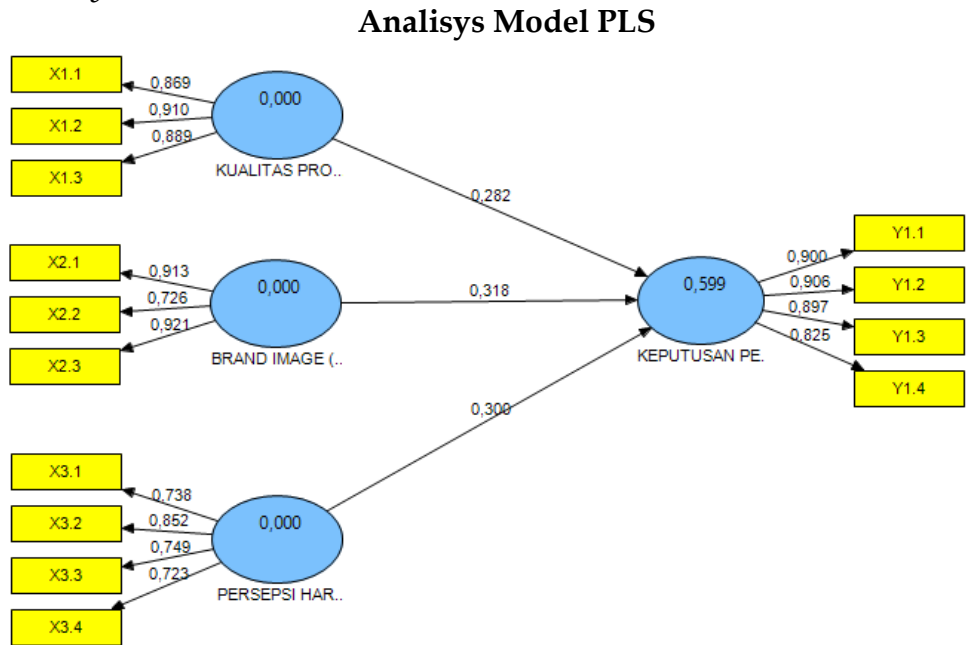


Figure 3. Outer Model with factor loading, Path Coefficient, and R-square  
Source: Processed Data, 2023

From the PLS output diagram above, it can be observed the magnitude of factor loadings for each indicator located above the arrow between variables and indicators. Additionally, the *path coefficients* between exogenous and endogenous variables can be seen above the arrow lines connecting them. Furthermore, the R-Square values, representing the variance explained, are displayed within the circles of the endogenous variable (Purchase Decision variable).

**Outer Model (Measurement Model and Indicator Validity)**

*Outer loadings*

Based on the PLS output image above, it can be seen that the magnitude of the factor loading value for each indicator is located above the arrows between variables and indicators and can also be seen by the magnitude of the path coefficients which are above the arrow line between exogenous variables and endogenous variables.

**Table 3. Outer Loadings (Mean, STDEV, T-Values)**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/ST DEV )
X1.1 <- Brand Image.	0,861	0,858	0,044	19,541
X1.2 <- Brand Image.	0,932	0,930	0,020	44,445
X1.3 <- Brand Image.	0,906	0,907	0,023	38,978
X2.1 <- Price Perception.	0,846	0,843	0,046	18,147
X2.2 <- Price Perception.	0,908	0,906	0,024	37,081
X2.3 <- Price Perception.	0,887	0,891	0,016	53,489
X2.4 <- Price Perception.	0,910	0,911	0,019	46,332
Y1 <- Purchase Decision.	0,938	0,937	0,015	62,126
Y2 <- Purchase Decision	0,899	0,896	0,047	19,038
Y3 <- Purchase Decision	0,909	0,910	0,023	38,863

Source: Processed Data, 2023

Based on the provided findings from the external loading table, all reflective measures linked to the variables Brand Image (X1), Perceived Price (X2), and Purchase Decision (Y) display loading scores surpassing 0.50 and/or possess a significant T-Statistic value (exceeding 1.96). This implies that all these measures fulfill the criteria for convergent validity or exhibit strong validity.

The validity of these measures can also be assessed using the Cross Loading table. In this context, if the loading score of each measure on its corresponding variable is higher than the loading scores on different variables, it signifies a high level of validity for the loading scores. Conversely, if the loading score is lower compared to measures on different variables, it indicates a lower level of validity.

#### R-Square

**Table 4. R-Square**

	R-square
Brand Image (X1)	
Price Perception (X2)	
Purchase Decision (Y)	0,458134

Source: Processed Data, 2023

Based on the test results, it shows that the R-square value for the purchase decision variable is 0,458134. These results indicate that the purchase decision variable (Y) is influenced by brand image (X1) and price perception (X2) variables of 45,8%. While the remaining 54,2% is explained by other variables that the researchers did not take into account in this study.

#### Hypothesis Testing

**Table 5. Hypothesis Testing**

	Path Coefficients (O)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Brand image -> Purchase Decision	0,358110	0,097206	3,684046	0,000
Price Perception -> Purchase Decision	0,412030	0,102372	4,024841	0,000

Source: Processed Data, 2023

## DISCUSSION

### *The Influence of Brand Image on Purchase Decision.*

The results of the data analysis show that there is a positive and significant influence between brand image and the purchasing decision of Buttonsscarves Veils in East Java. These findings can be interpreted through the path coefficient and the positive T-Statistic value, as well as the P-Value which shows significant results. The results of the factor analysis show that the most influential indicator on purchasing decisions is performance. In the context of brand image, performance refers to the brand's ability to meet consumer needs, which is implied in the brand image. This has an indirect impact on consumer purchasing decisions for products at Buttonsscarves.

The findings of this study are consistent with the results of Devi Indrawati's research (2015) which shows that brand image has a positive influence on purchasing decisions for Zoya's headscarves, as well as research by Miati (2020) which shows that brand image also has a positive influence on purchasing decisions for Deenay Veils at Gea Fashion Banjar. Thus, it can be concluded that brand image has a positive influence on purchasing decisions on Buttonsscarves Veils.

### *The Influence of Price Perception on Purchase Decision.*

Based on the research findings that have been conducted, there is evidence that the price perception variable has a positive and significant influence on purchasing decisions for Buttonsscarves Veils in East Java, with a path coefficient of 0.358110 and a P-Value of 0.000 < 0.05. This indicates that if product prices are accessible and acceptable to consumers, they tend to continue to buy and make repeated purchasing decisions. The results of the factor analysis show that the most influential indicator on the purchasing decision is the beneficial price. In this context, useful price refers to the seller's ability to set a price perception that is in accordance with the benefits that consumers receive from the product purchased.

The findings of this study are in line with the results of previous studies, such as research by Dani Khoerinisa Setyaningsih (2020) which shows a positive effect of price on purchasing decisions at Hijab Rabbani, as well as research by Rachmawati *et al.* (2020) which shows a positive effect of price on process



decision to purchase hijab products at Nadiraa Hijab. Thus, it can be concluded that price perceptions can have a positive influence on purchasing decisions for Buttonsscarves Veils in East Java. This factor is important for consumers to consider when purchasing a product at a price comparable to the benefits offered by Buttonsscarves, and this contributes to the formation of a purchasing decision.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research on the effect of brand image and price perception on purchasing decisions for Buttonsscarves veils in East Java, the following conclusions can be drawn: (1) Brand image has a significant influence on purchasing decisions for Buttonsscarves veils in East Java. This shows that the more positive the brand image of Buttonsscarves, the higher the probability that consumers will choose to buy Buttonsscarves headscarves in East Java. (2) Perceived price has a significant influence on purchasing decisions for Buttonsscarves veils in East Java. That is, the more positive the consumer's price perception of Buttonsscarves products, the higher the likelihood that consumers will decide to buy Buttonsscarves headscarves in East Java.

Based on the discussion and conclusions that have been presented, the following are some constructive suggestions for evaluation and consideration in decision making: (1) It is suggested that Buttonsscarves can maintain and enhance their brand image through unique advantages, such as premium quality materials and attractive design motifs. Product and service innovations, such as menu variations and creative promotions, can also help Buttonsscarves maintain their attractiveness and competitive advantage in the marketplace. The purpose of this is to make consumers always remember the Buttonsscarves brand and choose it over other hood brands. (2) Perceived price also has a significant impact on purchasing decisions for Buttonsscarves hoods. Therefore, it is suggested that Buttonsscarves pay attention to price perceptions from consumers, especially in determining prices according to the market for similar products. It is important to consider that consumers will judge the value of a product or service based on the price they pay. If the price offered by Buttonsscarves is not comparable to the value provided by the product, consumers may find it too expensive or not worth buying. Thus, Buttonsscarves needs to ensure that the prices they charge are competitive with those of similar products.

## FURTHER STUDY

For further research, the researcher suggests including other variables and using different test analysis tools to test the level between variables that influence other consumer purchasing decisions.

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