RESEARCH ARTICLE OPEN ACCESS

Baileo: Jurnal Sosial Humaniora
Volume 2, Issue 3 | May 2025
https://ojs3.unpatti.ac.id/index.php/baileofisip

BAILEO JURNAL SOSIAL HUMANIORA
e-ISSN 3026-3468
p-ISSN 3026-2593

Article info
Received manuscript:
06/02/2025
Final revision:
01/03/2025
Approved:
02/03/2025

BUILDING CONSUMER LOYALTY: THE ROLE OF PRODUCT QUALITY AND PRICE IN PURCHASE DECISIONS OF BRAND EXECUTIVE IN SOUTH TANGERANG

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DOI: https://doi.org/10.30598/baileofisipvol2iss3pp305-319

ABSTRACT

This study aims to analyze the influence of product quality and price on the purchase decisions of Brand Executive in South Tangerang. In an increasingly competitive digital era, understanding the key factors affecting consumer behavior is essential for business sustainability in the fashion industry. Using a quantitative method, data were collected through questionnaires distributed to 140 respondents. Regression analysis showed that product quality had a significant influence on purchase decisions, with a regression coefficient of 0,56, a t-value of 5,783 (greater than the t-table value of 1,660), and a significance value of 0,000 (< 0,05). In contrast, price did not have a significant effect on purchase decisions, with a regression coefficient of 0,149, a t-value of 1,247 (lower than the t-table value), and a significance value of 0,214 (> 0,05). These results indicate that consumer perception of product quality is the dominant factor in purchase decision-making, whereas price is not a primary determinant in the competitive fashion market, especially in e-commerce ecosystems such as TikTok Shop. The novelty of this study lies in exploring the role of price in the dynamics of the digital fashion market, showing that product differentiation based on quality has a greater impact than pricing strategies. These findings provide recommendations for Brand Executive managers to prioritize product quality innovation to enhance consumer loyalty. Academically, this study contributes to consumer behavior research in the fashion industry and enriches social sciences and humanities studies related to consumer value-based marketing strategies.

Keywords: *Product Quality, Price, Purchase Decision, Consumer Loyalty, Fashion Industry*

INTRODUCTION

In the increasingly competitive fashion industry, especially with the rise of e-commerce and digital platforms such as TikTok Shop, consumer purchasing decisions have undergone significant changes. Consumers now have extensive access to various brands and products, allowing them to compare quality, price, and user reviews before making a purchase decision (Petcharat & Leelasantitham, 2021; Skwara, 2023). This shift presents challenges for brands like Brand Executive, which must understand the key factors influencing customer loyalty amid an ever-evolving industry landscape.

One of the main challenges faced by the fashion industry today is whether price remains the dominant factor in purchasing decisions or whether perceptions of product quality play a more significant role in attracting and retaining customers. Sung et al. (2023) emphasizes that consumer value perception of a product is heavily influenced by perceived quality rather than just the price paid. On the other hand, Wang et al. (2021) argue that price can serve as a quality signal, particularly in exclusive product categories. However, in the digital era, consumption patterns have shifted. A study by Fernandes et al. (2022) found that brands with a strong reputation for quality are more capable of maintaining customer loyalty, even when their prices are higher than competitors.

Additionally, the emergence of fast fashion and discount-based marketplaces has made it increasingly difficult for brands to balance price and quality. Apriliani et al. (2024) and Nofrizal et al. (2023) highlight that discount pricing strategies are often insufficient to maintain consumer loyalty if product quality does not meet expectations. This phenomenon is further reinforced by research conducted by Alatas et al. (2023) and Assidiki & Budiman (2023), which found that consumer experience with a product has a greater influence on future purchase decisions than promotional pricing. Therefore, this study is relevant in understanding whether pricing strategies remain the primary factor in building customer loyalty or whether product quality has a greater impact in today's highly competitive digital landscape.

Numerous studies have examined the role of price and product quality in shaping consumer purchasing decisions, particularly in the evolving fashion industry. Bhagat & Kim (2023) states that perceived quality plays a crucial role in shaping the value perceived by consumers. A more recent study by Lopes et al. (2024) reveals that on e-commerce platforms, consumers prioritize the functional and aesthetic aspects of products over merely seeking the lowest price. In the fashion industry context, Davvetas et al. (2023) indicate that brands with a strong identity are more resilient to price fluctuations than those competing solely on low-price strategies. This strengthens the argument that product quality is a critical element in maintaining customer loyalty.

Meanwhile, other research suggests that price still plays a role in shaping consumer perceptions. Guan et al. (2024) propose that price is often used as an indicator of quality, especially for premium fashion products. This is supported by Ali & Dahana (2023), who found that consumers tend to associate high prices with exclusivity and better product durability. However, more recent research by Zhang et al. (2024) shows that in the fast fashion industry, flexible pricing is not always the main factor in purchasing decisions, as consumers increasingly consider sustainability and the long-term value of the products they buy.

Beyond price and quality, other studies have identified additional factors influencing purchasing decisions, such as user experience, consumer reviews, and branding. Chatterjee et al. (2023) emphasize that user experience with a product directly impacts customer loyalty. In the digital era, consumer reviews on platforms like TikTok Shop and Shopee also play a crucial role in shaping consumer perceptions of product quality Leckie et al. (2023). Consumers now rely not

only on brand claims but also on real user experiences before making a purchase (Steenis et al., 2023; Ünal et al., 2024).

Furthermore, research by Sajid et al. (2024) and Pappas et al. (2023) shows that discount and promotional pricing strategies are no longer sufficient to maintain customer loyalty, especially if the offered products do not meet expectations. In this context, a study by Aalders (2023) highlights that a combination of superior product quality, positive customer experiences, and competitive pricing strategies are the key factors in maintaining the competitiveness of fashion brands in the digital era.

Although many studies have explored the relationship between product quality, price, and purchasing decisions, there are still unanswered questions regarding their dynamics in Indonesia's digital fashion market. Most previous research has focused on global industries or more established markets, while studies examining how product quality and price interact in influencing consumer purchasing decisions in emerging local fashion markets, such as South Tangerang, remain scarce. Additionally, there is limited research specifically analyzing how local brands navigate competition on digital platforms, where price and quality factors often carry different weights compared to physical stores.

This study seeks to fill this gap by exploring how product quality and price influence the purchasing decisions of Brand Executive in South Tangerang. By employing a quantitative approach and analyzing data from actual consumers, this study provides a more detailed insight into the dominant factors driving purchasing decisions. Additionally, the findings offer valuable insights for the local fashion industry in designing more effective marketing strategies, both in terms of product quality improvement and pricing adjustments. Thus, this study not only contributes to the development of consumer behavior theory in the fashion industry but also provides practical recommendations for businesses in navigating an increasingly dynamic competitive landscape.

RESEARCH METHOD

This study employs a quantitative approach using a survey method to measure and analyze the relationship between product quality, price, and consumer purchasing decisions for the Executive brand in South Tangerang. This approach was chosen because it allows for systematic hypothesis testing and generates data that can be generalized to a broader population X. Zhang et al. (2021). In the increasingly competitive fashion industry, a quantitative research approach is relevant as it provides a more objective representation of the factors influencing consumer behavior. The analytical technique used is multiple linear regression, which aims to evaluate the extent to which product quality and price influence consumer purchasing decisions.

The population of this study includes all customers who have purchased Executive brand products in South Tangerang within the last six months. This population selection is based on the assumption that direct experience in purchasing and using Executive products will provide more

accurate insights into the factors influencing purchasing decisions. The consumers included in this study come from various age groups, genders, and income levels, ensuring that the findings reflect the dynamics of consumer behavior within the modern fashion retail and e-commerce ecosystem.

The sampling technique used in this study is purposive sampling, which allows the selection of respondents based on specific criteria relevant to the research objectives (Chaleta et al., 2021; Mehzabin et al., 2023). The sample size consists of 140 respondents, determined based on the guideline of 10 times the number of indicators per variable (Buch et al., 2023). Considering the 14 key indicators related to product quality, price, and purchasing decisions, a minimum sample size of 140 respondents was required to ensure data accuracy and sufficiency. The inclusion criteria for this study are: (1) respondents must have purchased an Executive product within the last six months, (2) they must be at least 18 years old to ensure they have the capacity to make independent purchasing decisions, and (3) they must be willing to participate in the study and provide honest feedback regarding their experience with Executive products.

Data collection was conducted through a survey using a standardized questionnaire designed to measure consumer perceptions of product quality, price, and purchasing decisions. The questionnaire employed a 5-point Likert scale, allowing respondents to provide responses ranging from “strongly disagree” to “strongly agree” (Y. Wang et al., 2023). To enhance efficiency and reach, the questionnaire was distributed through digital platforms such as Google Forms, social media, and Executive customer groups. This strategy enabled researchers to reach a large number of respondents in a relatively short time while minimizing potential biases that could arise from face-to-face interviews. Additionally, to improve response rates and answer accuracy, each respondent was given a brief explanation of the research objectives, and their anonymity was guaranteed.

Before conducting the main analysis, validity and reliability tests were performed to ensure that the research instrument accurately measured the intended variables. Validity testing was conducted using Pearson correlation to evaluate whether each item in the questionnaire had a significant relationship with its total score. Meanwhile, reliability testing was conducted using Cronbach’s Alpha, with a minimum threshold of 0.7 as an indicator of instrument reliability (Henglin et al., 2022). Once the research instrument was confirmed to be valid and reliable, multiple linear regression analysis was applied to examine the influence of product quality and price on purchasing decisions.

The statistical analysis in this study involved a t-test to assess the partial impact of each independent variable on purchasing decisions. Additionally, an F-test was conducted to evaluate whether product quality and price simultaneously had a significant influence on purchasing decisions. The coefficient of determination (R^2) was also calculated to measure the extent to which the independent variables explain the variation in consumer purchasing decisions. The results of this analysis are expected to provide deeper insights into the key factors determining consumer loyalty and purchasing decisions in the fashion industry.

Ethical considerations were a primary focus in conducting this study. Before completing the questionnaire, each respondent was provided with informed consent outlining the study's purpose, their rights as participants, and assurances that the collected data would be used solely for academic purposes. The confidentiality of respondent identities and responses was fully maintained to ensure that they could provide honest information without pressure or concerns about privacy. Furthermore, transparency in reporting research results was prioritized, ensuring that all analyses were conducted objectively without data manipulation or biased interpretation.

RESULTS AND DISCUSSION

Demographic Profile of Respondents: Analysis of Gender, Age, Occupation, and Income

Based on the research findings, the majority of respondents in this study were male, totaling 104 individuals or approximately 74,29% of the 140 respondents. Meanwhile, female respondents accounted for 36 individuals or about 25,71%. This dominance of male respondents may reflect the characteristics of the observed population or indicate a higher level of representation from the male group in the context of this research. The difference in proportion may also be related to consumption patterns or certain habits that are more prevalent among men than women in the category being studied.

In terms of age, most respondents fell within the 18–23 age range, totaling 80 individuals or 57,14% of the total respondents. The second-largest age group was 24–29 years, with 36 individuals (25,71%). Meanwhile, the 30–35 age group comprised 16 individuals (11,43%), and respondents aged over 35 years totaled 8 individuals (5,71%). The dominance of younger age groups indicates that the most active consumer segment in this study is the younger generation, who tend to be more dynamic in making product or brand choices. This group is generally more influenced by trends, lifestyle, and product quality that align with their preferences.

Regarding occupation, the research results indicate that the majority of respondents were students, accounting for 80 individuals or 57,14% of the total respondents. Private sector employees ranked second with 44 individuals (31,43%), followed by civil servants (PNS) with 9 individuals (6,43%) and entrepreneurs with 7 individuals (5,00%). The large proportion of students suggests that the brand or product studied has strong appeal among the younger age segment, who are actively seeking lifestyle or fashion products that align with current trends. On the other hand, the involvement of professional groups, such as private employees and civil servants, indicates that the brand also attracts individuals with a stable income who seek a balance between quality and price when choosing products.

In terms of income, the majority of respondents had an income range of Rp5.000.000 – Rp7.000.000, with 55 individuals or 39,29% of the total respondents. The second-largest group had an income of Rp1.000.000 – Rp3.000.000, totaling 41 individuals (29,29%). Respondents earning less than Rp1.000.000 comprised 27 individuals (19,29%), while those earning more than Rp10.000.000 accounted for 17 individuals (12,14%). The majority of respondents falling within

the middle-income group suggests that their purchasing power is strong enough to consider the balance between price and product quality. This also indicates that the brand studied has appeal among middle-income consumers, who tend to be more selective in choosing the products they purchase.

Validity and Reliability Testing: Measuring Product Quality, Price, and Purchase Decision

The validity test in this study was conducted to ensure that each item in the questionnaire accurately measures the research variables. With a total of 140 respondents, the degree of freedom was calculated as 140 minus 2, resulting in df = 138. At a 5% significance level (α = 0,05), the r-table value used as the validity threshold was 0,1660. The test results showed that all items in the Product Quality, Price, and Purchase Decision variables had an r-calculated value greater than the r-table, indicating that all items in the questionnaire were valid. This confirms that the instrument used appropriately represents the research variables and can be utilized in further analysis.

The accuracy of research results depends not only on validity but also on the reliability of the instrument used. Therefore, a reliability test was conducted to assess the internal consistency of each questionnaire item using Cronbach's Alpha method. In this study, a variable is considered reliable if its Cronbach's Alpha value is greater than 0,6. The test results showed that the Product Quality variable had a reliability value of 0,671, the Price variable 0,634, and the Purchase Decision variable 0,695. Since these values exceed the minimum threshold, it can be concluded that all variables have a good level of reliability.

Classical Assumption Testing in Consumer Behavior Studies: Normality, Multicollinearity, and Heteroscedasticity

The normality test was conducted to ensure that the variables in the regression model follow a normal distribution. In this study, the One-Sample Kolmogorov-Smirnov Test was used, where data is considered normally distributed if the Monte Carlo Sig. (2-tailed) value is greater than 0,05. Based on the normality test results, the Monte Carlo Sig. (2-tailed) value was 0,253, which is higher than the 0,05 threshold. This indicates that the residual data in this study follow a normal distribution, fulfilling the normality assumption and allowing further regression analysis.

Table 1 Normality Test Results

Statistik Uji	Nilai
N	140
Mean	3,50844757
Std. Deviation	0,09
Most Extreme Differences (Absolute)	0,073
Most Extreme Differences (Positive)	-0,09
Most Extreme Differences (Negative)	0,09
Test Statistic	0,171
Asymp. Sig. (2-tailed)	0,089
Monte Carlo Sig. (2-tailed)	0,253

Source: Processed Data (2024)

Additionally, a multicollinearity test was conducted to identify correlations between independent variables in the regression model. A good regression model should not exhibit high correlations among independent variables. The multicollinearity test results showed that the Product Quality and Price variables had a Tolerance value of 0,488, which is higher than the minimum threshold of 0,1. Meanwhile, the Variance Inflation Factor (VIF) for both variables was 2,048, which remains below the maximum threshold of 10. Thus, it can be concluded that there is no multicollinearity issue in the regression model used.

Table 2 Multicollinearity Test Results

Variabel	Tolerance	VIF
Product Quality	0,488	2,048
Price	0,488	2,048

Source: Processed Data (2024)

Furthermore, a heteroscedasticity test was conducted using the Glejser method to evaluate whether the regression model exhibits equal variance of residuals across observations. If the significance value of the relationship between the independent variables and the absolute residual is greater than 0,05, there is no heteroscedasticity issue. The test results showed that the significance value for the Product Quality variable was 0,062, while for the Price variable, it was 0,053. Since both values exceed 0,05, it can be concluded that there is no heteroscedasticity in the regression model, meaning that the Product Quality and Price variables do not influence residual deviations related to heteroscedasticity.

Table 3 Heteroscedasticity Test Results

Variabel	Sig.
Product Quality	0,062
Price	0,053

Source: Processed Data (2024)

In this study, multiple linear regression analysis was used to measure the influence of Product Quality and Price on Purchase Decision. The analysis results showed that the formed regression equation is as follows:

$$Y = 6{,}18 + 0{,}56\,X_1 + 0{,}149\,X_2$$

The constant (α) value of 6,18 indicates that if the Product Quality (X_1) and Price (X_2) variables are zero, the Purchase Decision (Y) value is 6,18. The regression coefficient for Product Quality is 0,56, meaning that every one-unit increase in Product Quality will increase Purchase Decision by 0,56. The significance value for this variable is 0,000, which is smaller than 0,05, making its influence significant. Meanwhile, the regression coefficient for Price is 0,149, meaning that every one-unit increase in Price will increase Purchase Decision by 0,149. However, its significance value is 0,214, which is greater than 0,05, indicating that its influence is not significant. Thus, the study results show that Product Quality has a significant influence on Purchase

Decision, whereas Price does not have a significant influence at the 5% significance level.

Table 4 Multiple Linear Regression Analysis Results

Model	Coefficients B	Std. Error	t	Sig.
(Constant)	6,18	1,407	4,391	0,000
Product Quality	0,56	0,097	5,783	0,000
Price	0,149	0,12	1,247	0,214

Source: Processed Data (2024)

Regression Model Validation: Coefficient of Determination Test, F-Test, and Partial Test in Hypothesis Analysis

Hypothesis testing was conducted to evaluate how well the independent variables in the regression model explain variations in the dependent variable. One method used is the coefficient of determination (R^2) test, which measures the strength of relationships among the variables in the model. A higher coefficient of determination value indicates a better model explanation of data variations. In this study, the coefficient of determination test results are presented in the following table.

Table 5 Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square
1	0,636	0,404	0,395

Source: Processed Data (2024)

Based on the table above, the R Square value of 0,404 indicates that 40,4% of the variation in Purchase Decision can be explained by the independent variables Product Quality and Price. Meanwhile, the Adjusted R Square value of 0,395 suggests that after adjusting for the number of variables in the model, about 39,5% of the variation in Purchase Decision can still be explained by these two variables. The remaining 59,6% is explained by other factors outside the model that were not examined in this study. These results indicate that the regression model has a moderate ability to explain the relationship between independent and dependent variables.

Additionally, an F-test was conducted to evaluate the simultaneous influence of independent variables on the dependent variable. If the F significance value is smaller than 0,05, it can be concluded that at least one independent variable has a significant influence on the dependent variable, making the regression model valid in explaining variable relationships. The results of the F-test can be seen in the following table.

Table 6 Data Hasil Uji F

Model	Sum of Squares	df	F	Sig.
Regression	797,525	2	46,412	0,000
Residual	1177,075	137		
Total	1974,600	139		

Source: Processed Data (2024)

From the table above, the calculated F-value is 46,412 with a significance level of 0,000. Since the significance value is less than 0,05, it can be concluded that the independent variables, namely Product Quality and Price, collectively have a significant influence on Purchase Decision. This confirms that the regression model used can explain the relationship between variables well, and improvements in Product Quality and Price can positively impact Purchase Decision.

To understand the influence of each independent variable individually, a T-test or partial test was conducted. This test aims to examine the significance of each independent variable's effect on the dependent variable in a multiple linear regression analysis. With a sample size of 140 respondents, the T-table value used is 1,660. If the calculated t-value is greater than the T-table value, the null hypothesis (H_0) is rejected, meaning the independent variable has a significant influence on the dependent variable. The partial test results are presented in the following table.

Table 7 artial Test Results (T-Test Data)

Model	Coefficients B	Std, Error	t	Sig,
(Constant)	6,180	1,407	4,391	0,000
Product Quality	0,560	0,097	5,783	0,000
Price	0,149	0,120	1,247	0,214

Source: Processed Data (2024)

Based on the table above, the Product Quality variable has a regression coefficient of 0,560 with a calculated t-value of 5,783, which is greater than the T-table value of 1,660, and a significance value of 0,000, which is less than 0,05. Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted, meaning that Product Quality has a significant influence on Purchase Decision.

Meanwhile, the Price variable has a regression coefficient of 0,149 with a calculated t-value of 1,247, which is smaller than the T-table value of 1,660, and a significance value of 0,214, which is greater than 0,05. Thus, the null hypothesis (H_0) is accepted, and the alternative hypothesis (H_2) is rejected, meaning that the Price variable does not have a significant influence on Purchase Decision.

From these T-test results, it can be concluded that among the two independent variables tested, only Product Quality has a significant influence on Purchase Decision, while Price does not have a significant impact within the regression model used. This indicates that in purchasing decisions, product quality is a more dominant factor than price, suggesting that improving product quality can be a primary strategy for increasing consumer purchase interest.

The Influence of Product Quality on Purchase Decision

Product quality is one of the key determinants in consumer purchasing decisions. Consumers tend to choose products with high-quality standards in terms of materials, design, and durability, as these factors are directly related to the usefulness and satisfaction gained after

purchase. In this study, the T-test results show that the Product Quality variable has a regression coefficient of 0,560 with a calculated t-value of 5,783, which is greater than the T-table value of 1,660, and a significance level of 0,000, which is below the 0,05 threshold. These findings indicate that product quality significantly influences purchase decisions, meaning that the higher the perceived product quality, the greater the likelihood of consumer purchase.

Support for this finding is also reflected in the descriptive data, which shows that the KP4 indicator, measuring the comfort of Brand Executive product materials, obtained the highest mean score (mean = 3,95) in the "Highly Effective" category. This confirms that the comfort of product materials is a primary factor considered by consumers in making purchase decisions. Additionally, evaluations of other indicators, such as design and durability, also show positive results, with most respondents rating them in the high category. Thus, it can be concluded that consumers do not only consider price when making purchasing decisions but also the intrinsic factors of the product that affect their user experience. This study aligns with the findings of Sendhil et al. (2024), who revealed that product quality has a significant influence on purchase decisions, especially in consumer-preference-based industries such as fashion. In this industry, factors such as material, durability, and aesthetics are key determinants of consumer loyalty and repeat purchase decisions. Additionally, the study by Achabou et al. (2023) supports these results, showing that improving product quality increases consumer trust and enhances the likelihood of choosing a product over its competitors.

From a theoretical perspective, consumer behavior theory asserts that purchase decisions result from a cognitive evaluation of various product attributes, including quality Powell et al. (2024). Consumers tend to seek products that provide maximum benefits with minimal risk. In this context, product quality can be seen as a risk-mitigation factor, where the higher the perceived quality of a product, the lower the likelihood of consumer dissatisfaction after purchase. This is also confirmed by Kaur et al. (2023), who stated that quality perception directly impacts purchase intention and actual purchase decisions.

Furthermore, in a highly competitive industry, product quality also plays a role in building differentiation and a strong brand image in the minds of consumers. High-quality products are more likely to gain consumer trust and foster long-term loyalty (Kim & Lee, 2023; Phan Tan & Le, 2023; Yin et al., 2024). Therefore, for companies aiming to increase sales and maintain competitiveness, investing in product quality improvements is a highly important strategy. Overall, the results of this study affirm that product quality is not just an additional element in marketing but a fundamental factor driving consumer purchase decision.

The Influence of Price on Purchase Decision

Price is one of the factors often considered in the decision-making process of purchasing. Theoretically, price has a complex relationship with consumer perception, as it not only reflects the cost incurred but also represents the value obtained from the product (Kotler & Keller, 2020). In this study, the T-test results show that the Price variable has a regression coefficient of 0,149

with a calculated t-value of 1,247, which is smaller than the T-table value of 1,660. Additionally, the significance value of 0,214 is greater than the 0,05 threshold, indicating that price does not have a significant influence on purchase decision.

Although price does not statistically show a strong direct relationship with purchase decision, the descriptive analysis results indicate that respondents' perception of Executive product prices tends to be positive. The HRG4 indicator, which measures whether Executive product prices are more affordable compared to similar products from other brands, has the highest average score (mean = 4,1714) in the "Highly Effective" category. This finding suggests that while price is not the primary factor determining purchase decision, consumers still pay attention to price affordability when evaluating a product. This can be interpreted as an indication that competitive pricing can enhance a product's attractiveness in consumers' eyes, even though other factors, such as quality, play a more decisive role in the final decision.

This finding is consistent with the study by Haerdiansyah & Bahari (2023), which found that although price can influence purchase decisions, its effect tends to be weaker compared to product quality. Consumers are more likely to choose products with good quality, even if the price is slightly higher, because they perceive these products as an investment that provides long-term benefits. Varga & Albuquerque's (2024) research also supports this finding by confirming that product quality is often a more dominant factor than price in influencing purchase decisions. This is particularly relevant for product categories where consumers prioritize durability, comfort, and performance over merely lower prices. From a consumer behavior perspective, this finding can be explained through the perceived value theory proposed by Jiang et al. (2023). According to this theory, consumers do not evaluate products solely based on their nominal price but also consider the benefits they derive from the product. If a product has high quality, consumers are willing to pay a higher price because they perceive greater value compared to the cost they incur. In this context, competitive pricing can serve as a supporting factor in enhancing a product's market competitiveness, but it does not always become the primary determinant in purchase decisions.

Furthermore, pricing strategies within an industry can also shape consumer perceptions of a brand. According to Srivastava et al. (2023), excessively low prices can create the perception that a product has low quality, whereas excessively high prices can reduce consumers' purchasing power. Therefore, it is crucial for companies to find a balance between price and value offered to remain attractive to consumers without compromising quality perception. In highly competitive industries such as fashion and lifestyle, price is often used as a differentiation element but is not the sole factor determining purchase decisions (Carter et al., 2023; Dekimpe & van Heerde, 2023; Fauzi et al., 2025). Consumers in these industries tend to prioritize aesthetics, comfort, and brand image over just price. Therefore, while Executive product prices are considered competitive, other factors such as quality and design play a more significant role in driving purchase decisions. Thus, although research findings indicate that price does not have a significant direct influence on purchase decisions, it still plays a role as a supporting element

that can enhance a product's market competitiveness. Companies should focus on pricing strategies that not only consider affordability but also reinforce the perception of high value to increase customer loyalty and satisfaction.

CONCLUSION

This study shows that product quality has a significant influence on the purchase decision of Brand Executive in South Tangerang, whereas price does not play a major role in consumer decisions. The regression analysis results confirm that quality aspects, including material, design, and product durability, are the primary considerations in purchasing decisions. Consumers tend to be more loyal to brands that offer superior quality rather than merely more affordable prices. In the increasingly competitive fashion industry, especially in e-commerce ecosystems like TikTok Shop, quality-based differentiation has proven to be more effective than pricing strategies. This indicates that brands need to focus on product innovation and quality standard improvements to maintain and enhance customer loyalty. Academically, these findings contribute to consumer behavior studies in the fashion industry, particularly regarding the dynamics of quality and price influences in purchase decisions. Additionally, this research opens opportunities for further exploration of other factors that can strengthen consumer loyalty, such as experience-based marketing strategies and the effectiveness of digital promotions in building brand engagement.

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