

Service Quality, Promotions, and Product Prices on Consumer Purchasing Decisions in the Marketplace: The Mediating Role of Brand Image

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ABSTRACT

In today's digital era, almost all activities can be carried out using the internet, making information access easier. This study aims to review and analyze existing problems to determine the extent of the influence of service quality, promotions, and product prices in the marketplace on consumers' purchasing decisions, with brand image acting as a mediating variable. The research subjects are students from eight study programs at the Faculty of Economics and Business, Makassar State University, from the 2021 and 2022 intakes, with a sample size of 348 respondents. Data analysis was conducted using the Partial Least Squares Structural Equation Model (PLS-SEM). Based on the problem formulation, the study results show that service quality, promotions, product prices, and brand image have a positive and significant influence on consumers' purchasing decisions. Additionally, brand image effectively mediates the relationship between these three variables and consumers' purchasing decisions.

Keywords: Service Quality, Promotion, Product Price, Consumer Purchase Decision, Brand Image

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1. INTRODUCTION

Development technology in Indonesia has a big impact to economy especially in the field of business namely a marketplace which in general promote products through the marketplace media. With rapid developer technology all can access easily, especially in online shops. Various strategies are carried out marketplace parties to create Power competition and maintain business in the middle the amount competitors. For That the marketplace party can be capable to balance between services, promotions and prices offered to consumer so that consumer interested in do purchases on the marketplace.

As technology develops the more advanced change pattern fulfillment needs consumers that are doing transactions online. Activities (Rakib et al., 2023) this is also positive things to digital economy, especially marketplace. On the other hand, the marketplace is also as Supporter For fulfil need consumer as well as as moving economy. Online shopping provides lots of convenience and benefits but also provide impact negative one of them Lots products offered on the page platform describe product the own quality Good with cheap price and promising good service with the reality products delivered to consumer precisely defective product or already damaged as well as product No in accordance with what is offered on the marketplace page.

Based on the data obtained from source solopos.com 2024 states that online shop visitors reached an average of 50% where matter This prove that phenomenon shop online more and more popular consumers. With advanced technology consumer more choose for do purchase online compared to buy directly in the offline store. Before technology known in the realm of online consumer shops do purchase in a way live and now more choose shop online through the platform (Wiguna & Dirgantara, 2023). With existence facility shop online makes it easier consumer For shop Where only and when just in matter This students made easy including in fulfillment need everyday. Therefore, that shop online to be the right choice for students, especially at the Faculty of Economics and Business, Makassar State University.

Somebody decides for do purchase based on mix marketing (promotion, price, product, and place) offered by the marketplace. Some marketplaces implement the matter mentioned with give full comfort in shopping online as well on the contrary. Marketplace can give good service, hold promotion as well as offer reasonable price beside That There is also give poor service satisfying like display product with description complete but products shipped No in accordance what is described, and price offered before purchase precisely instead it is expensive. Therefore, that marketer must capable display as well as describe product in accordance with the original.

Based on research in the field show that almost part student The Faculty of Economics and Business UNM carries out transaction online or do online purchases with objective make it easier as well as save cost transportation and minimize traffic jam. Almost all marketplace used moment This For do purchase online has Enough give good service, hold activity promotion or flash sale and offer an affordable price with sufficient product Good so that student can decide for do purchase via marketplace compared to do purchase in a way directly. Along with the development time competition business start popping up so that factors that have been applied previously bring in consumer precisely make consumer think twice about do online purchases due to a number of things experienced consumers at the time online shopping like poor service well, the price is too expensive as well quality product No in accordance.

From the results observation there are relevant issues with study (Aulia, 2023; Sihombing et al., 2023; Wasik et al., 2023) Where a number of studies This show that There is similarities and differences so that formed must For under review deeper as well as to form study new with add or reduce variables in the study previously. Service Quality is very important for pushing customers to make purchases. Research previously (Aryanto et al., 2024; Rahayu et al., 2024) has show that factors This own impact significant to preference online purchases. This is proved that Service Qualitys provided own impact significant in the competition between company, progress technology and perception Consumers. Quality excellent service increased awareness consumer For do purchase by online.

Promotion functions as tool communication between customers and actors' business For increase Power buy consumer with convey information about products offered. In addition, promotions can strengthen superiority marketed products, so contribute to the improvement sale. Nowadays there is Lots offer from various Marketplaces, things This proven from some marketplaces that offer promotion such as Shopee, Tokopedia, Lazada and TikTokshop. In the research (Komariyah & Subiyantoro, 2023) Promotion proven own influence significant to decision purchase students in various context, Attractive and persuasive promotion can push consumer For make decision purchases. The study also revealed that the Shopee marketplace has impact positive to decision purchase consumer so that increasing awareness consumer to available products , allowing they make decision more purchases appropriate.

Price becomes factor in choose for buy a product. Consumer believe that price is important thing moment determine choice about What will purchased. Considering price products and limitations financial they, consumers will evaluate and consider cost the products they choose For decide whether product the enter reason or no. In the study (Listyaningsih & Launi, 2024; Senda et al., 2023; Tulangow et al., 2019) influence price own mark positive and significant to decision purchase. Where the price is appropriate will increase decision purchases on an existing marketplace.

Service Quality own impact positive to brand image , according to research by (Bancin et al., 2024)). According to research, brand image enhanced by service quality tall (Darojah et al., 2022)In addition, the findings study This support study previously by Afwan & Suryono (2019) showing that Service Quality increase perception brand. According to findings studies (Khan, 2017), perception consumer to a brand will increase if Service Quality increased , because matter This impact positive on brand image .

Based on study Amalia Probosini et al., (2021); Bancin et al., (2024); Kurniawan et al., (2022) state promotion influential positive and significant to brand image, where each improvement promotion influential positive to reputation brand. In addition, creative and consistent promotional strategies can the more increase perception positive consumer to brand, so that strengthen position brands in the market. Research discloses that promotional strategies, such as giving discounts, can interest consumers, increase Power pull products, as well as to awaken desire For shopping, which in the end push decision purchase. With thus, the more effective promotions carried out, increasingly high level satisfaction consumers.

According to research conducted by (Leksono & Herwin, 2017; Pranoto et al., 2023; Suwarni et al., 2017)Competitive prices and image good brand influential significant to decision purchase Consumers. Consumers tend more like products that are priced worth it with quality offered. Findings show that part big buyers consider brand image and price with careful before buy. However, research conducted (Wilian & Anugrah, 2010; Yurindera, 2022) show different results, prices No have significant influence to brand image. Customer tend focus on price and product ratings , and tend to buy more fast If the rating height and price low . The conclusion of second study the confirm that No all products with price cheaper and image popular brands in a way automatic will interesting interest purchase customer.

Brand image is view consumer about A the brand that became consideration decision purchases by consumers that they want (Sabila et al., 2024). Brand image No solely only For make a good name a brand but How brand product the introduced so that become A perception for consumer to product . In the research (Lan & Wangdra, 2023; Nuryanti et al., 2023) brand image own influence positive to decision purchase . Where is the image a brand that is capable increase belief consumer For choose and buy a products in the marketplace. In addition, the image good brands can also build trust and loyalty consumers, so that push purchase recurring and recommendations to others. Power brand seen clear at the stage production that takes into account in a way strict quality materials and packaging used in a products inside company. The impact felt by consumers moment do purchase influenced by brand image in the process of taking decision. Brand image shaped by perception consumers and influenced by various factor like price, promotion, and experience customers. As representation impression overall a product, brand image hold role important in influence decision purchase consumers. In addition, the image positive brand can reduce perceived risk and increase trust consumers, so that push they for do purchase with more believe yourself. Therefore that, the strategy implemented for create and improve image good brand will impact positive to Power market competition.

A number of study find that Service Quality influential positive and significant to decision purchase as well as capable mediated by brand image (Budianto et al., 2021; Pranoto et al., 2023; Sukawati et al., 2024; Viando et al., 2023). Findings This show that effort increase Service Quality and build image strong brand can effective in push improvement sale product. Therefore, company need focus on both aspect the for maximize power pull the product in the eyes consumers. This is showing service quality high, distinguish business from competitors, and provide impression more brands Good to customers. In other words, service professional supported by image strong brand can increase decision purchase consumer. Every marketplace has one image different and unique brands, then from that every marketer must Can highlight brand image from product or services marketed.

Brand image capable mediate connection between promotions and decisions purchase consumer (Amalia Probosini et al., 2021; Anggraini et al., 2020a; M. Mukhlis & Budiarti, 2022; Oktaviani & Sari, 2020). As a result, more Lots individual will choose for identify with a product If

product the accept more Lots image-driven promotion good brand. Promotion own role crucial in to move decision purchase consumers, with image Trending brands. Efficient promotion can increase awareness consumer about a product or marketplace, which ultimately to form view positive to brand said. When consumers find frequently used products promoted past discounts, advertising, or loyalty programs, they tend associate product That with image more brands can trusted and valuable high. Positive brand image can increase effectiveness promotion, so that more Lots consumer interested For buy product.

Beside that's an interesting marketing strategy can create faithfulness customers especially If they feel to obtain profit more from offers provided. With thus, promotion influence No only in a way direct to decision purchases, but also in No direct through image the brand that is formed from experience consumer to promoted products.

Brand image mediate connection price with decision purchase and have influence positive and significant to second variable (Maria et al., 2021; Pranoto et al., 2023; Rosnita et al., 2021). Third study the consistent with fact that brand image can strengthen impact price to decision purchase. However, findings show different results, image brand no influential to connection price with decision purchase (Ainiyah, 2022; Ashari & Ismi, 2022; Damayanti, 2023; Triana & Ruli, 2023). With thus price in accordance will increase decision purchase as well as maintain Power compete.

2. METHOD

a. Model and Research Hypothesis

Study quantitative This use analysis *Structural Equation Modeling Partial Least Squares* (SEM-PLS) with version 4.0 and questionnaire as instrument data collection. In the study this, variable Service Quality (X1), promotion (X2), and price product (X3) in significant influence decision purchase consumers (Y) and brand image as variable mediation. Method of taking applied sample in study This is purposive sampling, with objective choose Respondent based on criteria appropriate specifics with objective research. Approach This allow more data collection focus and depth in accordance need research. The criteria are research that is set are: (1) UNM students from the 2021 and 2022 intakes Faculty of Economics and Business, (2) has experience or often do purchases in the marketplace. In addition to distributing 348 questionnaires online, researchers also collect data by share offline questionnaire to UNM students registered in the Faculty of Economics and Business. Questionnaire study This consists of of 60 questions, covering variable study as well as profile respondents. For measure every concept, used five-point Likert scale, ranging from from "very not agree" (1) to "strongly agree" (5). PLS analysis includes a measurement model and a structural model, which together to form framework analysis in approach this.

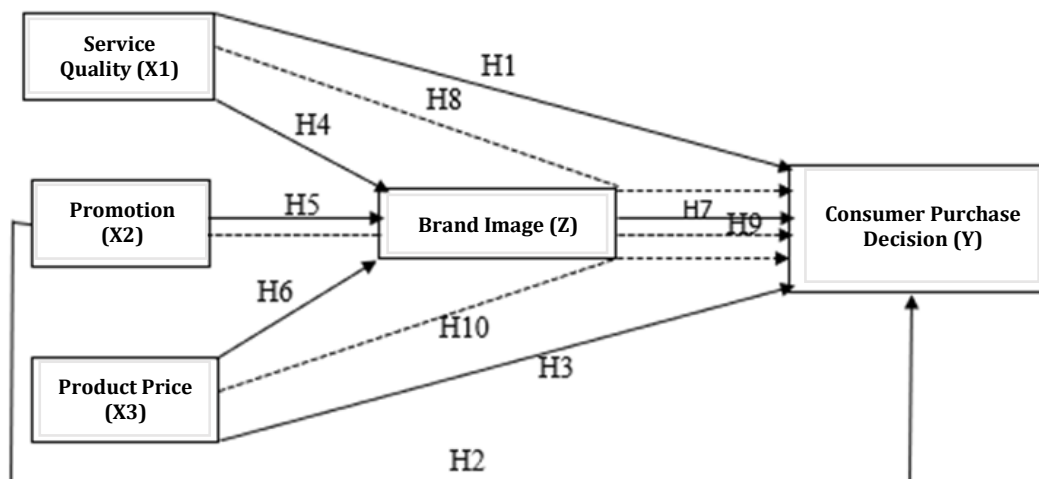


Figure 1. Research Model

Based on Figure 1 above, the research This formed a number of hypothesis that can be seen in the table under This .

Table 1. Summary of Hypotheses

Hypothesis	Information
H1	Service Quality influential positive and significant to decision Purchases in the Marketplace
H2	Promotion influential positive and significant to decision purchase Consumers In Marketplace
H3	Product Price Influential positive and significant to decision purchase Consumers In Marketplace
H4	Service Quality influential positive and significant to brand image
H5	Promotion influential positive and significant to brand image
H6	Product price influential positive and significant to brand image
H7	Brand image influence positive and significant to decision purchase Consumers in the Marketplace
H8	Brand image capable mediate Service Quality to decision purchase Consumers in the Marketplace
H9	Brand image capable mediate promotion to decision purchase consumers in the marketplace
H10	Brand image capable mediate price product to decision purchase consumers in the marketplace

Source: Researcher, 2025.

Based on Table 1 above, the research This has 10 hypotheses. Hypotheses the will test influence direct Service Quality (X1) to decision purchase consumer (Y), influence direct promotion (X2) against decision purchase consumer (Y), influence direct price product (X3) against decision purchase consumer (Y), influence direct Service Quality (X1) to brand image (Z), influence direct promotion (X2) against brand image (Z), influence Direct product price (X3) on brand image (Z), influence Direct Brand Image (Z) towards decision purchase consumer (Y), influence no direct Service Quality (X1) to decision purchase consumers (Y) through brand image (Z), influence No direct promotion (X2) against decision purchase consumers (Y) through brand image (Z), and influence no direct price product (X3) against decision purchase consumers (Y) through brand image (Z).

b. Population and Sample

Population in the study This There is student active batch 2021 and 2022 Faculty of Economics and Business, Makassar State University , consisting of from 8 study programs . The technique of taking sample use populist sampling technique taking magnitude sample use Slovin's formula , with Respondent as many as 348 students .

c. Data Collection

Approach This allow more data collection focus and depth in accordance need research. The criteria are research that is set are: (1) UNM students from the 2021 and 2022 intakes Faculty of Economics and Business, (2) has experience or often do purchases in the marketplace. In addition to distributing 348 questionnaires online, researchers also collect data by share offline questionnaire to UNM students registered in the Faculty of Economics and Business. Questionnaire study This consists of of 60 questions, covering variable study as well as profile respondents. For measure every concept, used five- point Likert scale, ranging from from "very not agree" (1) to "strongly agree" (5). PLS analysis includes a measurement model and a structural model, which together to form framework analysis in approach This.

3. RESULTS AND DISCUSSION

a. Results

1) Measurement Model

Stage First study this includes validity tests and reliability tests For ensure data quality in the research model. As seen in Table 2 and Figure 1, the value *loading factor* >0.7 and *AVE* >0.5 indicate that the research model fulfils condition validity convergent. For validity discriminant, according to criteria cross-loading and criteria Fornell-Larcker in Table 3, the indicators latent variables have more constructs big compared to with construct indicator others, and roots AVE squared more big from amount all over connection construct, shows validity adequate discriminant. The results of the reliability test in Table 2 show mark *Cronbach's alpha* > 0.7 , reliability comprehensive > 0.7 , $\rho_a > 0.7$ which indicates that all over variable potential have level good reliability. Therefore that, can concluded that instrument study reliable and consistent in measure variable study.

2) Structural Model

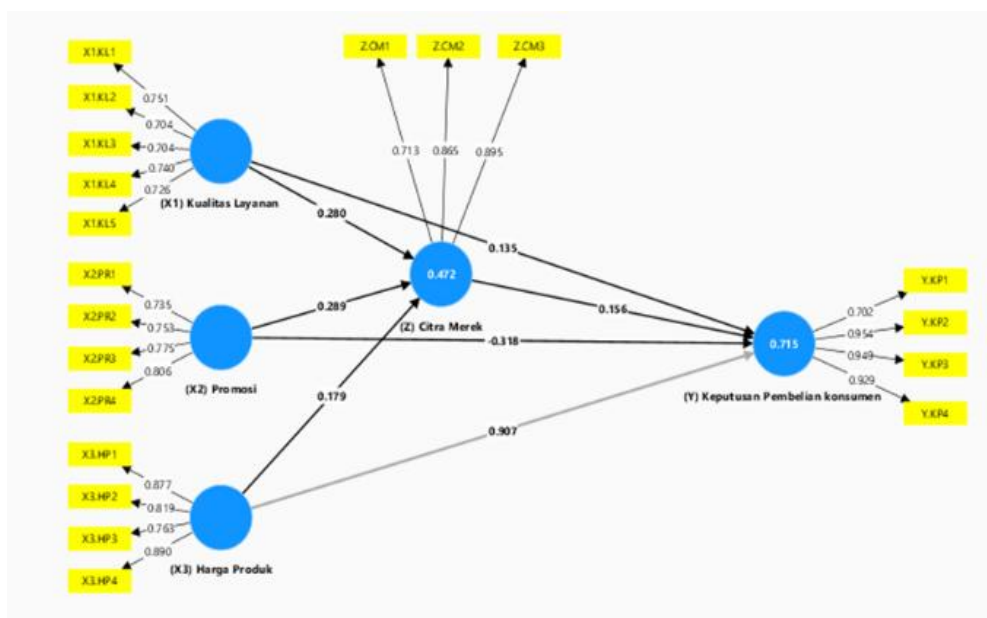


Figure 2. Structural Model

Deep model structural analysis study This done with SmartPLS4 assistance. Table 2 shows R^2 and F^2 values. R^2 shows How variable independent contribute to variable dependent . Variable Service Qualitys, promotions and prices product give contribution of 0.715 (71.5%) against variable decision purchase. While Service Qualitys, promotions and prices product give contribution of 0.472 (47.2%) against variable brand image. Based on F^2 value of research, Service Quality give impact small to decision purchase consumers and brand image. On the other hand, promotion own strong influence to decision purchase consumers, even though the impact to brand image classified as small. The price of the product also provides influence small to decision purchase consumers, while brand image Alone only own impact small to decision purchase. However, the perception brand show moderate impact to decision consumer in choose the product that will be purchased.

Table 2. Structural model

Hypothesis Testing Results	Hypothesis	Std.B	T-Statistics	P Values	Results	Model Parameters	Variabel	Nilai dan Kategori
Direct Effect	X1 -> Y	0.039	3.451	0.001	Supported	R ²	KP	0.715 (Kuat)
	X1 -> Z	0.071	3.918	0.0	Supported		CM	0.472 (Sedang)
	X2 -> Y	0.074	4.327	0.0	Supported	F ²	X1 -> Y	0.029 (Kecil)
	X2 -> Z	0.086	3.367	0.001	Supported		X1 -> Z	0.066 (Kecil)
	X3 -> Y	0.68	13.394	0.0	Supported		X2 -> Y	0.745 (Kuat)
	X3 -> Z	0.072	2.506	0.012	Supported		X2 -> Z	0.026 (Kecil)
Indirect Effect	Z -> Y	0.041	3.833	0.0	Supported		X3 -> Y	0.130 (Kecil)
	X1 -> Z -> Y	0.014	3.133	0.002	Supported		X3 -> Z	0.024 (Kecil)
	X2 -> Z -> Y	0.02	2.247	0.025	Supported		Z -> Y	0.061 (Kecil)
	X3 -> Z -> Y	0.014	1.985	0.047	Supported			

For test hypotheses H1, H2, H3, H4, H5, H6, and H7, as seen in Table 2, the factors independent covering Service Quality, promotions and prices product; variable dependent is decision purchase consumers and variables mediation is brand image. Based on results testing in Table 2, the relationship between Service Quality and Purchasing Decisions Consumer show positive and significant results ($\beta = 0.039$, $t = 3.451$, $p < 0.0001$), so H1 is accepted. In addition, Table 2 also shows connection positive and significant between Service Quality and Brand Image ($\beta = 0.071$, $t = 3.918$, $p < 0.000$), which indicates that H2 is accepted. Table 2 shows connection between promotions and decisions purchase consumers ($\beta = 0.074$, $t = 4.327$, $p < 0.000$). Therefore that H3 is accepted. Table 2 shows connection between promotion and brand image ($\beta = 0.086$, $t = 3.367$, $p < 0.001$), therefore that H4 is accepted. Table 2 shows connection between price products and decisions purchase consumers ($\beta = 0.068$, $t = 13.394$, $p < 0.000$), therefore that is H5. Table 2 shows connection between price products and brand image ($\beta = 0.072$, $t = 2.506$, $p < 0.0012$), therefore the H6 is accepted. Likewise, relationships between brand images and decisions purchase consumer is positive and significant ($\beta = 0.041$, $t = 3.833$, $p < 0.000$) then, H7 is accepted. Table 2 also presents impact test results No direct. Brand image proven capable mediate connection between Service Quality and decisions purchase consumers ($\beta = 0.014$, $t = 3.133$, $p < 0.002$), so H8 is accepted. In addition, Table 2 shows that brand images can also mediate connection between promotions and decisions purchase consumers ($\beta = 0.020$, $t = 2.247$, $p < 0.025$), which supports acceptance H9. Furthermore, Table 2 reveals existence correlation significant ($\beta = 0.014$, $t = 1.985$, $p < 0.0047$) between price products and decisions purchase consumers, which strengthens H10 acceptance.

Based on Table 3 above obtained results validity test value evaluated convergence with see loading factor value, where in each variables used own mark above 0.7 which means this test fulfil terms. For AVE value at each variables used own mark above 0.5 where matter This means fulfil validity test requirements convergent. For reliability testing it is evaluated with see mark *cronbach's alpha*, *Composite reliability* and *Rho_a* must own mark more than 0.7 and where variables that have been tested own mark above 0.7 things This means all variable it is said reliable.

Table 3. Validity convergence and reliability

Construct	Item	Validitas Konvergen		Reliability		
		Loading Factor	AVE	Cronbach's Alpha	Rho_c	Rho_a
KL	KL1	0.751	0.526	0.782	0.847	0.782
	KL2	0.704				
	KL3	0.704				
	KL4	0.74				
	KL5	0.726				
PR	PR1	0.735	0.589	0.768	0.852	0.774
	PR2	0.753				

	PR3	0.773				
	PR4	0.806				
	HP1	0.877				
HP	HP2	0.819	0.704	0.86	0.904	0.88
	HP3	0.763				
	HP4	0.89				
	KP1	0.702				
KP	KP2	0.934	0.791	0.908	0.937	0.936
	KP3	0.949				
	KP4	0.929				
	CM1	0.713				
CM	CM2	0.865	0.686	0.771	0.867	0.807
	CM3	0.899				

Table 4. Validity Discriminant

Construct	Item	X1	X2	X3	Y	Z	Fornell Larcker Criterion				
							X1	X2	X3	Y	Z
KL	KL1	0.751	0.345	0.375	0.380	0.332					
	KL2	0.704	0.394	0.415	0.428	0.434					
	KL3	0.704	0.775	0.763	0.581	0.487	0.332				
	KL4	0.740	0.300	0.337	0.337	0.332					
	KL5	0.726	0.580	0.578	0.563	0.547					
PR	PR1	0.425	0.735	0.483	0.436	0.485					
	PR2	0.425	0.753	0.523	0.478	0.454	0.707	0.768			
	PR3	0.704	0.775	0.763	0.581	0.487					
	PR4	0.552	0.806	0.890	0.571	0.549					
HP1	0.531	0.785	0.877	0.545	0.525						
HP	HP2	0.623	0.630	0.819	0.945	0.556	0.723	0.839	0.882		
	HP3	0.704	0.775	0.763	0.581	0.478					
	HP4	0.552	0.806	0.890	0.571	0.549					
	KP1	0.456	0.509	0.536	0.702	0.475					
KP	KP2	0.630	0.662	0.810	0.954	0.566	0.661	0.678	0.823	0.890	
	KP3	0.645	0.627	0.797	0.949	0.566					
	KP4	0.601	0.606	0.749	0.929	0.566					
	CM1	0.392	0.385	0.383	0.375	0.717					
CM	CM2	0.567	0.592	0.594	0.561	0.865	0.614	0.645	0.636	0.611	0.828
	CM3	0.544	0.593	0.574	0.554	0.895					

In Table 4 the validity test is discriminated against with see mark *cross loading* and *fornell larcker criterion*. Where the test this own mark the conditions for passing the test are every construct must own mark taller compared to construct others and proven can We see table. 4 all variables own more value tall compared to construct others. Meaning variables that have been tested with using discriminant test fulfil test conditions.

b. Discussion

1) Influence Service Quality to Decision Purchase Consumers in the Marketplace

The results of further research show that purchasing decisions are significantly influenced by the quality of service provided. Marketplace users generally feel that high service quality can encourage individuals to purchase or choose products offered on a marketplace platform. This study also identifies Shopee as the most frequently used shopping platform, followed by TikTok

Shop. Consequently, the quality of service provided to customers has a significant impact on their purchasing decisions. Good service quality not only increases customer trust but also encourages repeat purchases, ultimately contributing to increased sales. The findings also confirm that service quality has a positive influence on purchasing decisions (Asan et al., 2024; Putri & Hariasih, 2024). When customer expectations regarding service are met, they are more likely to continue choosing the marketplace for their purchases.

2) Influence Promotion to Decision Purchase Consumers in the Marketplace

The results of the research indicate that promotions have a positive influence on consumers' purchasing decisions. Marketplace users or customers tend to prefer various promotions offered by the platform, which provide them with benefits and encourage them to make purchases. The availability of multiple promotional options also increases the likelihood of repeat purchases. Based on the study, promotions were proven to have a positive impact on purchasing decisions at the Mie Gacoan branch in Tulungagung (Irsyada, 2024). These findings align with the results of previous research conducted by Agustina et al. (2024), Kurniawan et al. (2022), Marlius & Jovanka (2023), and Naufal & Sari (2023), as well as Yulianto & Prabowo (2024). Therefore, the more attractive the promotions offered, the higher the likelihood that customers will make purchases or decide to transact in the marketplace. This demonstrates that promotional strategies, such as offering discounts, significantly motivate customers to shop and increase their purchasing intentions.

3) Influence Product Price to Decision Purchase Consumers in the Marketplace

This research found that product prices have a positive influence on consumers' purchasing decisions. Marketplace users who are enthusiastic about online shopping tend to prefer products with relatively affordable prices while maintaining good quality. Lower prices often encourage consumers to make quick purchase decisions without much hesitation. This aligns with previous research findings, which have demonstrated that product prices positively influence purchasing decisions. It indicates that the higher the consumers' perception of price fairness, the more likely they are to consider it beneficial (Agustina et al., 2024; Irsyada, 2024; Polla et al., 2018). The compatibility between price, competitive pricing among marketplaces, and the perceived benefits of the product can significantly impact consumers' purchasing decisions. However, findings from Ernawati et al. (2021) suggest otherwise, revealing that product prices did not influence purchasing decisions on Zalora. The study explained that since Zalora offers original products, providing discounts or price reductions is challenging, limiting the influence of price on consumer purchasing decisions.

4) Influence Service Quality to Brand Image in the Marketplace

This research found that service quality has a positive influence on brand image. Customers typically assess service quality by comparing the services they expect with the actual services they receive. When customers receive satisfactory service, the brand image of a marketplace is positively shaped. A study conducted by Rorong et al. (2023) also demonstrated that service quality has a significant positive impact on brand image. Brand image itself plays a crucial role in influencing customers' purchasing decisions. Marketplaces often strive to create competitive advantages that convince customers of their platform's superior quality, particularly in terms of customer service. Additionally, consumers may base their purchasing decisions on price levels. While some prefer affordable products, others believe that higher-priced products offer better quality, leading them to proceed with their purchasing decisions despite the cost.

5) Influence Promotion to Brand Image in the Marketplace

This research found that promotions have a positive and significant impact on brand image. Promotions are defined as intentional activities designed to convey information about a product's advantages and benefits, with the goal of influencing consumers to make a purchase. The primary objective of promotions is to introduce products to a wide audience, emphasizing both the brand and the product's functionality. Additionally, promotions have the potential to build consumer loyalty toward a brand. These findings align with the results of previous studies

by Kurniawan et al. (2022) and Mukhlis & Anindhya Budiarti (2022), which also concluded that promotions have a positive and significant influence on brand image. By implementing effective promotional strategies, marketplaces can attract more consumers who prefer online shopping over physical stores. This preference is often driven by the variety of promotions and product discounts available online, which capture consumer interest. Ultimately, well-executed promotions not only draw consumers' attention but also enhance the brand image of both the products and the marketplace itself.

6) Product Price Influence to brand image in the Marketplace

This study reveals that product prices have a positive and significant influence on brand image. Setting the right price can help consumers recognize and remember a product. These findings are consistent with previous research by Anggraini et al. (2020), Fauziah & Tunjungsari (2022), and Pramadhika (2020), which state that competitive pricing can enhance purchasing decisions and strengthen brand image in the eyes of consumers. However, a different result was reported by Prawira et al. (2024), indicating that price did not influence brand image.

It is important to note that the impact of pricing on brand image may vary depending on several factors, including industry characteristics, target market preferences, and competitive dynamics. In some cases, consumers may prioritize other attributes such as product quality, brand reputation, or customer experience over price. Therefore, companies should conduct comprehensive market research to understand consumer behavior and preferences when developing pricing strategies. By doing so, businesses can effectively use pricing as a strategic tool to enhance brand image while maintaining competitiveness in the market.

7) Influence Brand Image to Decision Purchase Consumers in the Marketplace

This study reveals that brand image has a positive and significant influence on consumers' purchasing decisions. Brand image can be interpreted as the perceptions and beliefs held by consumers, reflecting the associations formed in their memory. This phenomenon can occur even when consumers are hearing about a brand or product for the first time. If a marketplace has a favorable image in the eyes of consumers, it can provide significant benefits for the marketplace itself.

Research conducted by Nazara & Saputra (2024) and Purnama et al. (2022) also supports the finding that brand image positively and significantly influences consumers' purchasing decisions. The more well-known and favorable a brand's image is, the higher the likelihood that consumers will choose to make a purchase. A strong brand image can drive purchasing decisions, and the determination of premium prices can further contribute to forming a positive brand image. Consumers often perceive products offered at higher prices as having superior quality. This belief stems from the common perception that there is a direct correlation between price and quality — the higher the price, the better the quality is assumed to be. Consequently, consumers may be willing to pay premium prices for products with a reputable brand image.

8) Influence Service Quality to Decision Purchase Consumers in the Marketplace through Brand Image

The 8th hypothesis in this study states that service quality has a positive and significant influence on consumers' purchasing decisions through brand image. In other words, brand image acts as a mediator in the relationship between service quality and purchasing decisions. The results indicate that good service quality, such as neat product packaging and an efficient delivery process, can enhance consumers' positive perceptions of the services provided by the marketplace. As a result, consumers' purchasing decisions are likely to increase.

A study by Ratih Ayu Sekarini et al. (2023) also supports the notion that service quality significantly influences purchasing decisions, highlighting the crucial role of brand image in the purchasing process. However, contrasting findings were reported by Bancin et al. (2024), who concluded that brand image did not function as a mediator between service quality and purchasing decisions. Their study found no significant mediating effect, suggesting that other factors may play a more prominent role in influencing purchasing decisions in certain contexts.

9) Influence Promotion to Decision Purchase Consumers in the Marketplace through Brand Image

The 9th hypothesis results show that consumers' purchasing decisions are positively influenced by promotions through brand image. This indicates that brand image acts as a mediator in the relationship between promotions and purchasing decisions. Consumers not only pay attention to product promotions but also consider the brand image of the product and the marketplace where they shop online. Research conducted by Kurniawan et al. (2022) and Pramadhika (2020) supports this finding, demonstrating that brand image can bridge the relationship between promotions and purchasing decisions. Consumers who are frequently exposed to marketplace promotions tend to perceive a positive brand image, making them more likely to make purchases, ultimately increasing marketplace sales.

However, a different result was reported in the study by Triana and Hidayat (2023), which found that brand image did not mediate the relationship between promotions and consumers' purchasing decisions. This discrepancy could be attributed to differences in consumer perceptions, the effectiveness of promotional strategies, or the competitive landscape of the marketplace. In certain cases, consumers may view promotions as short-term marketing tactics rather than indicators of brand quality, limiting the impact of brand image as a mediator.

10) Influence Price Product to Decision Purchase Consumers in the Marketplace through Brand Image

The 10th hypothesis test indicates that product prices influence consumers' purchasing decisions through brand image, and this hypothesis has been proven valid. In other words, brand image acts as an intermediary in the relationship between product prices and purchasing decisions. This finding is supported by research conducted by Febriani & Khairusy (2020) and Pramadhika (2020), which also demonstrated the significant influence of brand image.

However, differing results were reported in studies by Prawira (2023) and Triana & Ruli (2023), which concluded that brand image did not mediate the relationship between product prices and purchasing decisions. Despite this, products with affordable prices, supported by a positive brand image, still have the potential to attract more consumers. Thus, the more affordable the price, the greater the likelihood that consumers will make a purchase based on their perception of the brand. On the other hand, even when prices are high, purchasing decisions may still increase, driven by factors such as consumers' desire for high-quality products, a strong brand reputation, and overall customer satisfaction. In such cases, consumers are often willing to proceed with their purchases despite the higher prices, indicating the significant role of brand image in influencing purchasing behavior.

4. CONCLUSIONS AND SUGGESTION

a. Conclusions

The results of this research reveal that service quality, promotions, and product prices have a significant influence on consumers' purchasing decisions in the marketplace, particularly among students of the Faculty of Economics and Business at UNM. Additionally, these three factors also contribute significantly to brand image. Brand image itself plays a crucial role in influencing consumers' purchasing decisions and acts as a mediator in the relationship between service quality, promotions, product prices, and purchasing decisions.

The findings suggest that students can maximize their understanding of information related to service quality, promotions, and product prices to reach informed purchasing decisions through the influence of brand image. For future researchers, it is recommended to conduct further in-depth analysis regarding service quality, promotions, product prices, purchasing decisions, and brand image. Incorporating additional variables that have not been addressed in this study could provide a more comprehensive understanding of the factors influencing consumer behavior in the marketplace.

b. Suggestions

For future studies, it is recommended to conduct further in-depth research on the variables investigated in this study. Additionally, incorporating new variables that have not been previously explored is expected to provide broader insights and enrich findings in this field, leading to more relevant and up-to-date research. By expanding the scope of variables in future research, the results obtained can offer a more comprehensive contribution, both to the academic community and business practitioners. More extensive and detailed studies will enhance the understanding of the factors influencing purchasing decisions, which can serve as a valuable foundation for developing more effective marketing strategies in the marketplace.

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