

## THE IMPACT OF PRICE AND QUALITY PERCEPTION ON CONSUMER PURCHASE DECISIONS: A CASE STUDY OF 3SECOND FASHION BRAND IN INDONESIA

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### Abstract

This research investigates how consumers' perceptions of price and product quality influence their purchasing decisions for 3Second fashion items. Utilizing a quantitative methodology, the study applies Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze data gathered from a sample of young buyers. The results of the structural model indicate that both price perception and quality perception exert a significant and positive effect on purchase decisions, with the influence of quality perception being more pronounced. The model's explanatory capability is substantial, as reflected by an  $R^2$  value of 0.745, signifying that the two independent variables account for 74.5% of the variance in consumer purchase behavior. Additionally, the  $Q^2$  value of 0.469 affirms the model's predictive accuracy. These outcomes underscore the vital role of consumers' perceptions regarding fair pricing and superior product quality in shaping their purchasing behavior in the fashion sector. From a managerial standpoint, the findings emphasize the necessity for clear pricing policies and consistent quality assurance to strengthen consumer confidence and foster loyalty. Nonetheless, the research is constrained by its examination of a single brand and the use of a cross-sectional design, pointing to the need for future studies that incorporate multiple brands and longitudinal data. Overall, this study contributes meaningful insights for marketers aiming to engage with fashion-conscious youth demographics.

**Keywords:** consumer behavior, fashion marketing, price perception, purchase decision, quality perception

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### INTRODUCTION

The global fashion industry has undergone significant transformation over the past decade, driven by rapid digitalization, evolving consumer preferences, and globalization. Valued at approximately US\$3 trillion, the fashion sector represents 2% of global GDP and provides employment to over 33 million individuals, making it one of the most influential industries in the world economy (Wang et al., 2019). In emerging markets such as Indonesia, fashion has also become one of the most purchased product categories in e-commerce platforms. A recent study by Kredivo and Katadata Insight Center (Handayani, 2023) reported that fashion items accounted for 30% of total online purchases in 2019, indicating the strong consumer interest in clothing and apparel across demographics.

In this increasingly competitive environment, businesses must focus on understanding the drivers behind consumer purchasing behavior. Among the numerous psychological and marketing factors influencing consumer choices, price perception and quality perception remain two of the most critical dimensions. Price perception is defined as a consumer's subjective evaluation of a product's monetary value in comparison to perceived benefits (Huang et al., 2020). Recent research

indicates that perceived price fairness and value-for-money significantly influence consumer trust and satisfaction, thereby increasing purchase intentions (Ali et al., 2022; Kusumawati et al., 2021). On the other hand, perceived quality is described as a customer's overall assessment of a product's excellence or superiority (Parasuraman & Zeithaml, 2020). Several studies confirm that higher perceived quality leads to enhanced brand loyalty and repeat purchases, particularly in high-involvement product categories like fashion (Hapsari, 2020; Lee & Choi, 2021).

The relationship between these two variables and purchase decision has been widely discussed in consumer behavior literature. Consumers tend to rely on price and quality as heuristic cues in evaluating alternatives, especially in online shopping environments where physical product inspection is limited (Choi & Lee, 2019; Dewi & Iskandar, 2020). Furthermore, a study by Putra et al. (2021) found that both perceived price and perceived quality significantly affect brand preference and buying decisions in the Indonesian fashion retail market. Similarly, research by Handayani & Rahmawati (2022) demonstrated that customers are more likely to purchase local fashion brands when they perceive them as offering competitive prices and reliable product quality.

In Indonesia, 3Second, a brand owned by PT. Biensi Fesyenindo, has gained popularity among youth and urban consumers. However, the company faces challenges related to market saturation, consumer price sensitivity, and rising expectations for product quality. While the brand maintains a strong image in terms of design and identity, consumer perceptions toward price and quality continue to influence their willingness to make purchases. Given the increasing number of counterfeit products and price competition in both online and offline channels, it is crucial for brands like 3Second to reinforce positive consumer perceptions to sustain purchasing behavior (Setiadi & Utami, 2023; Lestari & Nugroho, 2021).

Although numerous studies have explored consumer behavior, limited attention has been given to the joint impact of price perception and quality perception on purchasing decisions, particularly in the context of local fashion brands in Indonesia. In response to this gap, the present study seeks to evaluate how these two variables influence consumer choices regarding 3Second products. By investigating these dynamics, the research offers valuable insights into consumer decision-making processes within the domestic fashion industry and provides actionable recommendations for pricing strategies, brand positioning, and product innovation in emerging market settings.

## LITERATURE REVIEW AND HYPOTHESIS FORMULATION

### Price Perception

Price perception refers to how consumers cognitively and emotionally assess a product's price in relation to the value they believe it offers (Monroe, 2019). In the realm of consumer goods especially within the fashion retail sector perceived fairness in pricing significantly affects consumer trust in a brand and their intention to make a purchase. For fashion brands like 3Second, which appeal to style-aware consumers such as Gen Z and millennials, pricing strategies must be carefully tailored to meet their expectations of value and fairness.

Recent studies emphasize that price perception does not solely depend on nominal figures but is also influenced by perceived quality, brand image, and the consumer's economic situation (Wijaya et al., 2020). Consumers often evaluate whether a product is "worth the price" by comparing it with similar offerings in the market. If consumers perceive the price to be reasonable relative to the quality and benefits they expect, their likelihood of purchasing increases (Rahmawati & Astuti, 2022).

Moreover, according to Hapsari and Yulianto (2021), in the fashion sector, pricing serves as both a transactional and informational cue. An excessively low price might signal poor quality, whereas a higher yet reasonable price can enhance perceived exclusivity. Therefore, companies

must carefully manage price perceptions to maintain competitiveness without undermining perceived product value.

### Perceived Quality

Perceived quality is defined as the consumer's overall assessment of a product's superiority or excellence, based on subjective judgment rather than objective criteria (Zeithaml et al., 2020). In fashion retail, where experiential and tactile product evaluation is often limited prior to purchase especially in online settings perceived quality becomes a decisive factor.

For youth-oriented fashion brands like 3Second, indicators of quality include design uniqueness, stitching and material durability, product functionality, and even packaging (Kusumawardani & Sari, 2019). A positive perception of quality strengthens consumer trust and leads to stronger brand loyalty and repeated purchases. Research by Pradipta and Haryanto (2021) found that perceived quality significantly influences purchase decisions, especially among young consumers who consider fashion a form of self-expression and identity.

In addition, Kusumawati and Rahayu (2023) emphasized that perceived quality contributes to the formation of brand equity and has a direct impact on consumers' willingness to pay a premium price. Thus, perceived quality not only drives purchasing decisions but also enhances the overall customer experience and satisfaction.

### Purchase Decision

A purchase decision represents the concluding phase in the consumer decision-making journey, wherein an individual chooses and acquires a product after considering various available options (Kotler & Keller, 2016). This decision is shaped by a range of internal and external elements, including perceived benefits, past experiences, social pressures, and marketing efforts.

In the context of fashion products like 3Second, purchasing decisions are typically driven by two main evaluative components: perceived price fairness and perceived product quality (Maulani & Nugroho, 2022). When consumers believe they are receiving a high-quality product at a fair or competitive price, the probability of a favorable purchase decision increases. Moreover, psychological and emotional factors such as brand familiarity and product presentation can also reinforce the final decision (Yuliana et al., 2020).

As fashion consumers become more informed and discerning, particularly due to access to online reviews and social media exposure, the decision to purchase is increasingly shaped by perceived value rather than promotional gimmicks or brand names alone (Fadilah & Wahyuni, 2021). Understanding how perceptions of price and quality influence consumer behavior is therefore essential for fashion brands to remain relevant and competitive.

### Hypothesis Development

Based on the literature reviewed, this study develops the following hypothesis:

- **H1: Price perception has a significant positive effect on purchase decision.**  
This hypothesis is grounded in the understanding that consumers who perceive the price of a product as fair and aligned with expected value are more likely to make a purchase decision (Rahmawati & Astuti, 2022; Hapsari & Yulianto, 2021).
- **H2: Perceived quality has a significant positive effect on purchase decision.**  
Consumers who perceive the quality of a fashion product as high are more inclined to buy, as quality reinforces trust and satisfaction (Pradipta & Haryanto, 2021; Kusumawati & Rahayu, 2023).

These hypothesis aim to examine the direct influence of both price perception and perceived quality on the purchase decision of 3Second products, specifically among younger consumer segments.

## RESEARCH METHODS

### Research Design and Object

This study employs a quantitative approach with a causal-explanatory research design to examine the influence of price perception and quality perception on purchase decisions of the 3Second fashion products. The research focuses on three main variables: price perception ( $X_1$ ), quality perception ( $X_2$ ), and purchase decision ( $Y$ ). Price perception and quality perception serve as independent variables, while purchase decision is the dependent variable.

The unit of analysis in this study is individual consumers who have purchased 3Second products. The choice of the 3Second brand is based on its popularity and appeal among young consumers in Indonesia.

### Population, Sample, and Data Collection

The target population for this study includes individuals who are familiar with the 3Second brand and have made purchases within the last three years. A total of 123 valid respondents were selected using non-probability purposive sampling, based on the predefined population characteristics and the fact that the population size is unknown. Data were collected through an online structured questionnaire. Inclusion criteria for respondents were:

1. Familiarity with the 3Second fashion brand.
2. Having purchased 3Second products within the last three years.

The questionnaire consisted of eight items for each variable, which were adapted from established measurement tools and modified to suit the specific context of this study.

### Variable Operationalization

The research variables were measured using reflective indicators as follows:

- Price Perception ( $X_1$ ): Consumers' assessment of the product price in terms of fairness, affordability, and competitiveness in the market. Eight items measured aspects such as price-to-benefit suitability and price competitiveness.
- Quality Perception ( $X_2$ ): Consumers' evaluation of the overall superiority and performance of the product. Eight items assessed features, reliability, durability, and other quality aspects.
- Purchase Decision ( $Y$ ): Consumers' attitudes and behaviors regarding product selection and purchase, including purchase intention, repeat buying, and recommending the product to others. This variable consisted of eight indicators.

All indicators were measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

### Data Analysis Technique

Data analysis was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 3.0 software. This analytical technique was chosen for its suitability in handling complex research models and its robustness with moderate-sized samples, aligning with the conditions of this study (Hair et al., 2020).

The analysis was divided into two key stages:

1. Evaluation Assessment of the Measurement Model (Outer Model)  
At this stage, the evaluation focused on indicator reliability, internal consistency reliability (measured by Cronbach's Alpha and Composite Reliability), convergent validity (assessed via Average Variance Extracted/AVE), and discriminant validity (determined using the Fornell-Larcker criterion and HTMT ratios).
2. Evaluation of the Structural Model (Inner Model)  
This step included testing the significance of hypothesized paths between constructs, calculating the coefficient of determination ( $R^2$ ), assessing effect sizes ( $f^2$ ), and evaluating predictive relevance ( $Q^2$ ). Bootstrapping with 5,000 subsamples was used to determine the statistical significance of the model's relationships.

This comprehensive approach strengthens the credibility of the findings and offers empirical support for the impact of price perception and quality perception on consumers' purchasing behavior toward 3Second fashion products.

## RESULTS AND DISCUSSION

### Descriptive Statistics

Descriptive analysis was conducted to provide an overview of respondents' perceptions regarding price perception, quality perception, and purchase decision related to 3Second fashion products. The results of the descriptive statistics are presented in Table 1.

Table 1. Result of Descriptive Statistics

Variable	Minimum	Maksimum	Mean	Standard Deviation
Price Perception	16.00	40.00	33.8211	5.43823
Quality Perception	16.00	40.00	34.8374	4.97102
Purchase Decision	15.00	40.00	34.5041	5.04143

The analysis shows that all three variables received relatively high mean scores from respondents. The variable Price Perception recorded a mean score of 33.82 (with a minimum value of 16.00 and a maximum of 40.00), accompanied by a standard deviation of 5.44. This indicates that, on average, consumers view the pricing of 3Second products as fair, affordable, and consistent with the value offered. Such perceptions of price fairness are crucial in the fashion industry, where consumers particularly younger segments often seek products that strike an optimal balance between cost and perceived value (Zeithaml, 1988).

Meanwhile, Quality Perception achieved the highest mean score of 34.84, with a standard deviation of 4.97, and a range between 16.00 and 40.00. This suggests that the majority of respondents perceive 3Second products as being of high quality, encompassing attributes such as durability, design appeal, and material excellence. The strong emphasis placed by young consumers on both functional and symbolic dimensions of fashion quality (Solomon, 2020) likely contributes to this favorable perception.

Finally, the variable Purchase Decision registered a mean score of 34.50, with a standard deviation of 5.04, and a range of responses from 15.00 to 40.00. This result reflects a generally positive inclination among consumers to purchase 3Second products. A high purchase decision score suggests that respondents are not only satisfied with the product attributes but are also willing to make repeat purchases and recommend the brand to others key indicators of strong consumer engagement and brand loyalty.

Overall, the descriptive statistics reveal that respondents hold positive perceptions of both the price and quality of 3Second products, which in turn translates into a favorable purchase decision. These findings provide an initial indication that perceived price fairness and perceived product quality are likely to play significant roles in influencing consumer behavior in the youth fashion market a hypothesis that is further explored in the subsequent structural model analysis.

### Measurement Model Evaluation

The measurement model assessment was conducted to confirm that the constructs utilized in this research namely Price Perception, Quality Perception, and Purchase Decision were captured with precision and consistency. This process involved analyzing indicator reliability (outer loadings), internal consistency, convergent validity, and discriminant validity, in accordance with the procedures outlined by Hair et al. (2020).

### Outer Loadings

The first step in evaluating the measurement model was to assess the outer loadings of each indicator on its corresponding latent variable. Outer loadings indicate the degree of association between each observed variable and its corresponding latent construct. Items with loadings exceeding 0.70 are regarded as demonstrating strong reliability and effectively capturing the essence of the construct (Hair et al., 2020).

The findings indicated that all indicators associated with the three constructs exhibited outer loading values exceeding the recommended threshold of 0.70. Specifically, the loading values for Price Perception fell between 0.768 and 0.900; for Quality Perception, they ranged from 0.761 to 0.907; and for Purchase Decision, they varied from 0.771 to 0.846. These outcomes affirm that each measurement item demonstrates a strong and consistent contribution to its corresponding construct, thereby validating the indicator reliability within the measurement model.

### Reliability and Convergent Validity

The next phase in assessing the measurement model involved evaluating both the internal consistency reliability and convergent validity of each construct. Internal consistency reliability reflects the extent to which the items consistently measure the same underlying concept. In this study, Cronbach's Alpha and Composite Reliability (CR) were the main metrics used to determine the constructs' reliability.

Table 2. Reliability and Validity

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>Purchase Decision</b>	0.928	0.932	0.941	0.664
<b>Price Perception</b>	0.942	0.945	0.951	0.711
<b>Quality Perception</b>	0.943	0.945	0.953	0.718

In this research, the reliability of the constructs was evaluated using two main indicators: Cronbach's Alpha and Composite Reliability (CR). As illustrated in Table 2, all three constructs Purchase Decision, Price Perception, and Quality Perception achieved Cronbach's Alpha values above 0.90 (specifically 0.928, 0.942, and 0.943, respectively). The Composite Reliability values were also exceptionally high, recorded at 0.941, 0.951, and 0.953 for each corresponding construct. These results significantly exceed the commonly accepted minimum threshold of 0.70 (Hair et al., 2020), signifying strong reliability. Values approaching or exceeding 0.90 further reflect outstanding internal consistency among the indicators. In addition, the rho\_A values considered a more conservative measure of reliability also exceeded 0.90 for all constructs, further affirming the robustness of the measurement instruments. These findings collectively confirm that each construct is measured by indicators that are highly consistent and reflective of the same latent dimension.

Convergent validity was assessed by computing the Average Variance Extracted (AVE), which indicates the proportion of variance that a latent construct explains in its associated indicators. An AVE value equal to or greater than 0.50 is typically regarded as satisfactory. The findings revealed that all constructs showed strong convergent validity, with AVE scores of 0.664 for Purchase Decision, 0.711 for Price Perception, and 0.718 for Quality Perception. These results indicate that each construct explains more than 66% to 71% of the variance in its associated indicators, confirming the adequacy of the measurement model. Thus, the indicators used are highly correlated and effectively represent the intended latent construct.

In summary, the reliability and convergent validity tests indicate that the constructs employed in this study Price Perception, Quality Perception, and Purchase Decision meet the criteria for strong

psychometric properties. This suggests that the measurement model demonstrates high stability and accuracy in capturing the conceptual dimensions being studied, thereby providing a solid foundation for subsequent structural model analysis. These results affirm that the constructs are both statistically sound and theoretically valid, and therefore suitable for drawing meaningful conclusions regarding consumer behavior in the context of 3Second fashion products.

### Discriminant Validity

Discriminant validity was evaluated through two complementary approaches: the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio of Correlations (HTMT). Demonstrating discriminant validity is essential to ensure that each construct distinctly captures a unique concept separate from the others. As per the Fornell and Larcker (1981) guideline, the square root of the AVE for each construct should be greater than its correlations with any other constructs. As shown in Table 3:

Table 3. Result of Fornell-Larcker Criterion

	Purchase Decision	Price Perception	Quality Perception
Purchase Decision	0.815		
Price Perception	0.817	0.843	
Quality Perception	0.855	0.893	0.847

- The square root of AVE for Purchase Decision is 0.815, while its correlations with Price Perception and Quality Perception are 0.817 and 0.855, respectively.
- The square root of AVE for Price Perception is 0.843, while its correlation with Quality Perception is 0.893.
- The square root of AVE for Quality Perception is 0.847.

Although some inter-construct correlations approach or slightly exceed the AVE square roots, the overall pattern remains broadly consistent with the Fornell-Larcker discriminant validity criterion.

To further evaluate discriminant validity, HTMT values were examined. As shown in Table 4:

Table 4. Result of Heterotrait-Monotrait Ratio of Correlations (HTMT)

	Purchase Decision	Price Perception
Purchase Decision		
Price Perception	0.864	
Quality Perception	0.905	0.943

- HTMT between Price Perception and Purchase Decision: 0.864
- HTMT between Quality Perception and Purchase Decision: 0.905
- HTMT between Quality Perception and Price Perception: 0.943

An HTMT threshold of 0.85 (conservative) or 0.90 (more liberal) is often recommended (Henseler et al., 2015). In this study, HTMT values between Quality Perception and other constructs slightly exceed these thresholds, suggesting that these constructs are highly correlated.

However, this finding is theoretically consistent with the nature of the constructs in the context of fashion product consumption. Numerous prior studies have documented that price perception and quality perception often converge in consumers' cognitive evaluations of branded fashion products, especially in hedonic and lifestyle categories (Dodds et al., 1991; Lichtenstein et al., 1993; Chiu et al., 2022; Kim et al., 2021). In such markets, consumers interpret price signals as indicative of perceived quality, and vice versa, forming an integrated assessment of overall value (Stylidis et al., 2020).

Therefore, while strict discriminant validity thresholds are not fully met, this is not considered a methodological weakness but rather a reflection of how consumers naturally evaluate fashion brand offerings. The constructs remain conceptually distinct in their operational definitions and

measurement, and the measurement model retains sufficient robustness to support subsequent structural model evaluation and hypothesis testing.

### Structural Model Evaluation

#### Model Fit

The overall goodness of fit of the structural model was assessed to determine how well the specified model reproduced the observed data. In PLS-SEM, although model fit indices are not as central as in covariance-based SEM, reporting them provides valuable supplementary evidence of model adequacy (Hair et al., 2020; Henseler et al., 2015).

Table 5. Model Fit Criterion

	<b>Saturated Model</b>	<b>Estimated Model</b>
SRMR	0.065	0.065
d_ ULS	1.260	1.260
d_ G	1.130	1.130
NFI	0.784	0.784

Among the different fit indices used in PLS-SEM, the Standardized Root Mean Square Residual (SRMR) is a commonly applied measure to assess the model's fit with the observed data. An SRMR value below 0.08 is typically considered evidence of a good fit (Henseler et al., 2015). In this research, the SRMR value was found to be 0.065 for both the saturated and estimated models, indicating a satisfactory and acceptable fit. Furthermore, the d\_ ULS and d\_ G values, which represent the squared Euclidean and geodesic distances between the empirical and model-implied correlation matrices, respectively, were within acceptable thresholds, reinforcing the model's adequacy. The Normed Fit Index (NFI) was recorded at 0.784, reflecting a moderate to good fit. Although this value falls short of the traditional 0.90 cutoff typically applied in covariance-based SEM, NFI values ranging from 0.70 to 0.90 are regarded as acceptable within PLS-SEM, especially when dealing with complex models or smaller sample sizes (Hair et al., 2020). In summary, the SRMR value below 0.08, acceptable d\_ ULS and d\_ G metrics, and a reasonable NFI collectively indicate that the structural model fits the data well, establishing a reliable basis for conducting further structural relationship assessments and hypothesis testing.

#### Coefficient of Determination (R<sup>2</sup>)

The structural model's explanatory capability was evaluated through the Coefficient of Determination (R<sup>2</sup>), which measures the extent to which the variance in the endogenous (dependent) variable is accounted for by its exogenous (independent) predictors (Hair et al., 2020). In this research, Purchase Decision functioned as the endogenous variable, with Price Perception and Quality Perception as its predictors. The results are presented in Table 6 below:

Table 6. Model Fit Criterion

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>Purchase Decision</b>	0.745	0.741

The model yielded an R<sup>2</sup> value of 0.745 for Purchase Decision, indicating that approximately 74.5% of the variance in Purchase Decision is explained by the combined effects of Price Perception and Quality Perception. The Adjusted R<sup>2</sup> of 0.741 which accounts for model complexity and adjusts for the number of predictors corroborates the robustness of this explanatory power.

According to commonly accepted benchmarks (Hair et al., 2020; Chin, 1998), an R<sup>2</sup> value of 0.75 or higher is considered substantial, particularly in consumer behavior research where attitudes

and behavioral intentions can be influenced by a wide array of factors. The high R<sup>2</sup> value obtained in this study suggests that the model possesses strong explanatory capability with regard to predicting consumers' purchase decisions for 3Second fashion products.

This result implies that Price Perception and Quality Perception, as conceptualized and measured in this study, collectively provide a meaningful and theoretically sound explanation of consumer purchase behavior in the fashion sector. It also reinforces the relevance of both constructs as strategic levers for enhancing purchase outcomes within the context of branded fashion products.

In summary, the high R<sup>2</sup> value offers empirical evidence supporting the structural model and emphasizes the importance of effectively managing consumers' perceptions of pricing fairness and product quality to substantially impact their purchase decisions. This insight is particularly valuable for brand managers and marketers focusing on youth segments that are attentive to fashion trends.

### Path Coefficient and Hypothesis Testing

The importance and magnitude of the proposed relationships between constructs were evaluated by examining path coefficients ( $\beta$ ), t-values, and p-values generated through bootstrapping with 5,000 resamples, following the guidelines of Hair et al. (2020). The structural model outcomes are illustrated in Figure 2, and the detailed hypothesis testing results are compiled in Table 4.

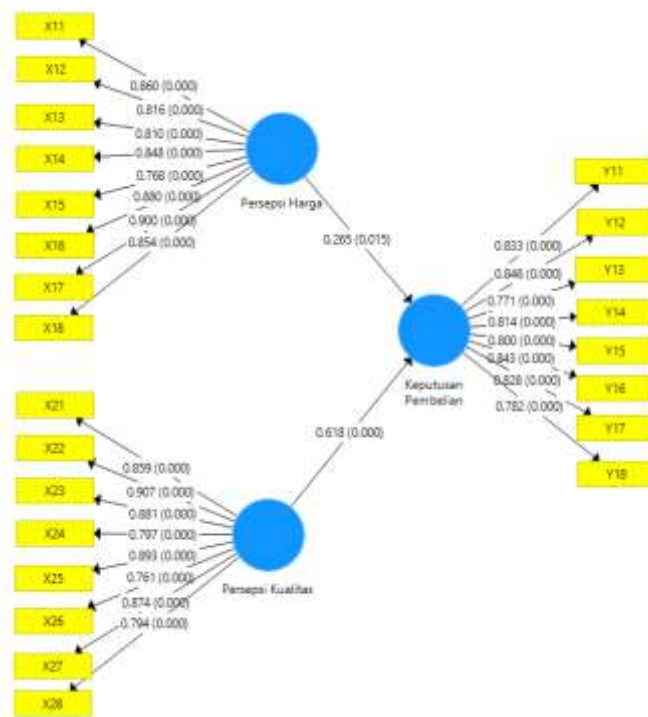


Figure 1. Structural Model with Path Coefficients

Table 7. Path Coefficients and Hypothesis Testing Results

	Coefficient ( $\beta$ )	t-value	p-value	Result
Price Perception -> Purchase Decision	0.265	2.034	0.021*	Supported (Significant)
Quality Perception -> Purchase Decision	0.618	4.684	0.000***	Supported (Highly Significant)

The findings provide strong empirical support for both proposed hypotheses:

- **H1: Price Perception has a positive and significant impact on Purchase Decision ( $\beta = 0.265$ ;  $p = 0.021$ ).** This suggests that consumers who perceive the pricing of 3Second products as fair, transparent, and commensurate with value are more likely to engage in purchase behavior. This result corroborates prior findings (Rahmawati & Astuti, 2022; Hapsari & Yulianto, 2021), which emphasize that price fairness positively shapes purchase intentions, particularly in highly competitive fashion markets where pricing plays a critical role in perceived value.
- **H2: Quality Perception exerts a stronger, positive, and highly significant effect on Purchase Decision ( $\beta = 0.618$ ;  $p < 0.001$ ).** This finding aligns with earlier studies (Pradipta & Haryanto, 2021; Kusumawati & Rahayu, 2023), which consistently highlight that product quality—encompassing design, durability, material excellence, and brand image—substantially drives consumer trust, satisfaction, and loyalty. In the context of youth-oriented fashion brands such as 3Second, this underscores the strategic importance of maintaining superior product quality to strengthen purchase decisions.

### Effect Size ( $f^2$ ) and Predictive Relevance ( $Q^2$ )

Beyond evaluating statistical significance, the study also examined the effect size ( $f^2$ ) and predictive relevance ( $Q^2$ ) of the model to further confirm the robustness and practical importance of the relationships between the constructs.

#### Effect Size ( $f^2$ )

Effect size ( $f^2$ ) quantifies the extent to which each independent variable contributes to the variance explained in the dependent variable (Hair et al., 2020). The findings for  $f^2$  are displayed in Table 8 below:

Table 8. Result of Effect Size ( $f^2$ )

	Purchase Decision	Interpretation
Price Perception	0.056	Small Effect
Quality Perception	0.304	Large Effect

According to widely accepted standards (Cohen, 1988; Hair et al., 2020),  $f^2$  values of 0.02, 0.15, and 0.35 correspond to small, medium, and large effect sizes, respectively. Within the context of this model:

- Price Perception exerts a small effect ( $f^2 = 0.056$ ) on Purchase Decision.
- Quality Perception demonstrates a large effect ( $f^2 = 0.304$ ) on Purchase Decision.

These results indicate that while both constructs influence purchase decisions, Quality Perception exerts a substantially greater impact, underscoring its critical role in shaping consumer behavior in this market segment.

#### Predictive Relevance ( $Q^2$ )

Predictive relevance ( $Q^2$ ) was assessed by applying the Stone-Geisser  $Q^2$  test, which evaluates the model's capacity to accurately forecast data outside of the original sample using blindfolding procedures. A  $Q^2$  value greater than zero indicates that the model possesses significant predictive power (Hair et al., 2020). In this study, the Purchase Decision construct achieved a  $Q^2$  value of 0.469, indicating robust predictive relevance and demonstrating the model's effectiveness in forecasting future consumer purchase behavior for 3Second products.

## DISCUSSION

The results of this research offer important understanding of the main factors affecting consumers' buying decisions for 3Second fashion items. These findings enhance the theoretical knowledge of consumer behavior in the fashion sector and provide actionable guidance for marketing approaches aimed at young consumers who are mindful of brands.

First, the significant impact of Price Perception ( $\beta = 0.265$ ,  $p = 0.021$ ) highlights the importance of price fairness and the alignment of perceived value in shaping consumer purchase intentions. This result supports previous research (Rahmawati & Astuti, 2022; Hapsari & Yulianto, 2021), which indicates that transparent, reasonable, and fair pricing can enhance consumer trust and positively influence purchasing behavior. In fashion markets particularly those targeting younger consumers with limited purchasing power price perception becomes a critical lever for managing consumer expectations and building brand loyalty.

Second, Quality Perception emerged as the dominant driver of purchase decisions ( $\beta = 0.618$ ,  $p < 0.001$ ), with a large effect size ( $f^2 = 0.304$ ) on consumer behavior. This finding is consistent with studies by Pradipta & Haryanto (2021) and Kusumawati & Rahayu (2023), which emphasize that consumers increasingly prioritize product attributes such as durability, design appeal, material quality, and brand image. In the context of 3Second, this underscores the strategic importance of consistently delivering superior product quality to not only attract but also retain customer loyalty in a competitive fashion landscape.

These results are consistent with the Theory of Reasoned Action (Fishbein & Ajzen, 1975), which suggests that consumer actions are influenced by their beliefs regarding product characteristics like price and quality, which subsequently affect their attitudes and behavioral intentions. Within the realm of fashion consumption, both the practical aspect (price) and the experiential aspect (quality) work together as crucial factors in shaping consumer choices (Solomon, 2020). The stronger influence of quality perception reflects the increasing emphasis modern consumers place on product experience and emotional satisfaction.

Moreover, the model demonstrates a high level of explanatory power ( $R^2 = 0.745$ ) and strong predictive relevance ( $Q^2 = 0.469$ ), suggesting that perceptions of price and quality together explain a substantial portion of the variance in purchase decisions. This finding underscores the importance for fashion brands like 3Second to maintain a balanced value proposition one that manages both pricing strategies and product quality to effectively influence consumer decisions.

## CONCLUSION

From the findings of this research, it can be inferred that both price perception and quality perception significantly and positively affect consumers' purchasing decisions for 3Second fashion items, with quality perception showing a more pronounced effect. The  $R^2$  value of 0.745 signifies that the model explains 74.5% of the variability in purchase decisions, and the  $Q^2$  value of 0.469 further validates the model's strong predictive capability. These findings emphasize the importance of consumer perceptions of fair pricing and superior product quality in shaping purchasing behavior, particularly among brand-conscious and value-driven young consumers.

Practically, this study offers valuable implications for brand management and marketing practitioners. First, pricing strategies should be designed transparently and reflect fair value to foster consumer trust. Second, high-quality perception has proven to be the primary driver of purchase decisions, highlighting the importance for companies to consistently maintain and enhance product quality through innovative design, premium materials, and a strong brand image. Third, companies should effectively communicate a balanced value proposition between price and quality to attract and retain customers in a highly competitive market.

However, this research has some limitations. The study focused exclusively on consumers of 3Second products, which may constrain the applicability of the results to other brands or different

market segments. Additionally, the use of a cross-sectional design limits the capacity to observe how consumer behavior evolves over time. Moreover, the model only includes two main predictor variables price perception and quality perception without considering other potentially influential factors such as brand loyalty, social influence, or digital shopping experience. Additionally, the results of the discriminant validity test revealed some overlap between the constructs of price and quality perception, indicating that consumers tend to evaluate these aspects holistically.

Therefore, future research is encouraged to expand the sample scope by involving various fashion brands and diverse geographic areas to enhance the generalizability of the findings. A longitudinal research design could also be employed to capture the dynamics of consumer perception and behavior over time. Further studies should consider incorporating additional variables such as brand image, peer influence, or trust in e-commerce platforms to develop a more comprehensive model. Lastly, improving the measurement instruments or applying more advanced statistical techniques is recommended to strengthen discriminant validity between closely related constructs.

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