Research Article

The Effect of Price and Brand Image on Purchase Intention on Elizabeth Women's Work Bags Products

(Consumer Study in Bandar Lampung)

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Abstract: This reseach determine the effect of price and brand image on purchase intention for Elizabeth women's work bag products (a consumer study in Bandar Lampung). Elizabeth women's work bag products were chosen because this brand is quite popular among consumers, known as a long-standing player in the Indonesian bag industry with affordable prices and a positive brand image. The phenomenon underlying this research is the current trend regarding fashion as an important aspect when traveling, as well as a decrease in sales of Elizabeth women's work bag products, which were previously known to hold the first position in the Top Brand Index for the women's work bag category. This study uses a quantitative approach with a survey method through questionnaires distributed online to 120 respondents. The sampling technique used was purposive sampling with the criteria: domiciled in Bandar Lampung, aware of Elizabeth women's work bag products, and having the intention to purchase Elizabeth women's work bag products. Data were analyzed using multiple linear regression with the aid of SPSS. The results show that price and brand image have a significant effect on purchase intention for Elizabeth women's work bag products (Consumer Study in Bandar Lampung). This finding interprets that consumers who intend to buy Elizabeth women's work bag products will consider the factors of price and brand image in making a purchase. Thus, this research can serve as a basis for the Elizabeth brand in setting a competitive price and maintaining its quality or excellence to keep the positive brand image of the product.

Keywords: Brand Image; Consumer Study; Price; Purchase Intention; Quantitative Approach.

1. Introduction

The development of the world in this modern era has made everyone begin to understand how important and beneficial it is to maintain one's appearance. In Indonesia, the fashion accessory industry, particularly bags that function to support a person's appearance, has also experienced significant development with many new products emerging from various brands competing in the market. This makes bags an important aspect as a complementary necessity for commuting to work, attending lectures, and other fashion accessories for maintaining one's look. The brands that sell women's work bag products are Elizabeth, Sophie Martin, Fladeo, Emsio by Elizabeth, and Papillon. With decades of experience since its founding in 1963 by Handoko Subali and Elizabeth Halim, the Elizabeth brand is a local brand that maintains a solid position in the Indonesian bag market despite the intense rivalry from other companies. Customers are aware of its great reputation, which is reinforced by favorable social media evaluations pertaining to the product's brand image. Furthermore, the Elizabeth brand also ranked first with a Top Brand Index (TBI) of 25.20% in 2024. This is followed by other renowned brands such as Sophie Martin with a TBI of 20.20%, Fladeo with a TBI of 15.30%, Emsio by Elizabeth with a TBI of 8.90%, and Papillon with a of 7.00%.

However, when viewed from the aspect of sales of women's work bags, the Elizabeth brand experienced a decline in sales compared to other brands in the previous years. Elizabeth's sales of women's work bag products were 26.10% in 2021, 29.00% in 2022, 29.60% in 2023, and 25.20% in 2024. Furthermore, the Emsio by Elizabeth brand, which had not recorded any sales from 2021 to 2023, saw product sales reach 8.90% in 2024. Fladeo followed with sales of 11.30% in 2021, 11.60% in 2022 and 2023, and 15.30% in 2024. However, it was different for the Papillon brand, which had not recorded any sales from 2021 to 2023, but saw product sales reach 7.00% in 2024. A similar situation was experienced by the Sophie Martin brand, which had never achieved sales from 2021 to 2023, while for 2024, this brand successfully sold products amounting to 20.20%.

This increase indicates a positive market response and good consumer acceptance of the products during that time period (Alzahrani and Zia 2025). However, this positive trend underwent a significant change for the Elizabeth brand, which showed a decline in sales in 2024 compared to previous years. In order to comprehend the impact of price and brand image on consumer purchase intention, which is directly linked to a product's sales level, this reduction becomes an intriguing phenomenon that calls for more investigation. This research is undertaken due to the inconsistency of empirical findings in prior studies concerning the factors that drive purchase intention; specifically, while some research indicates that brand image, attitude toward the brand, product features, and price are significant influencers (Blancomienda et al. 2024), other factors like social factors were found to be insignificant (Rakib et al. 2022). Furthermore, there is conflicting evidence regarding the role of price, where one study supports a positive price-quality relationship influencing the purchase of counterfeit goods (Ndofirepi et al. 2022), yet another asserts that knowledge and price are not always significant, challenging the general belief that price is the main factor (Pandey et al. 2025). Given this diversity in research outcomes, the subsequent study will specifically target customers or consumers to serve as respondents, whose answers will then be quantitatively analyzed to obtain definitive results for the hypothesis testing regarding the influence of the independent variables on the dependent variable. However, this result differs from the findings of the research conducted by (Pandey et al. 2025), whisch shows that knowledge and price do not significantly affect purchase intention. This interprets that there is a difference from the general belief that price is always the main factor in purchase intention. Given these various research results, the subsequent research specifically targets customers or consumers who can be used as respondents in the study. Then, the respondents' answers will be quantitatively analyzed to obtain the results of the hypothesis testing between the influence of independent variables on the dependent variable.

2. Preliminaries or Related Work or Literature Review

Marketing Management

Marketing management is defined as an important instrument that functions to analyze, implement, and control various programs designed to generate exchanges with the target market in helping an organization achieve its objectives (Kotler ; Nurliyanti et al., 2022). Furthermore, the American Marketing Association (AMA), as quoted by (Novely 2024), highlights the fact that marketing management is viewed as a combination of art and science. Therefore, it can be concluded that marketing management is the science and art performed to analyze, plan, and coordinate programs that profitable for the company. According to Kotler and Keller in (Setyaningsih 2021), the responsibilities associated with marketing management are comprehensive, encompassing the planning of effective marketing strategies and the development of a deep understanding of marketing principles. Furthermore, marketing management is crucial for maintaining good relationships with customers, building a strong brand, shaping compelling market offerings, and successfully delivering and communicating value, all of which are essential for creating sustainable long-term growth for the company.

Price

According to Kotler and Armstrong in (Jumawan, J., & Prasetyo, A. I., 2024), price is defined as a medium of exchange in the form of money that consumers (buyers) must pay to the seller to obtain goods or services in order to fulfill their needs. In the context of marketing, price acts as an indicator in determining the quality of a marketed product. Consequently, the price setting decision is one that must be carefully considered by a company. A price that is

too low might increase market share but can reduce profit and lead customers to feel that the product is of poor quality. This is due to the common assumption that customers believe a low price signifies low quality. Conversely, a higher price usually indicates good quality, although this assumption is not always true. However, setting a price that is too high can also make it difficult for the company to compete and attract new customers. Therefore, to achieve maximum profit, a company must formulate a precise pricing strategy by taking into account the product's image. According to (Chaerunnisa et al. 2023), price is defined by several key indicators that companies must consider, including price affordability, ensuring the cost is within the reach of the target market; the suitability of price with quality, meaning the price accurately reflects the perceived value and standard of the product; the suitability of price with benefits, where the price aligns with the utility or advantages the consumer gains; and finally, price competitiveness, assessing how the product's price stacks up against similar offerings from rivals in the market.

Brand Image

Brand image is something that becomes identical and serves as a differentiator from the output of other companies, which can take the form of a symbol, name, or design (Kotler and Keller, 2006). Purchase intention has been proven to be significantly positively impacted by brand image. The results show that consumers are more knowledgeable about a brand's image, familiarity, past interactions, and place of origin before making a purchase. Increased consumer purchasing intention is made possible by a favorable brand image. A brand's image is defined by elements including brand association favorability, brand association strength, and brand association distinctiveness (Chaerunnisa et al., 2023).

Purchase Intention

The act of making a purchase based on multiple influencing factors is known as purchase intention. In the process of fulfilling their needs, consumers intend to seek several sources to ensure the accuracy of information by reviewing the options, and taking action after the purchase based on the purchase goal. According to (Schiffman and Kanuk 2010), purchase intention is an attitude that describes a person's interest in buying a good or service. According to (Chaerunnisa et al. 2023), there are several indicators of purchase intention, namely: interest in seeking information (i.e., the consumer actively searches for details about the product), considering buying, interest in trying, wanting to know the product, and wanting to own the product.

Hypothesis

Price is a key factor in generating consumer value and influencing buy intention. Generally speaking, a lower market price level increases the likelihood that consumers will purchase a product. However, when a product is more expensive, consumers could be less likely to purchase it. Product characteristics, brand image, and product pricing have a significant impact on smartphone purchases, but social influence has no appreciable effect on buy intention, according to (Rakib et al. 2022). This is consistent with research by Ndofirepi et al. (2022), which looked at South African students who bought counterfeit items on purpose and discovered a positive relationship between price-quality and the intention to acquire counterfeit goods. Thus, the following hypothesis is put forth:

H1. Price significantly influences consumer purchase intention.

Brand image is defined as a matter related to the customer's perspective that reflects associations held in the customer's memory (Li and Setiowati 2023). A powerful and favorable brand image is formed by several factors, including the brand name, brand experience, brand promotional communication, and brand perception, all of which ultimately impact consumer purchase intention. The significance of brand image is supported by consistent empirical findings; for instance, Li and Setiowati (2023) found that customer purchase intention is significantly influenced by perceived risk, country of origin, and brand image. This aligns with research by Rakib et al. (2022), which indicated that brand image, product features, and price were essential factors in smartphone purchase intention among young consumers during the pandemic. Furthermore, Blanco-Encomienda et al., (2024) confirmed that brand image, along with attitude toward the brand, strongly affects consumer purchase intention for Chinese smartphone devices. Based on the consistency of these findings, the following hypothesis is put forth:

H2. Brand image significantly influences consumer purchase intention.

3. Materials and Method

Research Design

Using numerical data that is gathered and methodically examined, this study employs a quantitative technique approach to ascertain the impact of price and brand image on consumer purchase intention. The research object is the Elizabeth women's work bag product available in Bandar Lampung. Online surveys were used as the major method of data collection, and respondents were only allowed to choose their responses using a five-point Likert scale, with 1 denoting strongly disagree and 5 denoting strongly agree, which was used in the questionnaire design to measure respondent opinions (Sugiyono, 2019). In the meantime, secondary data was gathered via publications, scholarly journals, and literature reviews. The study's population consists of all Bandar Lampung customers who purchase Elizabeth women's work bags. Purposive sampling was used to select participants based on three criteria: they had to live in Bandar Lampung, be aware of the Elizabeth women's work bag product, and intend to buy it.

Operational Definition of Variable

Table 1. Operational Definition of Variable.

Variable	Definition	Indicator
Price (X1)	Price is an exchange tool in the form of money that must be paid by consumers (buyers) to sellers to obtain goods/services in order to meet life's needs (Kotler and Armstrong, 2022).	1. Price affordability. 2. Price suitability with quality. 3. Price suitability with benefits. 4. Price competitiveness.
Brand Image (X2)	Brand image refers to the perceptions and beliefs held by customers, and reflects the associations embedded in the customers' memory (Kotler and Keller, 2006).	1. Favourability of brand associations. 2. Strength of brand associations. 3. Uniquenness of brand associations.
Purchase Intention (Y)	Purchase intention is the likelihood of customers to what extent they will buy a product or service, and the possibility of consumers switching from one brand to another (Kotler and Keller, 2016: 468).	1. Interested in seeking information. 2. Considering a purchase. 3. Interested in trying (the product). 4. Wanting to know about the product. 5. Wanting to own the product.

Algorithm/Pseudocode Operational of Variable

Instrument Testing

The analysis in this study employs two tests: the validity test using the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) test, where the resulting number in the anti-image correlation must be > 0.50 for further factor analysis processing. Subsequently, the reliability test is a tool used to measure a questionnaire, with the decision criterion being that the results of the test are considered reliable when the questionnaire has a significance level of the Cronbach's Alpha value reaching > 0.60 (60%), and if the Cronbach's Alpha value is < 0.60 the research variable is not reliable.

Data Analysis Technique

In studies involving a single dependent variable influenced by multiple independent variables, multiple linear regression analysis is the primary tool used for data processing. To partially test the hypotheses, the t-test is applied, where a significance value of less than 0.05

indicates a significant influence of the independent variable on the dependent variable, whereas a value greater than 0.05 suggests no relationship. Furthermore, the coefficient of determination (R^2) test is performed to measure the extent to which the independent variables

Tabel 2 Results of the Validity and Feasibility Test of Items for the Purchase Intention Variable

collectively account for the variation in the dependent variable; an R^2 value close to 1 signifies a strong explanatory contribution from the independent variables, while a value near 0 means their explanatory ability is limited.

Variable	No Item	KMO ≥0,50	Anti Image Correlation ≥0,50	Loading Factor	Result
Price (X1)	X1.1		0,850	0,765	Valid
	X1.2		0,849	0,501	Valid
	X1.3		0,781	0,834	Valid
	X1.4		0,873	0,711	Valid
	X1.5	0,834	0,890	0,709	Valid
	X1.6		0,859	0,697	Valid
	X1.7		0,815	0,537	Valid
	X1.8		0,766	0,640	Valid
	X1.9		0,857	0,585	Valid
Brand Image (X2)	X2.1		0,816	0,706	Valid
	X2.2		0,744	0,511	Valid
	X2.3	0,813	0,830	0,652	Valid
	X2.4		0,803	0,752	Valid
	X2.5		0,769	0,600	Valid

4. Results and Discussion

With a Kaiser-Meyer-Olkin Measure of Sampling Addequency (KMO MSA) value and a figure on the resulting anti-image correlation of ≥ 0.50, the validity test results for the variables Price (X1), Brand Image (X2), and Purchase Intention (Y) indicate that each statement item representing the indicators in the research variables is valid and can be processed further.

Table 3. Validity Test Result.

Variable	No Item	KMO ≥0,50	Anti Image Correlation ≥0,50	Loading Factor	Result
	X2.6		0,845	0,647	Valid
	X2.7		0,873	0,633	Valid
Purchase Intention (Y)	Y.1		0,839	0,779	Valid
	Y.2		0,851	0,686	Valid
	Y.3		0,906	0,632	Valid
	Y.4		0,831	0,843	Valid
	Y.5	0,851	0,846	0,704	Valid
	Y.6		0,849	0,525	Valid
	Y.7		0,874	0,683	Valid
	Y.8		0,903	0,557	Valid
	Y.9		0,793	0,654	Valid
	Y.10		0,873	0,514	Valid

According to Table 2, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) value for the variables Price (X1), Brand Image (X2), and Purchase Intention (Y) is more than 0.50 in the anti-image correlation. This indicates that each statement item that represents the indications in the study variables is legitimate, allowing for additional processing.

Table 4. Realibility Test Result.

Variable	No Item	Cronbach's Alpha	Result
Price (X1)	X1.1		
	X1.2		
	X1.3		
	X1.4		
	X1.5	0,834	Reliable
	X1.6		
	X1.7		
	X1.8		
	X1.9		
Brand Image (X2)	X2.1		
	X2.2		
	X2.3		
	X2.4	0,755	Reliable
	X2.5		
	X2.6		
	X2.7		
Purchase Intention (Y)	Y.1		
	Y.2		
	Y.3		
	Y.4	0,850	Reliable
	Y.5		
	Y.6		
	Y.7		
	Y.8		
	Y.9		
	Y.10		

Every statement item from the variables Price (X1) and Brand Image (X2) related the Purchase Intention (Y) variable in this study is dependable or consistent, as shown by Table 3's Cronbach's Alpha value > 0.60. As a result, the testing procedure can proceed.

Table 5. Multiple Linear Regression Result.

Model	Unstandard-ized B	Coefficients Std. Error	Standard-ized Coef-ficients	t	Sig.
1 (Con-stant)	2.043	.823		2.483	.014
Price	.906	.048	.849	18.766	.000
Brand Im-age	.199	.065	.140	3.085	.003

The results obtained from the multiple linear regression analysis are presented in the table and can be translated into the following mathematical equation:

$$Y = 2{,}043 + 0{,}849X_1 + 0{,}140X_2$$

The regression analysis results indicate that both predictor variables, namely Price and Brand Image, have a positive influence on Purchase Intention. The contribution of Price is highly dominant, as evidenced by a high positive regression coefficient of 0.849. Meanwhile, Brand Image also contributes positively with a coefficient of 0.140. This finding suggests that the more favorable customers' perceptions are of the Elizabeth brand, particularly regarding its women's work bags, the higher their tendency or intention to make a purchase.

Hypothesis Test Result

Based on the interpretation of the hypothesis testing results (H1 and H2), it is proven that both Price and Brand Image have a significant and positive influence on consumer Purchase Intention. The analysis using the t-test showed that hypothesis H1 (Price), which states that price has a major impact on purchase intention, is accepted because its significance value is 0.000 (well below the 0.05 threshold). Similarly, hypothesis H2 (Brand Image), which states that brand image significantly influences purchase intention, is also accepted as its significance value is 0.003 (also below 0.05). Thus, both factors the rational one (Price) and the associative one (Brand Image) are essential determinants in driving consumers' intention to purchase the product.

Table 5. R Square Result.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.976a	.953	.952	1.224

A Coefficient of Determination R^2 value of 0.953 is revealed by the data in Table 5. Price and Brand Image, the two independent variables looked at in this model, together account for 95.3% of the total variation shown in the Purchase Intention variable, according to this highly significant finding. Therefore, external factors or other variables that were not included or measured within the scope of this particular study are responsible for the remaining 4.7% of the variability in purchase intention. The model's excellent explanatory power is demonstrated by its high R^2 value, which effectively illustrates the significant joint contribution of price and brand image to customers' purchase intent.

5. Comparison

The Effect of Price on Purchase Intention

Based on the results of the partial significance test (t-test) computation using IBM SPSS Statistics 26, the Price variable yielded a t-value of 18.766 with a significance value (Sig.) of 0.000. This statistically confirms that Price has a significant influence on consumers' intention to purchase Elizabeth women's work bags. This substantial impact implies that customers who frequently buy Elizabeth women's work bags are highly sensitive to price fluctuations. Therefore, if there is a significant price change (increase), it must be counterbalanced by a corresponding increase in the product's value or quality to maintain consumer purchase intention.

The Effect of Brand Image on Purchase Intention

The results of the partial significance test (t-test) showed a t-value of 3.085 and a significance value (Sig.) of 0.003, which is substantially smaller than the 0.05 threshold. This statistical finding strongly indicates that Brand Image has a significant influence on consumers' purchase intention. In other words, the stronger and more positive consumers' perception is toward a brand's image, the greater their tendency and interest will be to plan or make a purchase decision for the product.

6. Conclusions

The study concludes that both Price (X1) and Brand Image (X2) are significant determinants affecting consumers' purchase intentions specifically when buying Elizabeth women's work bags. Specifically, more affordable prices and better price-quality alignment result in higher purchase intentions, and the brand's positive image, which is reinforced by its top ranking in the 2025 Top Brand Index and positive social media reviews significantly boosts consumer confidence in purchasing. Therefore, it is practically recommended that the Elizabeth brand maintain competitive pricing policies that align with consumer purchasing power to boost sales, while simultaneously preserving the high quality and inherent product advantages to solidify its positive brand image, which serves as a powerful consumer attraction.

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