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# Exploring the impact of brand image and perceived value on purchasing decisions through buyer interest

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ABSTRAK

*Penelitian ini bertujuan untuk menganalisis pengaruh citra merek dan persepsi nilai terhadap keputusan pembelian melalui minat beli konsumen. Dalam konteks ini, citra merek diukur dengan nilai-nilai merek, citra merek, dan kepercayaan konsumen terhadap merek. Sementara itu, perceived value dievaluasi melalui persepsi konsumen terhadap kualitas produk, manfaat yang diberikan, dan hubungan antara harga dan manfaat. Penelitian ini bersifat deskriptif kuantitatif dan menggunakan teknik non-probability purposive sampling. Sampel dalam penelitian ini adalah pelanggan produk krim tubuh berjumlah 100 responden. Data dikumpulkan menggunakan kuesioner online dengan pengukuran menggunakan skala Likert dan diolah menggunakan Partial Least Square-Structural Equation Modeling (PLS-SEM). Alat untuk mengolah data dalam penelitian ini adalah Software SmartPLS 3.0. Hasil dari penelitian ini adalah citra merek mempengaruhi keputusan pembelian, tetapi nilai yang dirasakan tidak mempengaruhi keputusan pembelian. Citra merek dan nilai yang dirasakan sebagian mempengaruhi minat beli. Kemudian, minat beli dapat memediasi citra merek dan nilai yang dirasakan untuk keputusan pembelian. The Body Shop harus fokus untuk meningkatkan citra merknya karena hal ini secara signifikan mempengaruhi pilihan pembelian masyarakat. Mengedepankan nilai-nilai dan dedikasi perusahaan terhadap keberlanjutan dapat meningkatkan cara pandang terhadap merek. Meskipun nilai yang dirasakan mungkin bukan satu-satunya alasan untuk pembelian, hal ini dapat meningkatkan minat untuk membeli jika dipasangkan dengan citra merek yang kuat. The Body Shop dapat meningkatkan penjualan dan loyalitas pelanggan dengan menciptakan proposisi nilai yang kuat dan membangkitkan minat untuk membeli, yang secara efektif menghubungkan citra merek, nilai yang dirasakan, dan keputusan pembelian.*

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A B S T R A C T

This study analyzes the influence of brand image and perceived value on purchasing decisions through consumer buying interest. In this context, brand image is measured by brand values, brand image, and consumer trust. Meanwhile, perceived value is evaluated through consumer perceptions of product quality, benefits provided, and the relationship between price and benefits. This research is descriptive quantitative and uses non-probability purposive sampling techniques. The sample consisted of customers of body cream products from 100 respondents. Data were collected using an online questionnaire with Likert scale measurements and processed using the Partial Least Square-Structural Equation Modeling (PLS-SEM). The tool for processing data in this study is SmartPLS 3.0 Software. The result of this study is that brand image affects purchasing decisions, but perceived value does not. Brand image and perceived value partially affect buying interest. Then, purchase interest can mediate brand image and perceived value in purchasing decisions. The Body Shop should improve its brand image because it significantly affects people's purchasing choices. Highlighting the company's values and dedication to sustainability can enhance how the brand is perceived. Although perceived value may not be the sole reason for purchases, it increases interest in buying when paired with a strong brand image. The Body Shop can increase sales by creating a solid value proposition and generating interest in purchasing, effectively linking brand image, perceived value, and buying decisions.

## INTRODUCTION

Nowadays, technology is becoming more advanced. Internet usage in Indonesia also continues to grow along with technological developments. This is evidenced by the data collection results, which show that 62.10% of Indonesians accessed the internet in 2021. This is inseparable from the rapid development of cellular phones. In 2021, 90.54% of households in Indonesia owned or used at least one mobile phone number (Badan Pusat Statistik, 2021). People now utilize technology and the internet to make buying and selling transactions, commonly called e-commerce.

The development of technology, supported by the development of the internet, has made people who used to shop conventionally switch to shopping online. Thus, the use of technology and the internet causes rapid growth in e-commerce. According to Data Indonesia (2023), Indonesia ranks number one in Southeast Asia in buying and selling transactions online, with a growth of 52%. This value increased by 14.2% from the previous year, with a total gross transaction value of 99.5 billion US dollars.

Marketplace is a place for buying and selling transactions online or through e-

commerce. There are Top 5 Marketplace in Indonesia, including Shopee, Tokopedia, Lazada, Blibli, and Bukalapak (Databox, 2023). According to Databox (2023), the most popular Marketplace in Indonesia from January to March 2023 is Shopee. Shopee is an online selling platform that connects sellers and buyers in a transaction to meet consumer needs and wants. It was launched in 2015 and became a leading platform for selling online in Southeast Asia. In Indonesia, 158 million people visited the Shopee website between January and March of 2023. While Tokopedia ranks second with 117 million visits, Lazada ranks third with 83.2 million visits (Databox, 2023). Shopee, as a marketplace, provides all consumer needs, such as beauty products, body care, fashion electronics, and health products.

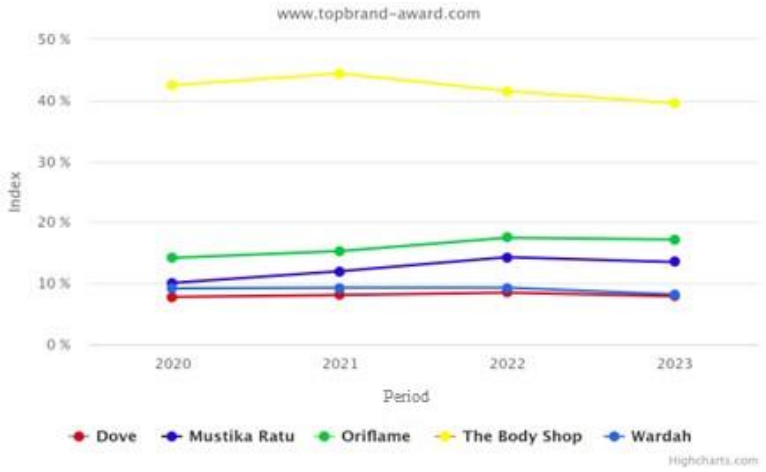
One product category that dominates the Shopee homepage is the body care category, with subcategories such as body butter or body cream (ProductNation, 2023). These subcategories are in great demand by most visitors to e-commerce Shopee, which is women. One of the brands in the subcategory body cream, which got the Brand Index this year, is The Body Shop. Table 1 below, namely Comparison Brand Index Sub Category Body Butter/Body Cream by Top Brand Award Period 2023.

**Table 1**
**Comparison of Brand Index Subcategory Body Creamby Top Brand Award for 2023**

| Brand | Brand Index | | | |
|---|---|---|---|---|
| | **2020** | **2021** | **2022** | **2023** |
| The Body Shop | 42.50 % | 44.40 % | 41.50 % | 39.50 % |
| Oriflame | 14.20 % | 15.30 % | 17.50 % | 17.20 % |
| Mustika Ratu | 10.10 % | 12.00 % | 14.30 % | 13.50 % |
| Wardah | 9.20 % | 9.30 % | 9.30 % | 8.20 % |
| Dove | 7.80 % | 8.10 % | 8.50 % | 7.90 % |

Source: Top Brand Award (2023)

Table 1 shows that The Body Shop ranks first in the Top Brand Award with the highest index in the body care subcategory of body butter/cream. In addition, The Body Shop index shows the highest percentage of its competitors in the body butter/body cream subcategory (Figure 1).




Source: Top Brand Award (2023)

**Figure 1**
**Top Brand Product**

This brand uses green marketing for its products. Green marketing is a product marketing concept emphasizing environmental safety (American Marketing Association, 2012). Green marketing includes product materials, production processes, packaging, and advertising. The Body Shop Branding itself is a brand with eco-friendly behavior. Eco-friendly product is shown by its slogan, "Nature's Way to Beautiful," which means that beauty comes from nature and within the human body. This brand is famous for its quality, environmentally friendly products, and its commitment is reflected in the Bring Back Our Bottle campaign involving beauty enthusiasts, then the Be Seen Be Heard campaign for the younger generation, namely by inviting the younger generation to speak out on climate change issues. It also uses attributes for its stores with 100% sustainable materials, such as bottles made from 100% recycled plastic.

Consumers will buy a product if the brand image and benefits received are good (Hermiyenti & Wardi, 2018). According to Haryanti & Iskandar (2022), brand image influences purchasing decisions. A strong brand can attract consumers to its products. Machfiroh (2018) explained that brand image is considered a strong condition or determining factor in the selection of purchasing decisions.

The Body Shop continues to increase its sales to stay in the body care industry by providing education about the virtues of using environmentally friendly products through brand image. One of the causes of the formation of brand image is due to public relations marketing activities. Public relations marketing is used to help companies introduce their brands and products to the public. In addition, the information conveyed by public relations marketing helps companies provide a positive image for their brands and products to the public. When consumers are attracted to a product because of a positive brand image, it will trigger consumer buying interest.

The Body Shop has a strong brand image attached to its products, body care products made from natural and environmentally friendly ingredients. Brand image Strong plays a vital role in the sale of a product. Even though it is good quality, a product will not sell well if it has a bad brand image. Previous research by Haryanti & Iskandar (2022); Hermiyenti & Wardi (2018) showed that brand image positively influences purchasing decisions. However, Lubis & Hidayat (2017) explained the opposite result that brand image does not influence purchasing decisions. The gaps in research results can occur due to differences in the object studied and the theory used.

The company will continue to stand if consumers continue using or buying their products. So, purchasing decisions are considered the key to a company's existence. A strong brand can attract consumers to use its products, so brand image is a vital requirement or determining factor in making a purchase decision (Machfiroh, 2018).

Moreover, Solihin et al. (2021); Sutiyati et al. (2020) stated that brand image can increase consumer buying interest. Interest is a personal thing related to attitude. Someone who has an interest in an object then will have the urge to get the object. Buying interest is the behavior of someone who wants to choose and get a product or service, even use and consume the product or service.

Kotler & Keller (2013) defined buying interest as a person's behavior due to a response to an object by showing a desire to purchase. Companies must be able to influence consumer buying interest to make purchasing decisions related to the products offered. Sutiyati et al. (2020) explained that the better the brand image, the more it will increase consumer buying interest. However, Geraldine & Susanti (2021) highlighted that Brand Image does not affect buying interest. This means that Brand Image does not affect the consumer's desire to purchase the product. Gaps in previous research results can occur due to differences in theories and research objects.

According to Al Hafizi & Ali (2021), buying interest is the dominant purchase decision factor. Moreover, Sriyanto & Kuncoro (2019) argued that buying interest is the key to deciding whether to purchase a product. Interest Buying is related to feelings within yourself. Someone who has an interest in purchasing an object will have the urge to get the object. Buying interest can be generated from positive messages received by someone so that the message received will shape a person's perception of his interest in an object. The message a person gets can be either a positive message or a negative message. A positive message will strengthen someone's buying interest. In contrast, a negative message will weaken someone's buying interest. So, the information consumers receive can stimulate buying interest. Ridwan et al. (2020) stated that buying interest influences purchasing decisions. However, Meli et al. (2022) revealed

that Buying interest does not affect purchasing decisions. Other factors cause differences in research results, the object under study, and the theory used.

The Body Shop also continues to pay attention to the value of its products. Values in a product include quality value, emotional value, functional value, and social value (Dewantara, 2014). Perceived value is a comprehensive consumer assessment of the results or benefits of a product or service received related to the total costs incurred, both prices and other costs associated with the purchase process (Kotler & Armstrong, 2014). In simple terms, perceived value is the consumer's perception of the comparison between benefits and costs received.

In perceived value, consumers feel that the product's price or the cost incurred is worth it or not after using it. This is the reason consumers are willing or not to buy the product. Thus, companies must be able to implement marketing strategies to create high value from products and services in the eyes of consumers. With perceived value, consumers create positive or negative feelings about a product.

Peng & Liang (2013) explained that perceived value influences buying interest. In other words, consumer purchase interest in a product is caused by perceived value. Perceived value: Marketers need to arouse consumer interest. However, Nihlah et al. (2018) explained that buying interest does not influence perceived value. Perceived value received by consumers can also be in the form of negative value perceptions, which will cause buying interest in a product to be weak. Thus, perceived value can be a stimulus to encourage consumer interest in a product. This is supported by research by Medeiros et al. (2015), which stated that perceived value influences purchasing decisions. However, Firnandi & Samiono (2019) indicated that perceived value does not influence purchasing decisions.

According to Febriyanti (2016), buying interest mediates brand image against purchasing decisions. The research revealed that brand image Is a marketing strategy that can influence consumer buying interest, which will also impact purchasing decisions. Nevertheless, Bakhtiar & Sunarka (2023) showed that buying interest cannot mediate brand image against purchasing decisions. Research by Darmawan & Prabawani (2020) concluded that perceived value influences purchasing decisions through buying interest. Buying interest can mediate and influence perceived value against purchasing decisions. Nevertheless, Rini (2022) highlighted the opposite, i.e., buying interest cannot mediate influence perceived value against purchasing decisions.

Previous studies have demonstrated that there still needs to be more research findings about the relationship between perceived value and purchasing decisions. Therefore, it is necessary to identify characteristics that can establish a connection between perceived value and purchasing decisions. Buying interest is

a mediator between perceived value and purchase decision, as prior research has indicated that perceived value alone does not significantly impact consumer purchasing choices. Therefore, additional variables, such as buying interest, are necessary to establish a connection between perceived value and purchase decision.

This result aligns with research by Medeiros et al. (2015); Putri et al. (2023), which stated that buying interest can mediate influence perceived value against purchasing decisions. In the presence of buying interest, perceived value has a more effective impact on purchasing decisions. Previous investigations have shown inconsistencies in the responses to each research question. Therefore, there are discrepancies in the responses provided by each earlier research study. The gap can arise due to disparities in outcomes, disparities in concepts, disparities in data, and disparities in the employed theory.

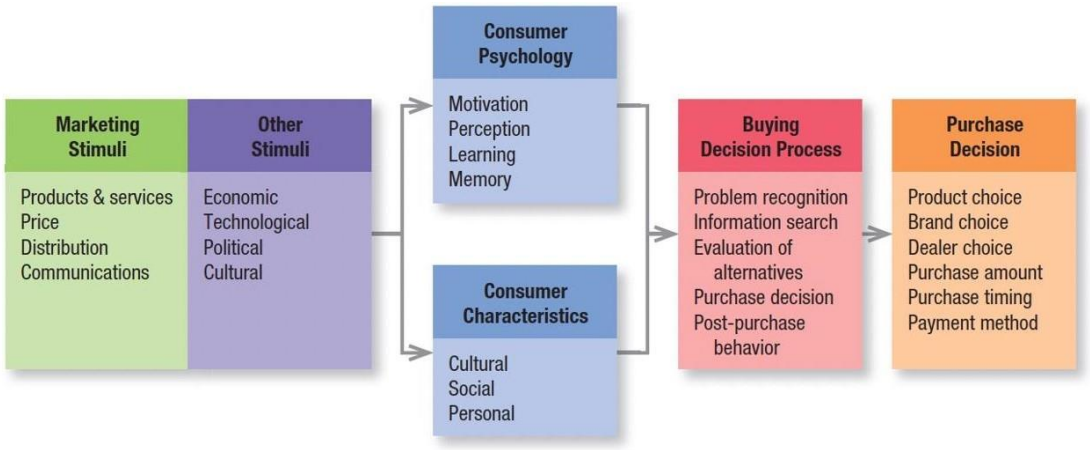
Furthermore, examining brand image and perceived value is a captivating subject of study. According to the theory of planned behavior, this study aims to reassess the impact of brand image and perceived value on purchasing decisions, with buying interest as a mediating variable. The findings of this research can serve as a valuable resource for marketers in developing effective marketing strategies for their brands. The research seeks more conspicuous and concentrated outcomes to enhance customer behavior and decision-making comprehension.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### Consumer Behavior

According to Kotler & Keller (2016), consumer behavior is the study of individuals, groups, and organizations when choosing, buying, and using products offered for one's wants and needs. Consumer behavior is one of the essential factors in marketing activities because it can support marketing activities by providing consumers with an understanding of their wants and needs (Su et al., 2015).

In consumer behavior, some behavioral models can explain factors influencing consumer behavior. The model of consumer behavior is shown in Figure 2 below:




Source: Kotler & Keller (2016)

**Figure 2**
**Consumer Behavior Model**

## Purchasing Decision

Consumers make purchasing decisions by evaluating various available product options (Dapas et al., 2019). It illustrates if consumers will determine the purchase of products by considering various existing brands. Kotler & Keller (2016) explained that the purchase decision can be interpreted as the final decision on the brand most liked by consumers and considering the product's risk factors. Some stages will be passed in the decision-making process when purchasing. The act of making a purchase involves multiple stages. Initially, consumers identify a necessity frequently instigated by advertising, endorsements, or individual encounters. Subsequently, individuals seek information from search engines, reviews, and social media platforms to make informed consumer decisions. Subsequently, various options are assessed by comparing factors, including cost, standard, and customer reviews. Ultimately, the acquisition is completed, leading to an evaluation of the product’s functionality, which subsequent marketing initiatives and customer loyalty incentives can impact.

## Buying Interest

Buying interest is a consumer desire to purchase products or services (Wijaya & Zulfa, 2017). The willingness to buy these products is inseparable from the assessment of consumers. Buying interest is formed from the consumer's view of a brand that consumers know. Buying interest can also be interpreted as a form of consumer behavior that arises as a response to objects that interest consumers in buying products or services (Kotler & Keller, 2016).

## Brand Image

Brand image is a consumer perception formed from information obtained through experience when using a brand (Apriliyanto et al., 2020). According to Kotler & Keller (2012), brand image is consumers' perceptions and beliefs. The perception and belief in a brand are based on the good and bad aspects of the brand in consumer

memory. Brand image can also be interpreted as an association when consumers remember a particular brand.

Brand image is a comprehensive perspective of brand associations related to consumer perceptions and beliefs (Armstrong et al., 2012). The experience created a brand image in consumers' memory. The positive is built from a positive perception. A company can use a good image to attract potential customers. According to Machfiroh (2018), a strong brand image plays an essential role in the sale of a product. Brand image is able to form positive consumer perceptions and trust in the brand.

A strong brand image can also give brands a competitive advantage. So, the company must build a positive brand image in consumers' memory. According to Kotler & Keller (2012), brand image is compelling is obtained from three things, including: a) Have character and value; b) Convey the character excitingly and uniquely; c) Assign emotional strength to the brand.

**Perceived Value**

Perceived value is the entire consumer assessment of the benefits he receives from a product and his sacrifices to buy a product (Kotler & Armstrong, 2014). Briefly, perceived value is the value consumers feel about the benefits provided by the product. Value is defined as an evaluation of the benefits of consumers against costs in determining the offer of a product against other products. Perceived value includes the consequences or benefits consumers receive, including the total price paid to buy the product.

Consumers will consider the value and benefits of the product when making choices. If the value or benefits felt by consumers towards a product are high, the consumers will be more interested in buying the product (Firnandi & Samiono, 2019). Companies can produce perceived value suitable for consumers by paying attention to the quality of their products and services. In addition, companies can also find out consumer needs and apply benefits according to consumer needs.

These benefits can be both functional benefits and emotional benefits. Companies must continually evaluate the value consumers feel from products through the benefits or quality provided because consumers will be more interested in buying products with high value or benefits. Perceived value becomes essential in understanding consumer behavior because what consumers feel about a product affects their purchasing decisions (Schiffman & Kanuk, 2012).

In addition, companies need to pay attention to the values consumers perceive by communicating the value or benefits a product provides (Kotler & Keller, 2016). The value that the company communicates to consumers includes all activities carried out to make products more accessible to obtain. The company can communicate the values or benefits of its products through advertising, sales promotion, events, and public relations. Consumers feel different values or benefits from a product because consumers have different personal characteristics.

Although the company does not know for sure what each consumer feels, the company must be able to communicate the values or benefits of its products to consumers so that consumers better understand the perceived value when buying the product and become a consumer evaluation in determining the offer of a product against other products perceived value divided into two categories, namely perceived benefits and perceived sacrifice. Perceived benefits are an advantage consumers feel, and perceived sacrifice is the potential loss consumers think of in getting a product (Chen et al., 2019).

Thirdly, the competitive catalog encompasses the data and information provided by electronic catalog suppliers. This pertains exclusively to the domain of construction activities. Typically, the scope of labor mainly consists of fundamental construction elements. The system subsequently processes and utilizes these components if this functionality is included in the electronic catalog application.

**The influence of brand image on purchasing decisions**

A good brand image triggers purchase decisions (Wijaya & Zulfa, 2017). Brands with a good image tend to influence consumer purchasing decisions easily. Haryanti & Iskandar (2022); Hermiyenti & Wardi (2018) explained that brand image affects purchase decisions. This means that brand image can influence consumer purchasing decisions. Therefore, this study proposed the following hypothesis.

**H1**: Brand image affects the purchase decision.

**The influence of perceived value on purchase decisions**

One of the purchase decisions is triggered by the value that consumers feel. Companies need perceived value to influence purchasing decisions (Handoyo & Nugraha, 2020). Previous research stated that perceived value affects the purchase decision (Andrenata et al., 2022; Medeiros et al., 2015; Rini, 2022). This means that the value consumers feel for a product can determine their decision to purchase it. Therefore, this study proposed the following hypothesis.

**H2:** Perceived value affects the purchase decision.

**The influence of buying interest on purchasing decisions**

Consumers with high buying interest tend to have high purchase decisions about a product offered (Febriyanti, 2016). This follows research by Darmawan & Prabawani (2020); Putri et al. (2023), showing that buying interest affects purchase decisions. This means that the existence of buying interest in consumers can lead to purchase decisions. Therefore, this study proposed the following hypothesis.

**H3:** Buying interest affects the purchase decision.

**The influence of brand image on buying interest**

In their research, Zulfikar et al. (2022) stated that there is an influence between Brand Image and buying interest, which means that the better the brand image, the more it will increase consumer buying interest. It is also supported by research of Solihin et al. (2021); Sutiyati et al. (2020) that brand image affects consumer buying interest. This means consumers will be interested in a product with a good brand image. Therefore, this study proposed the following hypothesis.

**H4:** Brand image affects buying interest.

**The effect of perceived value on buying interest**

Marketers need to arouse consumer interest. It will be much easier for marketers to increase consumer buying interest by perceived value (Peng & Liang, 2013). This is supported by research by Darmawan & Prabawani (2020); Putri et al. (2023), which stated that perceived value affects buying interest. In other words, consumers' buying interest in a product is caused by Perceived value. Therefore, this study proposed the following hypothesis.

**H5:** Perceived value affects buying interest.

**The influence of brand image on purchasing decisions through buying interest**

Buying interest can mediate the influence of brand image on purchase decisions (Febrianti & Hasan, 2022). This means that brand image affects buying interest, which results in the creation of the purchase decision. Brand image affects purchase decisions through buying interest supported by previous research (Fahmy et al., 2024; Febriyanti, 2016). Therefore, this study proposed the following hypothesis.

**H6:** Brand image affects purchase decisions through buying interest.

**The influence of perceived value on purchasing decisions through buying interest**

Buying interest can lead to a purchase decision. Buying interest is triggered by the value that consumers feel. Companies need value perception to create consumer buying interest, which can then lead to purchase decisions. This is supported by research of Darmawan & Prabawani (2020); Patricia & Widiartanto (2020); Rahmatullah (2021), which stated that Perceived value influences purchasing decisions through buying interest. This means that buying interest can mediate the influence of Perceived value on purchase decisions. With better-perceived value, consumers will also have high buying interest, impacting purchase decisions. Therefore, this study proposed the following hypothesis.

**H7:** Perceived value affects purchase decisions through buying interest.

## RESEARCH METHODOLOGY

This type of research is descriptive quantitative. According to Martasari et al. (2018), descriptive research is research that can describe the symptoms, phenomena, and facts studied by explaining the value of the independent variable by not connecting or comparing the value of the independent variable. According to Sumarno (2014), the population is defined as the entirety of the object of study. The population in this study was all consumers who had purchased and used the product The Body Shop. The sample is part of the population, consisting of several members selected from the population (Sekaran & Bougie, 2017). In sampling, this study used a technique of non-probability purposive sampling.

Lupiyoadi (2013) explained the technique of purposive sampling. This sample selection technique is based on various factors or specific criteria that must be met. Every consumer who will be sampled must meet every criterion proposed. If one does not meet one of the criteria proposed, a person is not eligible to be sampled. This withdrawal technique is very appropriate because not all samples conform to criteria related to the event under study.

The sample must meet the requirements set by this study: Respondents are consumers of The Body Shop who have purchased and used their products at least once through Shopee e-commerce. Respondents know the brand image or green beauty brand shown by The Body Shop. Respondents were teenagers and adults and were at least 17 years old.

The sample in this study was determined based on the opinion of Fraenkel & Wallen (2012). The minimum sample size for descriptive research is as many as 100 respondents. Then, the study sample amounted to 120 respondents. So, the sample in the study was more significant than the minimum sample required by Fraenkel & Wallen (2012) for descriptive research.

The data in this study will be analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) analysis techniques with SmartPLS software version 3.0. According to Hair et al. (2019), There are measurement models, namely the outer and inner models.

## RESULTS AND DISCUSSION

### Respondent Profile

Descriptive analysis describes respondents' demographic profiles, including gender, age, occupation, and monthly income. The descriptive analysis of respondents is described in Table 2.

**Table 2**
**Respondent Profile Description**

| Demographics | Category | Frequency | Percentage (%) |
|---|---|---|---|
| Gender | Woman | 98 | 81.67 |
| | Man | 22 | 18.33 |
| Age | 17 – 25 | 42 | 35.00 |
| | 26 – 35 | 40 | 33.33 |
| | 36 – 45 | 27 | 22.5 |
| | > 45 | 11 | 9.17 |
| Occupation | Student | 26 | 21.67 |
| | Civil servants/SOEs | 16 | 13.33 |
| | Private Employees | 34 | 28.33 |
| | Entrepreneurial | 19 | 15.83 |
| | Teacher/Lecturer | 13 | 10.83 |
| | Housewive | 12 | 10.00 |
| Income | <IDR 2,000,000 | 36 | 30.00 |
| | IDR 2,000,000 – IDR 5,000,000 | 55 | 45.83 |
| | >IDR 5,000,000 | 29 | 24.17 |

Source: Data processed (2023)

Table 2 shows that most of The Body Shop consumers who filled out the questionnaire were women as 81.67%. Even though popular among women, The Body Shop offers product that cater to all genders. The majority of ages 17-25 years by 35%, followed by 26-30 years old by 33.33%. This is because teenagers prefer this product and its fragrance variants are intended to suit their interests.

Most consumers work as private employees (28.33%) and students (21.67%). This segmentation is employees and students. Most consumers have an income of IDR 2,000,000 – Rp 5,000,000 per month, which is 45.83%. The reason is that The Body Shop's body cream product has a price of IDR 99,000 – IDR 349,000. With this price, most consumers who buy it have an average income of IDR 3,000,000 per month.

## Test convergent validity

A concurrent validity test is performed to look at the value of outer loadings or loading factors, which aims to measure between constructs and latent variables. This test is to determine whether the research instrument is valid. The convergent validity test in this study is described in Table 3 below.

**Table 3**
**Convergent Validity Test Results**

| Variable | Indicators | Outer Loadings | Information |
|---|---|---|---|
| Brand Image | BIMG1 | 0.783 | Valid |
| | BIMG2 | 0.686 | Valid |
| | BIMG3 | 0.728 | Valid |
| | BIMG4 | 0.704 | Valid |
| | BIMG5 | 0.698 | Valid |
| | BIMG6 | 0.724 | Valid |
| | BIMG7 | 0.718 | Valid |
| | BIMG8 | 0.498 | Invalid |
| | BIMG9 | 0.622 | Valid |
| | BIMG10 | 0.786 | Valid |
| Perceived Value | PRVL1 | 0.864 | Valid |
| | PRVL2 | 0.860 | Valid |

| Variable | Indicators | Outer Loadings | Information |
|---|---|---|---|
| | PRVL3 | 0.848 | Valid |
| | PRVL4 | 0.761 | Valid |
| | PRVL5 | 0.835 | Valid |
| | PRVL6 | 0.797 | Valid |
| | PRVL7 | 0.650 | Valid |
| | PRVL8 | 0.615 | Valid |
| | PRVL9 | 0.650 | Valid |
| | PRVL10 | 0.765 | Valid |
| | PRVL11 | 0.559 | Valid |
| | PRVL12 | 0.801 | Valid |
| Purchase Intention | PUIN1 | 0.850 | Valid |
| | PUIN2 | 0.759 | Valid |
| | PUIN3 | 0.864 | Valid |
| | PUIN4 | 0.691 | Valid |
| | PUIN5 | 0.834 | Valid |
| | PUIN6 | 0.579 | Valid |
| | PUIN7 | 0.723 | Valid |
| | PUIN8 | 0.586 | Valid |
| Purchase Decision | PUDC1 | 0.790 | Valid |
| | PUDC2 | 0.790 | Valid |
| | PUDC3 | 0.720 | Valid |
| | PUDC4 | 0.742 | Valid |
| | PUDC5 | 0.829 | Valid |
| | PUDC6 | 0.849 | Valid |
| | PUDC7 | 0.606 | Valid |
| | PUDC8 | 0.856 | Valid |
| | PUDC9 | 0.679 | Valid |
| | PUDC10 | 0.626 | Valid |
| | PUDC11 | 0.633 | Valid |
| | PUDC12 | 0.551 | Valid |

Source: Processed Primary Data, 2023.

Based on Table 3 above, some data has an outer loading value of > 0.5. However, BIMG8 has an outer loading value of 0.498 < 0.5, which is considered invalid. Invalid data is discarded, and concurrent validity testing is repeated to obtain valid data.

**Table 4**
**Second Convergent Validity Test Results**

| Variable | Indicators | Outer Loadings | Information |
|---|---|---|---|
| Brand Image | BIMG1 | 0.818 | Valid |
| | BIMG2 | 0.677 | Valid |
| | BIMG3 | 0.716 | Valid |
| | BIMG4 | 0.718 | Valid |
| | BIMG5 | 0.717 | Valid |
| | BIMG6 | 0.728 | Valid |
| | BIMG7 | 0.682 | Valid |
| | BIMG9 | 0.619 | Valid |
| | BIMG10 | 0.805 | Valid |
| Perceived Value | PRVL1 | 0.864 | Valid |
| | PRVL2 | 0.860 | Valid |
| | PRVL3 | 0.848 | Valid |
| | PRVL4 | 0.761 | Valid |
| | PRVL5 | 0.835 | Valid |
| | PRVL6 | 0.797 | Valid |

| Variable | Indicators | Outer Loadings | Information |
|---|---|---|---|
| | PRVL7 | 0.650 | Valid |
| | PRVL8 | 0.615 | Valid |
| | PRVL9 | 0.650 | Valid |
| | PRVL10 | 0.765 | Valid |
| | PRVL11 | 0.559 | Valid |
| | PRVL12 | 0.801 | Valid |
| Purchase Intention | PUIN1 | 0.850 | Valid |
| | PUIN2 | 0.759 | Valid |
| | PUIN3 | 0.864 | Valid |
| | PUIN4 | 0.691 | Valid |
| | PUIN5 | 0.834 | Valid |
| | PUIN6 | 0.579 | Valid |
| | PUIN7 | 0.723 | Valid |
| | PUIN8 | 0.586 | Valid |
| Purchase Decision | PUDC1 | 0.790 | Valid |
| | PUDC2 | 0.790 | Valid |
| | PUDC3 | 0.720 | Valid |
| | PUDC4 | 0.742 | Valid |
| | PUDC5 | 0.829 | Valid |
| | PUDC6 | 0.849 | Valid |
| | PUDC7 | 0.606 | Valid |
| | PUDC8 | 0.856 | Valid |
| | PUDC9 | 0.679 | Valid |
| | PUDC10 | 0.626 | Valid |
| | PUDC11 | 0.633 | Valid |
| | PUDC12 | 0.551 | Valid |

Source: Processed Primary Data, 2023.

Based on Table 4 above, each data has an outer loading value of > 0.5. This indicates that the above data is valid and can be used to continue the measurement.

## Composite reliability test

Composite Reliability testing is performed to test the overall reliability of indicators on the measured variables. To find out in-consistency, we can look at the value of composite reliability. The composite reliability test in this study is described in Table 5 below.

**Table 5**
**Composite Reliability Test Results**

| Variable | Cronbach's Alpha | Composite Reliability | Average Variance Extracted | Information |
|---|---|---|---|---|
| Brand Image | 0.884 | 0.907 | 0.522 | Reliable |
| Perceived Value | 0.930 | 0.941 | 0.573 | Reliable |
| Purchase Decision | 0.917 | 0.930 | 0.532 | Reliable |
| Purchase Intention | 0.880 | 0.906 | 0.553 | Reliable |

Source: Processed Primary Data, 2023.

Based on Table 5 above, each variable has a Cronbach alpha value of > 0.6 and an AVE value of > 0.5. This shows that all the above data is credible and can be used to continue the measurement.

## Inner Model Testing

At this point, the research model as a whole is tested for its accuracy and ability to use its indicators and constructs as part of the deep model testing process. $R^2$ testing can determine the model's strength and the extent to which exogenous variables explain endogenous variables. Table 6 below shows the results of the $R^2$ test.

**Table 6**
**Inner Model Test Results ($R^2$)**

| Variable | $R^2$ | $R^2$Adjusted |
|---|---|---|
| Purchase Decision | 0.792 | 0.786 |
| Purchase Intention | 0.832 | 0.829 |

Source: Processed Primary Data, 2023.

Table 6 shows that exogenous characteristics such as brand image and perceived value account for 79.2% of purchase decisions, while other factors account for the remaining 20.8%. Then, other exogenous characteristics, such as purchase intention, explain 83.2% of purchase decisions. If categorized, the $R^2$ value is included in the moderate category.

In addition, Goodness of Fit (GOF) measurement indicates the degree to which the statistical model matches the observed data. The formula used to calculate GoF with $R^2$ is as follows:

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) \quad \text{..... 1}$$
$$Q^2 = 1 - (1 - 0.792)\ (1 - 0.832)$$
$$Q^2 = 1 - (0.208)\ (0.168)$$
$$Q^2 = 1 - 0.035$$
$$Q^2 = 0.965\ =\ 96.5\%$$

In the calculation above, the value of Goodness of Fit can be known in this study. According to Hair et al. (2019), GoF small = 0.1, GoF medium = 0.25, and GoF large = 0.38. So, the Goodness of Fit In this study is GoF large.

## Hypothesis Testing

The measure of significance can be seen from the p-value or t-statistic. So, a hypothesis can be accepted if the t-statistic value > 1.96 or the p-value < 0.05. The results of the hypothesis test of direct influence on this study are described in Table 7 below.

**Table 7**
**Results of the Direct Influence Hypothesis Test**

| Hypothesis | Original Sample | Standard Deviation | T Statistics | P Values |
|---|---|---|---|---|
| Hypothesis 1 | 0.304 | 0.102 | 2.967 | 0.003 |
| Hypothesis 2 | -0.081 | 0.160 | 0.503 | 0.615 |
| Hypothesis 3 | 0.309 | 0.086 | 3.608 | 0.000 |
| Hypothesis 4 | 0.639 | 0.076 | 8.384 | 0.000 |
| Hypothesis 5 | 0.693 | 0.088 | 7.921 | 0.000 |
| Hypothesis 6 | 0.214 | 0.056 | 3.825 | 0.000 |
| Hypothesis 7 | 0.443 | 0.092 | 4.833 | 0.000 |

Source: Primary Data Processed, 2023.

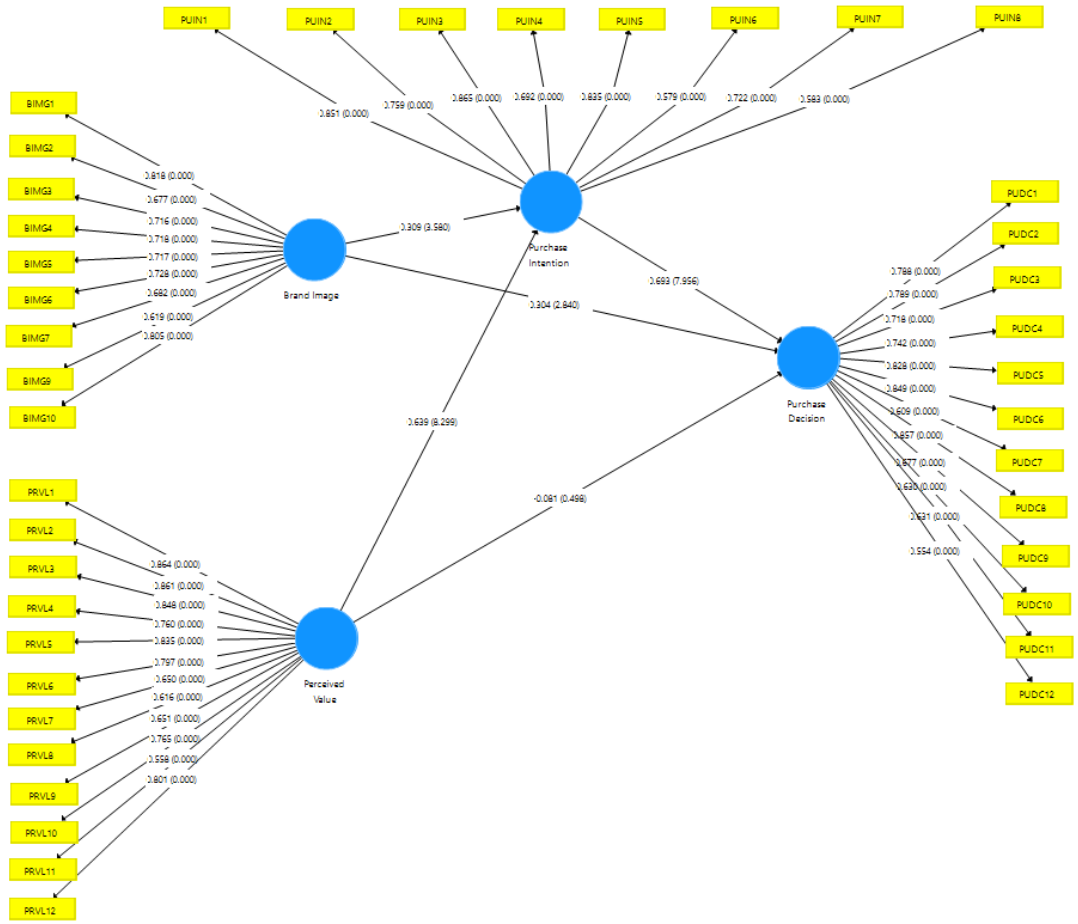



**Figure 3**
**PLS-SEM Output Diagram**

Brand image influences purchasing decisions. The results of hypothesis testing in Table 10 show that brand image significantly affects purchasing decisions. This is evidenced by t-statistic values of 2.967 > 1.96 and p-values of 0.003 < 0.5. Thus, hypothesis 1 is accepted. Perceived value does not affect purchasing decisions. The results of hypothesis testing in Table 10 show that perceived value does not affect buying decisions. This is evidenced by t-statistic values of 0.503 < 1.96 and p-values of 0.615 > 0.5. Thus, hypothesis 2 is rejected. Brand image affects purchase interest. The results of hypothesis testing in Table 10 show that brand image significantly affects buying interest. This is evidenced by t-statistic values of 3.608 > 1.96 and p-values of 0.000 < 0.5. Thus, hypothesis 3 is accepted. Perceived value affects purchase interest. The results of hypothesis testing in Table 10 show that perceived value affects buying interest. This is evidenced by t-statistic values of 8.384 > 1.96 and p-values of 0.000 < 0.5. Thus, hypothesis 4 is accepted.

Buying interest influences purchasing decisions. The results of hypothesis testing in Table 10 show that buying interest affects purchasing decisions. This is evidenced by t-statistic values of 7.921 > 1.96 and p-values of 0.000 < 0.5. Therefore,

hypothesis 5 is accepted. Brand image influences purchasing decisions through buying interest. The results of hypothesis testing in Table 10 show that brand image significantly affects purchasing decisions through buying interest. This is evidenced by t-statistic values of 3.825 > 1.96 and p-values of 0.000 < 0.5. Therefore, hypothesis 6 is accepted. Perceived value influences purchasing decisions through buying interest. The results of hypothesis testing in Table 10 show that perceived value significantly affects purchasing decisions through buying interest. This is evidenced by t-statistic values of 4.833 > 1.96 and p-values of 0.000 < 0.5. Therefore, hypothesis 7 is accepted.

## DISCUSSION

### Brand image influences purchasing decisions

The results showed that Brand Image influences purchasing decisions. This means that Brand Image has a significant role in influencing consumer purchasing decisions. This aligns with research by Haryanti & Iskandar (2022); Hermiyenti & Wardi (2018), which showed that brand image influences purchasing decisions. Brand image is considered the determining factor of consumers in purchasing decisions. So, brand image becomes one of the essential factors in consumer purchasing decisions.

The Body Shop is known for its eco-friendly beauty and body care products and commitment to business ethics. The Body Shop has successfully built a unique and strong brand image in the body care and beauty industry. This brand image includes values such as sustainability, ethics, and environmental concern, which are essential in shaping positive consumer perceptions by understanding the trend of consumers increasingly concerned with ethics and the environment. The Body Shop actively responds to market needs by offering appropriate products. This closely connects brand image and consumer preferences. This can motivate them to choose The Body Shop products.

A positive brand image can build consumer trust (Kalonta et al.. 2021). Consumers who feel confident in brand integrity, in terms of business ethics and product quality, tend to be more motivated to purchase (Wibowo & Santoso, 2024). The Body Shop consistently uses marketing communications that highlight ethical values and sustainability. These campaigns provide information about the product and form a positive brand perception, influencing the consumer's purchasing decision. The Body Shop brand image creates expectations for a different consumer experience. With an eco-friendly store atmosphere and products presented with attractive packaging, consumers can experience brand values firsthand, increase satisfaction, and influence purchasing decisions.

**Perceived value does not affect purchasing decisions.**

This research shows that perceived value does not influence purchasing decisions. This aligns with a previous study conducted by Firnandi & Samiono (2019), which indicates that perceived value directly does not affect buying decisions. Perceived value is often a critical factor in buying decisions. However, several arguments favor the statement that perceived value should not be the main factor influencing purchasing decisions in the context of The Body Shop products.

The Body Shop is known for its unique value approach. Its products are valued not only based on material or physical value but also the values of ethics, sustainability, and environmental concern (Korovkin, 2020). Consumers who choose The Body Shop products are more inclined to consider this additional value than just the material value of the product. Consumers who decide on The Body Shop products are often driven by ethical values and sustainability rather than economic value factors alone. Material perceived value was not the main focus because consumers can prioritize support for responsible business practices. The Body Shop is known for its product prices, which are higher than similar brands.

Nonetheless, consumers who choose The Body Shop know that these premium prices largely reflect higher production costs from using eco-friendly materials and ethical principles. Therefore, a higher price may not be considered a value mismatch. Consumer perceptions of product quality and price often influence perceived value. In the case of The Body Shop, consumers who tend to be loyal to the brand may consider ethical values and sustainability more than conventional perceived value calculations (Mandarić et al., 2022). The Body Shop values the consumer experience, which includes interactions with eco-friendly products and stores. In this case, perceived value has more to do with the experience offered than comparing price and product quality.

**Buying interest influences purchasing decisions**

This study shows that buying interest affects purchasing decision variables. The results are also supported by previous research conducted by Ridwan et al. (2020); Solihin et al. (2021), which showed the influence of buying interest on purchasing decisions. In addition, Sutiyati et al. (2020) also mentioned that consumers with high buying interest tend to make high purchase decisions on a product offered.

The Body Shop is strong in its values of sustainability, ethics, and environmental concern, which can increase consumer buying interest. Consumers interested in products that align with these values are more likely to choose The Body Shop products. Buying interest can be enhanced by a positive consumer experience. If consumers have had a satisfying experience while using The Body Shop products before, they are more interested in repurchasing them. A positive experience can create consumer trust and loyalty.

Consumers interested in buying The Body Shop products generally believe these products provide high-added value (Putra et al., 2022). The Body Shop can respond quickly to the latest consumer trends, such as new product launches or the adoption of better sustainability practices, increasing consumer buying interest. Trend-sensitive consumers tend to be more interested in making purchases. Buying interest in The Body Shop products can also be influenced by psychological and emotional factors. For example, consumers may feel happy or proud when using products that align with ethical values and sustainability, which can motivate purchasing decisions.

**Brand image affects buying interest**

This research shows if brand image influences buying interest. This aligns with the research of Zulfikar et al. (2022), which mentioned an intermediate influence on brand image against purchase interest. In addition, Solihin et al. (2021) also explained that the better the brand image, the more it will increase consumer buying interest.

The Body Shop is known for its strong brand image associated with ethical values, sustainability, and environmental concerns. Consumers who prioritize these values tend to be highly interested in The Body Shop products to support business practices that align with their values. The brand image built by The Body Shop, which is concerned with product quality and high-quality ingredients, can increase consumer confidence. Buying interest often arises when consumers are confident that the product purchased meets the standards (Rosadi & Kusdiyanto, 2024).

A positive brand image creates expectations for a positive consumer experience (Qastharin, 2023). The Body Shop stores that are designed with eco-friendly concepts and products that present a good user experience can increase consumer buying interest. The Body Shop can understand and respond to consumer needs and values, which can generate high buying interest. The Body Shop's brand image can be strengthened through its presence on social media. Content highlighting brand values and positive consumer interactions can increase purchase interest, especially among consumers connected to social media platforms.

**Perceived value affects buying interest**

This research shows if perceived value influences buying interest. This is supported by research by Peng & Liang (2013), which showed that perceived value influences purchase interest. Darmawan & Prabawani (2020); Putri et al. (2023) explained that perceived value is crucial for marketers to generate consumer buying interest. Marketers will find increasing consumer buying interest by perceived value much more straightforward.

The perceived value of The Body Shop products is often linked to the sustainability and ethical values emphasized by the brand. Consumers who feel that

The Body Shop products have added value in terms of sustainability, such as eco-friendly materials and support for social organizations, are more likely to show buying interest. Perceived value in The Body Shop products is also often associated with high product quality. Consumers who feel they are getting value in proportion to the price will be more motivated to buy the product, primarily if it is known for good quality ingredients and ethical production processes.

Although The Body Shop products have premium prices, consumers may feel that the prices are comparable to the added value provided by the products (Ganatra et al., 2021). Buying interest can increase if consumers think that The Body Shop products offer benefits and value worth the price. A positive consumer experience can also influence perceived value. Suppose consumers are satisfied with using The Body Shop products and have a good experience during the buying process. In that case, they are more likely to be more interested in repurchasing the product, thus increasing buying interest. The perceived value of The Body Shop products can be compared to competitors' products. Reviews and recommendations from other consumers can also influence perceived value. If consumers hear or read positive testimonials about the value and quality of The Body Shop products, they may feel more confident and interested in trying the products.

**Brand Image influences purchasing decisions through buying interests**

This research shows whether brand image influences purchasing decisions through buying interest. This aligns with research by Febriyanti (2016), which explained that brand image influences purchasing decisions through buying interest. Brand image is considered capable of influencing consumer buying interest, which results in the creation of purchase decisions (Fahmy et al., 2024). In this study, buying interest could mediate brand image in purchasing decisions.

The Body Shop brand image, which is related to the values of sustainability, ethics, and concern for the environment, can positively impact consumer buying interest. The Body Shop brand image can help consumers shape their identity. Consumers who identify themselves with the values and image of the brand tend to have a strong buying interest and often choose The Body Shop products as part of their identity expression. Positive consumer experiences with The Body Shop products and customer service are also part of the brand image. Buying interest from this positive experience can strengthen consumer confidence and provide extra impetus for purchasing decisions (Haito, 2022).

The Body Shop's positive image creates interest and motivation to explore and buy its products. Consumers who feel this brand represents their values tend to have a strong buying interest in The Body Shop products (Ganatra et al., 2021). Brand image can evoke an emotional response from consumers. With its focus on ethics and sustainability, the Body Shop can create an emotional bond with

consumers who care about these issues. The buying interest arising from this emotional attachment can drive purchase decisions.

**Perceived value influences purchasing decisions through buying interest.**

This research shows if perceived value influences purchasing decisions through buying interest. This aligns with research by Rahmatullah (2021), which highlighted that purchasing interest can mediate perceived value against purchasing decisions. Perceived value in The Body Shop products is often related to consumer perceptions of product quality. If consumers feel that The Body Shop products offer high-quality ingredients, their buying interest may increase, influencing their purchase decision. Positive consumer experience with The Body Shop products can improve perceived value. If consumers feel that using the product provides positive benefits and a satisfactory experience, then buying interest can increase, and consumers are more likely to make purchases (Rosadi & Kusdiyanto, 2024).

Consumers interested in buying The Body Shop products believe that these products provide high value-added (Ganatra et al., 2021). The high-value perception concerns product quality and additional values such as sustainability. This can influence purchasing decisions because consumers feel their benefits are worth the perceived value. Ethical and sustainability aspects can also affect it. If consumers think that purchasing The Body Shop products supports environmentally friendly and ethical business practices, this can increase consumers' perceived value and drive purchasing decisions.

## CONCLUSION AND LIMITATIONS

The study determined that brand image and perceived value influence consumer purchase decisions and affect buying interest. The key catalyst for consumer purchasing interest lies in the brand image of The Body Shop, which is renowned for its commitment to sustainability, ethics, and environmental principles. The positive image built by The Body Shop creates a strong appeal, motivating consumers to explore and choose each of its products. Perceived value shapes buying interest, including product quality, business ethics, and consumer benefits. Consumers who think the Body Shop products provide added value commensurate with the costs incurred tend to have high buying interest.

Brand image and perceived value are interrelated and influence each other. The positive image generated by The Body Shop's brand image can increase consumers' perception of its products. Conversely, high perceived value can strengthen and validate a positive brand image. Buying interest resulting from the influence of brand image and perceived value influences purchasing decisions directly. Consumers with high buying interest are likelier to buy The Body Shop products.

A positive consumer experience also supports brand values and helps shape

purchasing decisions. Brand reputation and user reviews contribute incrementally to perceived value. A good reputation and positive reviews can strengthen consumer confidence in the value and quality of The Body Shop products and in making purchasing decisions. There are several limitations to this research. The limitations of this study are expected to be a concern for future researchers who want to perfect their research. The limitations of this study, among others, are that the place of this research is limited to Shopee, there are several other e-commerce platforms, such as Sociolla, Lazada, and Tokopedia, which are platforms where The Body Shop products are sold online, which can be used as a comparison of research objects. Based on the research results that were done and explained earlier, the following suggestions can be given to the next researcher. It is expected that other e-commerce additions might be compared in future research for company managers. The results of this study show that brand image and perceived value influence purchasing decisions through buying interest. So, brand management must continue to pay attention to the brand image built and increase the value of product quality to consumers so that their products remain in demand and create purchasing decisions. Recent studies show that brand image and perceived value significantly influence consumers' purchasing decisions. By strategically managing these factors, businesses can enhance their competitiveness, cultivate customer loyalty, and drive sustainable growth in today's dynamic marketplace. This contribution underscores the importance of adopting a consumer-centric approach, wherein brands strive to deliver compelling value propositions that resonate with their target audience's preferences and aspirations.

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