The Influence of Price, Product Quality and Brand Image on Consumer Purchasing Decisions at Kobar Jaya Furniture

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Abstract. *This study aims to analyze the impact of price, product quality, and brand image on consumer purchasing decisions at Kobar Jaya Furniture. This study is included in the category of explanatory research. To determine the number of respondents, a sampling technique was used, namely Accidental Sampling, which selected respondents spontaneously based on coincidence, namely anyone who accidentally met the researcher and met the criteria as a consumer of Kobar Jaya Furniture in West Kotawaringin Regency, with a total of 100 respondents. Data analysis was carried out using descriptive statistical analysis and percentages, as well as quantitative analysis through SEM-PLS. The results showed that price, product quality, and brand image had a positive and significant influence on purchasing decisions. In particular, price has a strong influence on purchasing decisions through perceived value and affordability. Product quality influences purchasing decisions through attributes such as durability and reliability. In addition, brand image also showed a significant influence on purchasing decisions, with brand association preferences and brand association uniqueness playing key roles.*

Keywords: *Price; Product; Quality.*

1. Introduction

Indonesia, as a developing country located in Southeast Asia, has experienced significant developments in business and economics. Business competition in Indonesia is very dynamic and competitive. In the era of globalization and advances in information technology, large companies compete to gain a larger market share, while MSMEs compete to survive and thrive amidst increasingly fierce competition. According to the 2021 World Competitiveness Ranking Index survey, Indonesia is ranked 40th out of 144 countries in terms of global business competitiveness, and in 2023 Indonesia has risen 10 ranks to number 34 in the World Competitiveness Ranking. This competition will trigger innovation and improve the quality of products and services in an effort to attract consumers.

Business competition in Indonesia is increasing along with rapid economic growth. This is reflected in the development of the Micro, Small, and Medium Enterprises (MSMEs) sector, which is the backbone of the Indonesian economy. According to data from the Ministry of Cooperatives and SMEs, in 2023 there will be 64.2 million MSMEs in Indonesia, contributing to 61.07% of GDP and 97% of the total workforce (BPS, 2023).

The purchasing power of Indonesian people has increased along with economic growth and urbanization. According to data from the Central Statistics Agency (BPS), in 2021, Indonesia's Gross Domestic Product (GDP) grew by 4.5%. This increase in purchasing power has an impact on people's purchasing decisions, who tend to be more selective and critical in choosing products and services. A survey conducted by Nielsen in 2021 showed that 63% of Indonesian consumers tend to choose local products because they consider them to be of high quality and provide support to the local economy.

The furniture industry in Indonesia has a long history and has become an integral part of the national culture and economy. The industry has a strong track record in meeting the furniture needs of the Indonesian people, with great potential to continue to grow in the domestic market. Increasing urbanization and infrastructure development in Indonesia are driving demand for furniture for new homes and commercial purposes.

According to the Minister of Industry Agus Gumiwang Kartasasmita, the domestic market is one of the main focuses of the development of the national furniture industry. The growth of the middle class and urbanization opens up great opportunities for this industry to increase its sales (Ministry of Industry, 2023). When talking about the furniture industry and the Indonesian domestic market, the aspect that cannot be avoided is the price given by furniture industry players to consumers.

The furniture industry is one of the fastest growing industries in Indonesia. Amidst fierce competition, product quality is the main determining factor in attracting consumers and increasing sales. High product quality not only provides consumer satisfaction and loyalty, but also improves the company's reputation and competitiveness in the market. A study by the Katadata Insight Center (2022) found that 70% of Indonesian consumers are willing to pay more for higher quality furniture. The results of the study show how much influence product quality has in the furniture industry in achieving business success.

According to Economist Faisal Basri, the furniture industry has great potential to become one of the main sectors in driving Indonesia's economic growth. To maximize the potential of the domestic market, this industry needs to improve the quality and design of its products, as well as strengthen its branding and marketing." (Bisnis Indonesia, 2023). Then, referring to the report from the Ministry of Industry of the Republic of Indonesia (2021) shows that furniture companies with a strong brand image have a market share that continues to increase.

The influence of brand image on purchasing decisions has been discussed in a study conducted by Iis (2020). In her study entitled "The Influence of Brand Image on Purchasing Decisions for Deenay Veils (Study on Consumers of Gea Fashion Banjar) it was found that brand image has a significant influence on purchasing decisions. However, in a study conducted by Puput (2022) it was found that the brand image variable has a negative and insignificant influence on purchasing decisions. These results were obtained from 126 respondents who were MS Glow consumers in Semarang City.

The furniture industry in West Kotawaringin Regency has shown significant growth in recent years. This is driven by the increasing demand for furniture from the community, both for

household and commercial needs. Kobar Jaya Furniture is one of the companies engaged in the furniture industry in West Kotawaringin Regency. Kobar Jaya Furniture has been established since 2016, the company is located at Jl. Kawitan I, RT.017/RW. Kel, Sidorejo, Kec. Arut Sel., West Kotawaringin Regency, Central Kalimantan 74112.

In its journey in the furniture industry, Kobar Jaya Furniture has served various types of consumers, ranging from households, schools, offices and cafes in West Kotawaringin Regency. So far, it is not uncommon for consumers to request a payment process in the form of cash tempo. This is often triggered by the trend of the furniture industry itself, where consumers tend to rush to buy furniture models that are trending. Then, there are also quite a few consumers who request payment in the form of cash tempo, because the desired furniture is a necessity to open their new business or business. In fact, Kobar Jaya Furniture does not mind this payment method, as long as consumers can commit to the cash tempo payment agreement that has been set, then the company's financial cash flow is still within reach.

2. Research Methods

This research is an explanatory research. Singarimbun and Effendi (2011) said that explanatory is a research that explains the clauses between research variables through hypothesis testing, then the relationship and influence of the variables can be explained. These variables include: Price, Product Quality, Brand Image and Purchasing Decisions. The data collection method in this study was through distributing questionnaires. The questionnaire method is a direct data collection method carried out by researchers. The collection of questionnaires in this study was carried out using googleform. Data retrieval obtained through questionnaires was carried out using interval measurements with the provisions of the score.

3. Results and Discussion

Respondent Description

This section presents a description of the characteristics of the research respondents using descriptive analysis. The research was conducted by distributing research questionnaires from June 4 to July 14, 2024 to 100 Kobar Jaya Furniture consumers in West Kotawaringin Regency.

The distribution of the questionnaire used a questionnaire that was distributed directly at the research location. The results of the distribution of the questionnaire obtained 100 questionnaires that were completely filled out and could be processed. The description of the respondents in this case can be presented according to the following respondent characteristics:

1)   Characteristics Based on Gender

Data on the characteristics of Kobar Jaya Furniture consumer respondents in West Kotawaringin Regency based on gender can be seen in table 4.1 below:

Respondent Characteristics Table Based on Gender

No	Gender	Frequency	Percentage (%)
1	Man	58	58.0
2	Woman	42	42.0
	Amount	**100**	**100**

The table shows that out of 100 respondents, the majority of respondents were male, namely 58 people (58.0%), while there were 42 female respondents (42.0%).

2) Characteristics Based on Age

Data on the characteristics of Kobar Jaya Furniture consumer respondents in West Kotawaringin Regency based on age can be seen in the following table:

Respondent Characteristics Table Based on Age

No	Age	Frequency	Percentage (%)
1	21-30 years	6	6.0
2	31-40 years	35	35.0
3	41-50 years	41	41.0
4	>50 years	18	18.0
	Amount	**100**	**100**

The table shows that in terms of age, the most respondents are those aged 41-50 years old, 41 people (41.0%). Furthermore, respondents aged 31-40 years were 35 people (35.0%), the age category above 50 years was 18 people (18.0%), while respondents aged 21-30 years were 6 people (6.0%).

3) Characteristics Based on Job

The data presentation in the table shows that based on occupation or profession, the majority of respondents are private employees, as many as 39 people (39.0%), followed by self-employed respondents as many as 31 people (31.0%), respondents who work as civil servants as many as 18 people (18.0%), and BUMN employees as many as 12 people (12.0%).

Data on the characteristics of Kobar Jaya Furniture consumer respondents in West Kotawaringin Regency based on the respondents' jobs or professions can be seen in the table.

Respondent Characteristics Table Based on Occupation

No	Profession	Frequency	Percentage (%)
1	civil servant	18	18.0
2	State-owned Enterprises Employees	12	12.0
3	Private employees	39	39.0
4	Self-employed	31	31.0
	Amount	**100**	**100**

4) Characteristics Based on Income

Data on the characteristics of respondents from Kobar Jaya Furniture, West Kotawaringin Regency based on their income can be seen in the following table:

Respondent Characteristics Table Based on Income

No	Income	Frequency	Percentage (%)
1	< Rp. 2,500,000	19	19.0
2	Rp. 2,500,001 – Rp. 5,000,000	27	27.0
3	Rp. 5,000,001 – Rp. 10,000,000	33	33.0
4	>Rp 10,000,000	21	21.0
	Amount	**100**	**100**

Based on income, most respondents have income of Rp 5,000,001 – Rp 10,000,000, which is 33 respondents (33.0%). Furthermore, respondents with income of Rp 2,500,001 – Rp 5,000,000 are 27 people (27.0%), and income> Rp 10,000,000 are 21 people (7.0%). While 19 people (19.0%) have income <Rp 2,500,000.

Descriptive Analysis of Research Data

Descriptive analysis is intended to obtain a picture of respondents' assessment of the variables studied. Through descriptive analysis, information will be obtained regarding respondents' tendencies in responding to the indicator items used to measure the variables of this study.

5) Price

The price variable is measured by three indicators, namely: Price Affordability, Price Competitiveness and Perceived Value. The following table displays a description of the respondents' responses and a statistical description of the Price variable data:

TableDescriptive Statistics of Price Variables

Indicator		N	Min	Max	Mean
X11	Price Affordability	100	1	5	3.68
X12	Price Competitiveness	100	2	5	3.72
X13	Perceived Value	100	1	5	3.76
	Mean variable				**3.72**

Source: Primary Data 2024.

The table shows that the overall mean value of the Price variable data is 3.72, which is in the high category range (3.67 - 5.00). This means that respondents generally gave a good assessment to the price variable. The results of the data description on the Price variable were obtained with the highest mean value being Perceived Value with a score of 3.76. The indicator that received the lowest score was Price Affordability, which obtained a score of 3.68. These findings indicate that respondents were satisfied with the products they had purchased at Kobar Jaya Furniture, West Kotawaringin Regency. However, respondents were still less satisfied with the prices offered.

6) Product quality

Product Quality variables are measured by 9 indicators, namely: Form, Product characteristics (Features), Performance, Accuracy/conformance (Conformance), Durability, Reliability,

Repairability, Style, Design. The following table displays a description of respondent responses and a statistical description of the Product Quality variable data:

Descriptive Statistics Table of Product Quality Variables

	Indicator	N	Min	Max	Mean
X21	Form	100	1	5	3.63
X22	Product features (Features)	100	1	5	3.56
X23	Performance	100	1	5	3.68
X24	Accuracy/conformance (Conformance)	100	1	5	3.69
X25	Durability	100	1	5	3.75
X26	Reliability	100	1	5	3.73
X27	Repairability	100	1	5	3.46
X28	Style	100	1	5	3.51
X29	Design	100	1	5	3.67
	Mean variable				**3.63**

The table shows that the mean value of the overall Product Quality variable data is 3.63, which is in the medium category range (2.33 - 3.67). This means that the average respondent has a fairly good product quality. The results of the data description on the Product Quality variable obtained with the highest mean value being Durability with a score of 3.75. The Product Quality indicator that received the lowest score was Ease of Repairability, which obtained a score of 3.46. These findings indicate that respondents are of the view that furniture products at Kobar Jaya Furniture, West Kotawaringin Regency have good durability.

7) Brand Image

The Brand Image variable is measured by three indicators, namely: Favorability of Brand Association, Strength of Brand Association, and Uniqueness of Brand Association. The following table displays a description of the respondents' responses and a statistical description of the Brand Image variable data:

Descriptive Statistics Table of Brand Image Variables

	Indicator	N	Min	Max	Mean
Y21	*Favorability of Brand Associations*	100	1	5	3.72
Y22	*Strength of Brand Association*	100	2	5	3.69
Y23	*Uniqueness of Brand Associations*	100	2	5	3.67
	Average variable				**3.69**

The table shows that the overall mean value of the Brand Image variable data is 3.69, which is in the high category range (3.67 - 5.00). This means that the average employee who is the sample of this study has a high Purchasing Decision. The results of the data description on the Brand Image variable are obtained with the highest mean value being the Favorability of Brand Association with a score of 3.72. The results of the data description on the Brand Image variable are obtained with the lowest mean value being the Uniqueness of Brand Association with a score of 3.67. This shows that respondents in buying furniture products at Kobar Jaya Furniture because they like the brands offered.

1. Evaluation of Convergent Validity of Product Quality Variable (Y1)

The measurement of the Product Quality variable in this study is a reflection of 9 indicators. The loading factor value of each indicator of the Product Quality variable shows the evaluation

of the outer model measurement model. The following shows the magnitude of the loading factor for the Product Quality construct.

Table of Results of Estimation of Loading Values of Product Quality Variable Indicator Factors (X2)

Indicator	Outer Loading	t-statistics	t-table (α=5%)	p value
Form	0.844	24,758	1,960	0,000
Product features (Features)	0.837	24,890	1,960	0,000
Performance	0.830	19,704	1,960	0,000
Accuracy/conformance (Conformance)	0.852	22,505	1,960	0,000
Durability	0.818	25,559	1,960	0,000
Reliability	0.811	24,828	1,960	0,000
Repairability	0.806	21,695	1,960	0,000
Style	0.822	23.140	1,960	0,000
Design	0.850	22,677	1,960	0,000

The data presented above shows the loading factor value of the Product Quality variable (X2), where the loading factor value of each indicator is above 0.700 and significant at a 95% confidence level and the t-statistic number of each indicator is above the t-table value (1.960). Based on these results, it can be stated that the Product Quality variable (X2) can be explained well or can be called convergently valid by all indicators.

2. Evaluation of Convergent Validity of Purchase Decision Variable (Y)

The Purchase Decision variable in this study is measured from the reflection of four indicators. Evaluation of the measurement model (outer model) is identified from the factor loading value of each indicator of the Purchase Decision variable. The following shows the magnitude of the loading value for the Purchase Decision variable.

Table of Results of Estimation of Loading Values of Purchasing Decision Variable Indicator Factors (Y)

Indicator	Outer Loading	t-statistics	t-table (α=5%)	p value
Product Selection	0.819	23,606	1,960	0,000
Brand Choice	0.762	15.113	1,960	0,000
Supplier Selection	0.912	43,404	1,960	0,000
Purchase Amount	0.892	37,784	1,960	0,000

Based on these results, it can be stated that the Purchasing Decision variable can be explained well or can be called convergently valid by all indicators.

Based on the results of the convergent validity test on each variable, it can be said that all indicators used in this research model are declared valid, so they can be used as a measure for the variables used in this study.

1) Reliability Test

Reliability testing is carried out to prove accuracy, consistency and precision. instrument in measuring constructs. Reliable indicates that the research indicators used are in accordance with the actual conditions of the research object. Measuring the reliability test of a construct with reflective indicators can be done using three methods, namely:

a. *Composite Reliability*. Indicators of a construct give good results, namely if they are able to provide a composite reliability value of more than 0.70.

b. *Average Variance Extracted*(AVE). AVE criteria that are above 0.5 indicate that the indicators that form the research variables are said to be reliable, so they can be used in further analysis in research.

c. *Cronbach's alpha.*The Cronbach alpha score criteria of more than 0.70 means that the reliability of the construct being studied is classified as good.(Ghozali, 2014).

The composite reliability, Cronbach's alpha, and AVE values for each construct of this study are presented in their entirety in the table below:

Reliability Test Results Table

	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image	0.794	0.879	0.708
Price	0.814	0.890	0.729
Buying decision	0.868	0.911	0.719
Product Quality	0.944	0.952	0.689

Data Source: Processing of research data, 2024

The results of the reliability test of each structure are shown in the table above. The findings show that the AVE value of each construct is more than 0.5, the composite reliability value of each construct is more than 0.7, and the cronbach alpha value of each construct is more than 0.7. Based on the results of the reliability test, it can be concluded that the Work Motivation, Product Quality, and Supervisory Support instruments have high reliability.

Based on the results of the convergent validity, discriminant validity, and reliability tests of the research variables, the conclusion that can be drawn is that the indicators used in measuring latent variables can all be stated as valid and reliable measurement indicators.

Structural Model Evaluation (Inner Model)

The last analysis in PLS is the structural model analysis or inner model. In the structural model analysis, hypothesis testing can be carried out through the t-statistic test (T Statistics). The test results can be seen from the output of the structural model on the significance of the loading factor which explains the influence of the Price construct on work motivation (Purchase Decision) through the mediation of Product Quality as an intervening variable. The results of the data processing are shown in the following figure:
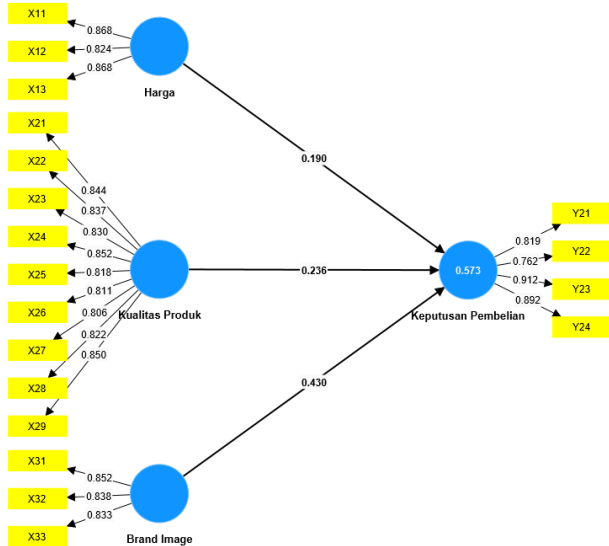
Full SEM-PLS Model Image Source: Data processing results with Smart PLS 4.1.0 (2024)

In this case, data processing is carried out with the help of SmartPLS v4.0 software.

2) Hypothesis Testing

This section presents the results of the research hypothesis testing conducted in the previous chapter. To find out whether the hypothesis is accepted or not, you can compare the calculated t with the t-table, assuming that the calculated t is greater than the t-table. The t-table value for a significance level of 5% is 1.96. The following table shows the results of the influence test between variables using Partial Least Square analysis.

Path Coefficients table

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Brand Image -> Purchase Decision	0.430	0.436	0.094	4,581	0.000
Price -> Purchase Decision	0.190	0.187	0.089	2.144	0.032
Product Quality -> Purchase Decision	0.236	0.235	0.092	2,563	0.010

Source: Data processing results with Smart PLS 4.1.0 (2024)

By presenting the results of the data processing, testing can then be carried out for each research hypothesis, namely:

1. **Hypothesis Testing**

*H1: Price Has a Significant Influence on Purchasing Decisions*Kobar Jaya Furniture Consumers

The first hypothesis test was conducted by looking at the estimated coefficient value (original sample estimate) of the influence of Price on Purchasing Decisions, which was 0.190. The results provide evidence that Price has a positive influence on Purchasing Decisions. The results of the t-test confirmed the findings, where it was known that the magnitude of the t-count (2.144) was greater than the t-table (1.96) with p (0.032) less than 0.05. The conclusion

of the test is that Price positively and significantly influences Purchasing Decisions. This result means that giving a price that is in accordance with the quality of the goods, then the consumer's purchasing decision will tend to be higher. On this basis, the first hypothesis proposed in this study, namely Price Has a Significant Influence on Consumer Purchasing Decisions at Kobar Jaya Furniture, can be accepted.

2. Hypothesis Testing

*H2: Product quality has a significant influence on purchasing decisions*Kobar Jaya Furniture Consumers

The second hypothesis test was conducted by looking at the estimated coefficient value (original sample estimate) of the influence of Product Quality on Purchasing Decisions, which was 0.236. The results provide evidence that Product Quality has a positive influence on Purchasing Decisions. The results of the t-test strengthen these findings, where it is known that the magnitude of the t-count (2.563) is greater than the t-table (1.96) with p (0.010) less than 0.05. The conclusion of the test is that Product Quality positively and significantly influences Purchasing Decisions. This result means that the better the product quality, the higher the consumer purchasing decision will tend to be. On this basis, the second hypothesis proposed in this study, namely Product Quality Has a Significant Influence on Consumer Purchasing Decisions at Kobar Jaya Furniture, can be accepted.

3. Hypothesis Testing

*H3: Brand image has a significant influence on purchasing decisions*Kobar Jaya Furniture Consumers

The third hypothesis test was conducted by looking at the estimated coefficient value (original sample estimate) of the influence of Brand image on Purchasing Decisions, which was 0.430. The results provide evidence that Brand image has a positive influence on Purchasing Decisions. The results of the t-test strengthen these findings, where it is known that the magnitude of the t-count (4.581) is greater than the t-table (1.96) with p (0.000) less than 0.05. The conclusion of the test is that Brand image positively and significantly influences Purchasing Decisions. This result means that the better the brand image, the higher the consumer purchasing decision will tend to be. On this basis, the third hypothesis proposed in this study, namely Brand Image Has a Significant Influence on Consumer Purchasing Decisions of Kobar Jaya Furniture" can be accepted.

Discussion:

1. The Influence of Price on Consumer Purchasing Decisions

The first hypothesis test shows that price has a positive effect on Purchasing Decisions. The conclusion of the test is that Price positively and significantly affects Purchasing Decisions. This result means that giving a price that is in accordance with the quality of the goods, then the consumer's purchasing decision will tend to be higher.

The price variable measured by three indicators, namely: price affordability, price competitiveness, and perceived value, is proven to influence the purchasing decision variable

proxied by four indicators, namely: product choice, brand choice, dealer choice, and purchase amount. The highest average value of the price variable is perceived value, while for the purchasing decision variable, the highest average value is product choice. This shows that consumers' perceived value influences their product choices. The price variable indicator with the lowest score is price affordability, while the purchasing decision variable with the lowest average value is purchase amount. These results indicate that the more affordable the price, the higher the purchase amount.

So it can be concluded that price positively and significantly affects purchasing decisions. This result means that pricing that is in accordance with the quality of the goods will tend to increase consumer purchasing decisions. Research shows that consumer perceived value has the greatest influence on product choice, while low price affordability can increase the number of purchases.

These results support the research of Ningrum and Isa (2023) which shows that price has a significant positive effect on purchasing decisions. These results also confirm the research of Aulia (2023) which shows that price has a positive and significant effect on purchasing decisions.

2. *The Influence of Product Quality on Purchasing Decisions* Consumer

The second hypothesis test shows that Product Quality has a positive effect on Purchasing Decisions. The conclusion of the test is that Product Quality positively and significantly affects Purchasing Decisions. This result means that the better the product quality, the higher the consumer purchasing decision will tend to be.

The second hypothesis test shows that product quality has a positive effect on purchasing decisions. The conclusion of the test is that product quality positively and significantly affects purchasing decisions. This result means that the better the product quality, the higher the consumer purchasing decision will tend to be. The product quality variable is measured by nine indicators, namely form, product characteristics (features), performance, conformance, durability, reliability, repairability, style, and design. Meanwhile, the purchasing decision variable is measured by four indicators, namely product choice, brand choice, dealer choice, and purchase amount.

The data shows that the product quality indicator with the highest mean value is durability, while the purchasing decision indicator with the highest mean value is product choice. This indicates that product durability has a significant influence on consumer product choice. On the other hand, the product quality indicator with the lowest score is repairability, while the purchasing decision indicator with the lowest mean value is the number of purchases. These results indicate that repairability is related to the number of purchases, where products that are easy to repair tend to be purchased more often.

Overall, this study confirms that both price and product quality are important factors influencing consumer purchasing decisions.

So it can be concluded that product quality significantly affects consumer purchasing decisions, meaning that the better the product quality, the higher the consumer's tendency

to buy the product. Research also shows that consumers pay close attention to product durability when making purchasing decisions. Ease of repair (repairability) has also been shown to have an effect on the number of purchases, where products that are easier to repair tend to be purchased more often by consumers.

The results of this study support the findings of several previous studies, including: Product quality has a significant positive effect on purchasing decisions (Nurfauzi et al., 2023). Product quality partially has a positive and significant effect on purchasing decisions (Hestiana et al., 2023). Product quality has a positive impact on purchasing decisions (Ananto et al., 2023).

3. The Influence of Brand Image on Consumer Purchasing Decisions

The third hypothesis test shows that brand image has a positive influence on purchasing decisions. The conclusion of this test is that brand image significantly and positively influences purchasing decisions. This means that the better the brand image, the higher the consumer's tendency to make a purchase. The brand image variable is measured by three indicators, namely the favorability of brand association, the strength of brand association, and the uniqueness of brand association. Meanwhile, the purchasing decision variable is measured by four indicators, namely product choice, brand choice, dealer choice, and purchase amount.

The results of the data description show that the indicator with the highest average value for the brand image variable is the favorability of brand association, while for the purchasing decision variable it is product choice. This shows that the favorability of brand association has an important role in influencing consumers in choosing a product. Conversely, the indicator with the lowest average value for the brand image variable is the uniqueness of brand association, while for the purchasing decision variable it is the number of purchases. These results indicate that the uniqueness of brand association has an influence in increasing the number of product purchases.

Overall, this study underlines the importance of brand image in driving consumer purchasing decisions. These results support several previous studies, such as those conducted by Lestari and Widjanarko (2023) which stated that brand image influences purchasing decisions. Kapirossi and Prabowo (2023) showed that the better the brand image, the higher the purchasing decision. In addition, research by Wicaksono et al. (2023) also found that brand image has a significant positive influence on purchasing decisions, where a good product brand increases consumer confidence in making purchasing decisions.

4. Conclusion

Based on the differences in findings in research related to brand image on purchasing decisions, this study aims to answer how to improve consumer purchasing decisions at Kobar Jaya Furniture. The results of this study indicate that price, product quality, and brand image all have a significant influence on consumer purchasing decisions at Kobar Jaya Furniture. Price positively and significantly influences purchasing decisions. This result means that pricing that is in accordance with the quality of the goods will tend to increase consumer purchasing decisions. Research shows that consumer perceived value has the greatest influence on product choice, while low price affordability can increase the number of

purchases. Product quality significantly influences consumer purchasing decisions, meaning that the better the quality of the product, the higher the tendency of consumers to buy the product. Research also shows that consumers pay close attention to product durability when making purchasing decisions. Ease of repair (repairability) has also been shown to have an influence on the number of purchases, where products that are easier to repair tend to be purchased more often by consumers.

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