

# The Effect of Brand Image, Consumer Trust, and Price Perception on Purchase Decisions for Silverqueen Chocolate Products Among General Z (Case Study on Consumers in Bogor City)

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## Article Info

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## ABSTRACT

This study aims to examine: (1) the influence of Brand Image on Purchase Decision, (2) the influence of Consumer Trust on Purchase Decision, and (3) the influence of Price Perception on Purchase Decision of halal-labeled packaged food products among Generation Z. The method used in this research is descriptive quantitative, where the variables were measured using a Likert-scale questionnaire. The data was collected from Gen Z respondents who have consumed halal-labeled packaged food products. A total of 150 responses were analyzed using SmartPLS software to test both partial and simultaneous effects of each variable. The results show that: (1) Brand Image has a positive and significant effect on Purchase Decision, (2) Consumer Trust also has a positive and significant effect on Purchase Decision, and (3) Price Perception has a positive and significant effect on Purchase Decision. Collectively, the three independent variables also have a significant effect on Purchase Decision based on the structural model testing using SmartPLS



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## 1. INTRODUCTION

The halal product market is showing rapid growth as consumer awareness increases, particularly in Indonesia, the country with the largest Muslim population in the world. Government regulations regarding mandatory halal certification emphasize the importance of halal standards in the food industry. The mandatory halal certification for food products in Indonesia is regulated by the Halal Product Assurance Agency (BPJPH) based on Government Regulation Number 39 of 2021 concerning Halal Product Assurance (JPH) and Law Number 33 of 2014. This regulation stipulates that packaged food products, particularly those produced and distributed in Indonesia, are required to have halal certification. This provision requires producers to ensure that each product meets established halal standards.

Data shows that the global halal industry is estimated to reach USD 7.7 trillion by 2025, with Indonesia as one of the largest contributors. In this context, Generation Z is a potential consumer group because they are more value-conscious, prioritize authenticity, and consider halal aspects in purchasing decisions. Brand image, trust in halal products, and price perception are important factors influencing their consumption behavior.

This study aims to analyze the influence of brand image, consumer trust, and price perception on purchasing decisions for halal-labeled packaged food products, particularly chocolate products, among Generation Z. Based on a preliminary survey of 32 Gen Z respondents in Bogor City, it was found that the brand image of halal chocolate products is still considered weak, while trust in the halal label is relatively high. However, price perception tends to be negative because it is considered not commensurate with the quality offered. These findings form the basis for delving deeper into the relationship between variables to help manufacturers develop more effective and relevant marketing strategies for the Gen Z segment.

### Brand Image

As explained by Schiffman and Wisenblit (2019), brand image can influence how consumers assess and evaluate a product before making a purchase. When consumers have a positive image of a brand, they tend to perceive higher quality and experience greater emotional benefits. This explains why consumers are willing to pay more for a particular brand, even when similar, lower-priced alternatives are available.

Brand imageBrand image directly influences consumers' psychological processes, including perceptions, attitudes, and evaluations of alternatives. A positive brand image can create strong emotional associations, leading consumers to purchase not only for its functionality but also for symbolic reasons such as status or self-identity (Solomon, 2020). Within the framework of consumer behavior, consumers tend to choose brands they know, trust, and value highly. This is evidenced by research by Yuliana and Rachmawati (2022), who found that brand image influences perceived risk and satisfaction, ultimately leading to purchasing decisions.

### Consumer Trust

According to Kotler and Keller (2012), "trust is a company's willingness to rely on its business partners. Trust depends on several interpersonal and organizational factors, such as competence, honesty, integrity, and kindness." Trust is a fundamental foundation for running a business. Trust is the first thing business owners must build.

Consumer trust is specific and measurable, but it continues to evolve as consumer behavior changes. Consumer trust is influenced by many factors, such as brand reputation, transparency, data security, and the positive experiences consumers have through their interactions with a product or service.

### Price Perception

According to Kotler and Armstrong (2018), price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for the benefits of owning or using a product or service.

Price perception, in other words, can be defined as a person's view of the extent to which the price of a product or service is considered commensurate with the budget or value they believe is worth spending.

### Buying decision

According to Kotler and Armstrong (2016) the purchasing decision is the stage in the buyer decision-making process where the consumer actually makes the purchase.

According to Tjiptono (2020), purchasing decisions are a process in which consumers become familiar with a particular product or brand and evaluate how well each alternative can solve their problem, which then leads to a purchasing decision.

## 2. METHOD

The type of research is quantitative research with a descriptive approach to describe the phenomena that occur. According to Sugiyono (2018), "Quantitative data is a research method based on positivity (concrete

data), where the collected data is in the form of numbers that will be analyzed using statistics as a calculation tool, related to the problem being studied to draw conclusions."

### Sampling

This study utilized non-probability sampling. The formula used by Hair et al. (2014) was used to calculate the sample size because the population size was unknown. This method is based on the number of indicators multiplied by 5–10, as follows:

$$\begin{aligned} n &= \text{indicator} \times 10 \\ &= (3+4+4+4) \times 10 \\ &= 150 \end{aligned}$$

According to the calculation results of Hair et al. (2014), the number of respondent samples in this study was 150 people.

### Data collection

The data collected came from respondents' answers collected through a Google Forms-based questionnaire. This questionnaire was aimed at respondents aged 17-28 living in Bogor City.

### Data Analysis Methods

In this study, the researcher used Structural Equation Modeling (SEM) as an analysis technique. SEM is a statistical analysis method used to overcome several limitations of the traditional regression approach, as explained by Hussein (2015).

This method is very useful for analyzing the relationship between variables in complex models, and is used to obtain more accurate estimates in research involving data with complex structures.

#### 1. Outer Model Analysis

*Outer Model* often described as how each indicator relates to other variables.

- a. Validity testing (Convergent Validity) is used to measure the extent to which an indicator correlates with the construct being measured. An indicator is said to have good reliability if its value exceeds 0.70, while a Loading Factor ranging from 0.50 to 0.60 can be considered adequate, as stated by Ghozali (2014).
- b. Discriminant Validity Test

Discriminant validity testing for reflective indicators can be conducted by examining the cross-loading between the indicator and its corresponding construct. An indicator is considered valid if it has the highest factor loading on the relevant construct compared to other constructs. Thus, a latent construct can predict indicators in its block more accurately than indicators in other blocks, according to Ghozali (2014).

- c. Reliability Test (Composite Reliability and Cronbach's Alpha)

Composite Reliability and Cronbach's Alpha testing aims to test the validity of the instrument in the research model and measure its internal consistency, with an expected value of no less than 0.60. If the Composite Reliability and Cronbach's Alpha values for all latent variables reach  $\geq 0.70$ , then the construct has good reliability, which indicates that the questionnaire used in this study is consistent, according to Ghozali (2014).

## 2. Inner Model Analysis

Inner model testing is the development of a model based on concepts and theories to analyze the relationship between exogenous and endogenous variables that have been explained in the conceptual framework.

### a. R-Square ( $R^2$ ) Value

This value describes the extent to which an endogenous latent variable can be explained by an exogenous latent variable that acts as its predictor. In other words,  $R^2$  provides information about the model's ability to explain the proportion of variance occurring in the dependent construct.

R-Square has a value range between 0 and 1, and the closer it is to 1, the better the model is said to explain the relationship between constructs. Based on the criteria of Hair et al. (2019), the  $R^2$  value can be interpreted in the following categories: 0.75 indicates high (substantial) prediction accuracy, 0.50 is moderate, and 0.25 is considered low (weak).

### b. Path Coefficient Test (Path Analysis)

The path coefficient test in SEM-PLS is used to determine the magnitude of the direct influence between latent constructs in a structural model. The path coefficient value indicates the direction (positive or negative) and strength of the relationship between variables. Significance testing is performed using bootstrapping techniques, taking into account the t-statistic and p-value. A relationship is considered significant if the t-value is  $> 1.96$  and  $p < 0.05$  at a 5% significance level.

## 3. RESULTS AND DISCUSSION

### Respondent Profile

This study provides a respondent profile that illustrates their characteristics. Respondents in this study were individuals who purchased halal-labeled chocolate products under the SilverQueen brand. To illustrate the respondents who completed the questionnaire, the following profile is presented:

#### 1. Respondents by Gender

Table 1 Frequency Distribution of Respondents Based on Gender

Gender	Number of Respondents	Percentage
Man	55	37%
Woman	95	63%
Total	150	100%

Source: Primary data, processed using Microsoft Excel, 2025.

Based on the table 1 It can be seen that the majority of those who buy halal-labeled chocolate products with the SilverQueen brand are women, namely 95 respondents with a percentage of (63%) and followed by 55 men with a percentage of (37%).

#### 2. Respondents by Age

Table 2 Frequency Distribution of Respondents by Age

Age	Number of Respondents	Percentage
17 - 20 Years	34	23%
21 - 25 Years	89	59%
26 - 28 Years	27	18%
Total	150	100%

Source: Primary data, processed using Microsoft Excel, 2025.

Based on table 2, it can be seen that the majority of those who consume or buy halal-labeled chocolate products with the SilverQueen brand are respondents aged 21-25 years, as many as 89 respondents with a percentage (59%), respondents aged 17-20 years as many as 34 with a percentage (23%), and respondents aged 26-28 years as many as 27 respondents with a percentage (18%).

### 3. Respondents Based on Last Education

Table 3 Frequency Distribution of Respondents Based on Last Education

Last education	Number of Respondents	Percentage
High School/Vocational School/Senior High School	85	57%
D1 - D3	20	13%
Bachelor degree)	43	29%
Postgraduate (S2 - S3)	2	1%
Total	150	100%

Source: Primary data, processed using Microsoft Excel, 2025.

Based on table 3, it can be seen that the majority of those who consume or buy halal-labeled chocolate products with the SilverQueen brand are respondents with a final educational background of High School/Vocational High School/Senior High School as many as 85 respondents with a percentage (57%), D1 - D3 as many as 20 respondents with a percentage (13%), Bachelor (S1) as many as 43 respondents with a percentage (29%), and Postgraduate (S2 - S3) as many as 2 respondents with a percentage (1%).

### Hypothesis Testing

Hypothesis testing in this study was conducted using the bootstrapping method by examining the t-statistic and p-value. A hypothesis is accepted if the p-value is  $<0.05$  at a 5% significance level.

Table 4 Hypothesis Testing Results

Variables	P values	Information
Brand Image -> Purchase Decision	0.015	Significant
Consumer Trust -> Purchasing Decision	0.004	Significant
Price Perception -> Purchase Decision	0.004	Significant

Source: Data Processing, 2025 (SmartPLS)

Based on Table 4, the p-value for the influence of Brand Image on Purchasing Decisions is 0.015, which means the influence is significant at the 5% significance level. Similarly, the influence of Consumer Trust on Purchasing Decisions is also significant with a p-value of 0.004. In addition, Price Perception shows a very significant influence on Purchasing Decisions with a p-value of 0.004. Since all p-values are less than 0.05, it can be concluded that the three independent variables significantly influence Purchasing Decisions.

### Discussion of Research Results

Based on the results of the questionnaire and the processing of questionnaire data using the SmartPLS 4 program that has been carried out, the discussion of the research hypothesis is as follows:

#### 1. Influence of Brand Image (X1) on Purchasing Decisions (Y)

Based on the results of the path test, the Brand Image variable has a positive and significant influence on Purchasing Decisions with a coefficient value of 0.321, t-statistics of 2.444, and a p-value of 0.015. Since the p-value  $<0.05$ , it can be concluded that Brand Image significantly influences purchasing decisions.

This shows that the more positive a product's brand image, the higher the consumer's likelihood of making a purchase. A strong brand image can create a positive perception of product quality and reliability in consumers' minds, ultimately encouraging them to choose that product over other brands. These results align with the theory that brand image plays a crucial role in the consumer decision-making process.

#### 2. The Influence of Consumer Trust (X2) on Purchasing Decisions (Y)

The Consumer Trust variable also shows a positive and significant influence on Purchasing Decisions, with a coefficient value of 0.351, a t-statistic of 2.889, and a p-value of 0.004. Since the p-value is <0.05, this influence can be said to be statistically significant.

These results indicate that consumer trust in a brand significantly influences the decision to purchase a product. Consumer trust encompasses the belief that the product will deliver the expected benefits and a sense of security during the transaction. When consumers feel confident in a brand, they are more likely to make a purchase. These findings support previous research that suggests consumer trust is a crucial factor in creating loyalty and purchasing decisions.

#### 3. The Influence of Price Perception (X3) on Purchasing Decisions (Y)

Furthermore, the Price Perception variable also has a positive and significant effect on Purchasing Decisions, with a coefficient value of 0.308, a t-statistic of 2.900, and a p-value of 0.004. Because the p-value is less than 0.05, this effect is significant.

This shows that consumers' perception of a product's price, whether it's appropriate or commensurate with the quality received, significantly influences their purchasing decisions. If the price is perceived as fair and competitive, consumers are more likely to proceed with the purchase. A positive price perception can provide added value to consumers and strengthen a product's appeal in the marketplace.

## 4. CONCLUSION

1. Based on the analysis results using the Structural Equation Modeling method based on Partial Least Squares (SEM-PLS), it was found that brand image, consumer trust, and price perception have a positive and significant influence on purchasing decisions for halal-labeled chocolate products among Generation Z. A strong brand image can increase consumer trust and interest in the product. Consumer trust formed from halal assurance, positive experiences, and consistent quality are important factors in influencing purchasing decisions. Meanwhile, the perception of price that is considered appropriate to the benefits and quality of the product also encourages consumers to buy.
2. As for the recommendations, first, further research is recommended to add other variables such as brand loyalty, product quality, or socio-cultural factors to broaden understanding of consumer behavior. Second, businesses need to build a strong and consistent brand image through promotions relevant to Gen Z values, such as utilizing social media and attractive packaging. Third, it is important for companies to maintain a balance between price and product quality. Strategies such as discounts, bundling, and value-added offers can be used to increase product appeal and influence purchasing decisions more effectively.:

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