

## The Influence of Price and Brand Image on Baba Parfume Purchase Decisions With Promotion Media as a Moderating Variable

Zulaika Matondang<sup>1\*</sup>, Hamni Fadlilah Nasution<sup>2</sup>, Sheilla  
Dwi Ayunda<sup>3</sup>

<sup>1,2,3</sup> Universitas Islam Negeri Syekh Ali Hasan Ahmad  
Addary Padangsidimpuan

\*[zulaikamatondang@uinsyahada.ac.id](mailto:zulaikamatondang@uinsyahada.ac.id)

### Abstract

This study aims to determine the influence of brand image and price on the purchasing decision of Baba Parfum, utilizing promotion media as a moderating variable. The population for this research was students of the Faculty of Economics and Islamic Business (FEBI) at UIN Syekh Ali Hasan Ahmad Addary Padangsidimpuan, with a sample size of 92 respondents. The research was analyzed using Moderated Regression Analysis (MRA). The results of the study, conducted with a 95 percent confidence level (based on a 5% significance level), indicate that Brand image influences the purchasing decision of Baba Parfum, However, promotion media weakens the influence of brand image on the purchasing decision of Baba Parfum. This occurs because the promotional effect is significantly strong, becoming more dominant compared to the already established brand image. Price influences the purchasing decision of Baba Parfum, Furthermore, promotion media strengthens the influence of price on the purchasing decision of Baba Parfum. This happens because promotion media makes consumers more aware of price information, thereby enhancing their value perception, which leads to price becoming the dominant factor in influencing the purchasing decision.

**Keywords** : *Brand Image; Price; Purchasing Decision*

### **Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh brand image dan harga terhadap keputusan pembelian Baba parfum dengan menggunakan media promosi sebagai variabel moderatingnya. Populasi dalam penelitian ini adalah mahasiswa FEBI UIN SYAHADA Padangsidempuan dengan jumlah sampel 92 responden. Penelitian ini menggunakan uji mild regression evaluation (MRA). Hasil dari penelitian yang dilakukan dengan taraf kepercayaan 95 persen berdasarkan sig. 5%, menyatakan bahwa brand image memengaruhi keputusan pembelian Baba parfum, akan tetapi media promosi memperlemah brand image memengaruhi keputusan pembelian Baba parfum, hal ini terjadi karena efek promosi yang sangat kuat sehingga lebih mendominasi dibandingkan citra merek yang sudah terbentuk. Sedangkan harga memengaruhi keputusan pembelian Baba parfum, dan media promosi memperkuat harga memengaruhi keputusan pembelian Baba parfum karena dengan media promosi akan membuat konsumen lebih menyadari informasi harga, sehingga meningkatkan persepsi nilai, sehingga harga menjadi faktor dominan dalam mempengaruhi keputusan pembelian.

**Kata Kunci** : *Brand Image; Harga; Keputusan Pembelian*

### **Introduction**

Appearance is very important in daily life because it can boost self-confidence and give a first impression in social interaction, and can even reflect one's self-image. A neat appearance is not only about clothing but is also seen from cleanliness, tidiness, and a pleasant body scent which can support a person's self-confidence. When we communicate, besides body language, a person's comfort being near us also needs to be considered, and this supporting tool can be achieved by applying perfume to our body. Especially among

university students, appearance is highly valued to increase self-confidence.

One of the most sought-after perfumes among students is Baba Parfum. Baba Parfum is a local brand that has existed since 2018. Baba Parfum is an abbreviation of *Ba* (bawa/carry) *Ba* (Barokah/blessing), which means "carrying a blessing". Baba Parfum is made from fermented sugarcane water and a mixture of halal-certified substances. It is long-lasting, up to 7 to 8 hours, and has more than 1,600 aromas to choose from. Its composition is 80 percent Paris-quality fragrance oil and 20 percent turbo expert, and it is alcohol-free, making it safe for prayer, harmless, safe to use, and does not leave stains on clothes – these are the advantages of Baba Parfum.

Based on preliminary observations conducted on 52 students, it was found that 75 percent stated they had heard of and were aware of the Baba Parfum product, but only 29 percent of students actually used the product. This observation indicates that few students decide to use the Baba Parfum product. Purchasing decision is the stage where the buyer has determined their choice, makes the product purchase, and consumes it (Stansyah dkk., 2023). Consumers will certainly buy products that they deem suitable for their needs and capable of meeting their expectations, a state where the purchased product is considered a solution to an existing problem (Chaerunnisa & Safria, 2024). There are several primary factors that influence a person's decision to buy a product, namely brand image and price. A strong brand image, brand awareness, and brand trust will increase the consumer's chance of making a purchasing decision, as brand image

is one of the company's strategies to attract consumer attention and influence them in sales (Martianto dkk., 2023).

Placing the brand image in the minds of consumers must be done continuously so that the created brand image remains strong and is positively received. Based on the observations mentioned, many students know about the Baba Parfum product, but few use it. Even though the brand image is known, few decide to use it.

Besides brand image, another factor that greatly influences the decision to buy a product is price. Price is a sensitive factor for consumers because they always make various considerations when deciding to buy a product. Price is the element that generates company revenue (Kuswanto & Vikaliana, 2020). Making it a marketing mix element that brings in income for the company, which in turn affects the amount of profit obtained (Nasution, 2023). Price is the determination of a product's value ; the more economical the price offered, coupled with satisfying product quality, the more interested consumers will be, leading them to repurchase the product (Marlius & Jovanka, 2023). Price has a positive influence on purchasing decisions. Consumers decide to buy a product if the perceived benefits are greater than or equal to the amount of money spent to obtain the product. Based on observations made on students, 78 percent of students stated that the price of Baba Parfum is very affordable , but only a few students decide to buy the product. In Islamic transaction, Islam prohibits price discrimination in determining the selling price by the company, as it can cause division and deception. Price determination should consider justice, because fairness for humanity

is emphasized in all aspects of human life (Nurul Kumala & Anwar, 2020).

Purchasing decisions are important to note because they become a consideration for the marketing strategy to be carried out by the company through the promotion undertaken (Satria, 2023). The marketing strategy widely used now is utilizing promotion media, and the media commonly used is social media. This is because promotion is the way a company introduces its product and can influence consumer purchasing decisions (Ganda Anhar & Vivi Nila Sari, 2025). Promotion is not just about communicating or conveying information, it also aims for communication to create an atmosphere or condition where customers are willing to choose and own the product (Suyitno dkk., 2024), thus, promotion media can strengthen or weaken the influence of brand image and price on purchasing decisions. Good promotion will increase consumers' positive perception of the brand, which can then influence the purchasing decision, even if the product price is high. Therefore, this study aims to see whether promotion media can strengthen or weaken the influence of brand image and price on purchasing decisions.

Price has a significant influence on purchase decisions. Likewise, brand image shapes consumers' perceptions of price, and collectively, price and brand image play an important role in determining purchase decisions (Hatta Pinasthika & Alam, 2023). Beyond price and brand image, other factors may also affect purchase decisions, including product quality, as demonstrated in Johan's study (Daya dkk., 2022). A substantial body of previous research has examined the influence of price and brand image on purchase

decisions. In addition to Hatta's findings, Aprillia's research indicates that price and brand image have a significant effect on purchase decisions, both partially and simultaneously (Aprillia Darmansah & Sri Yanthy Yosepha, 2020). Other studies suggest that promotion influences purchase decisions and that price remains a significant determinant; however, brand image may not necessarily exert a significant effect on purchase decisions (Pratiwi & Tanjung, 2025). This study differs from prior research in that previous studies primarily focused on the direct effects of price and brand image on purchase decisions. In contrast, the present study incorporates promotion media as a moderating variable that strengthens the influence of price and brand image on purchase decisions.

## **Methods**

This research is quantitative research, where a quantitative study is the use of records in the form of numbers to manage or work with numbers. The information is in the form of numbers (values or ratings, ranks or frequencies) that can be analyzed using facts to answer questions (Sugiyono, 2017). The data used is primary data, which is research data obtained directly from an authentic source. The population in this study is the entire object, which can be people, objects, transactions, or activities that we are interested in analyzing or developing into research objects, so that these objects can become research material (Kuncoro, 2017) namely 1,094 students of FEBI UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan (UIN SYAHADA). Not all of the population is used as a sample. The sample size for this study was calculated using the Taro Yamane formula with a simple random sampling technique, resulting in a sample of 92

students. The data collection instrument is the equipment determined and used by researchers in their data collection activities, so that these activities appear systematically and are facilitated by them (Noor, 2015). The data collection instrument used by the researcher is a questionnaire distributed via Google Form.

Before conducting the basic and classical assumption tests, validity and reliability tests were performed first. After the questionnaire was tested as valid and reliable, the basic assumption test was carried out, namely the normality test. The normality test checks whether the dependent variable, independent variable, or both have a regular distribution in the regression model (Priyanto, 2014), by looking at the Kolmogorov-Smirnov significance value. The classical assumption tests are tests that must be performed before making assumptions from the research results. The classical assumption tests used are the multicollinearity test and the heteroscedasticity test. Multicollinearity checks for the occurrence of correlation or a nearly perfect relationship between the independent variables. If there is a correlation, there is a multicollinearity problem. A good regression model should not have a correlation between independent variables. The presence of multicollinearity can be seen from the VIF (*Variance Inflation Factors*) value (Santoso, 2003). Heteroscedasticity occurs when the errors or residuals of the model found do not have a regular variance from one variable to another. The heteroscedasticity test used is the Glejser test.

After performing the basic assumption and classical assumption tests, the hypothesis test is carried out. The hypothesis tests used are the coefficient of determination ( $R^2$ ), the partial test (t-

test), and the simultaneous test (F-test). The coefficient of determination ( $R^2$ ) is used to determine the accuracy or compatibility volume of the formed regression line in representing the statistical group (Priyanto, 2014), The partial test is a statistical test used to prove the existence or absence of the influence of the independent variable on the dependent variable (Priyanto, 2014). The simultaneous test shows whether all independent variables covered in the model have a joint impact on the regression model that does not match expectations (Priyanto, 2014). The moderating test is performed using Moderated Regression Analysis (MRA). Moderation regression analysis is a regression analysis that includes a moderating variable between the independent variable and the dependent variable. The moderating variable acts as a variable that weakens or strengthens the relationship between the independent variable and the dependent variable. Therefore, it is important to use the MRA test through multiple linear regression in SPSS (Priyanto, 2014), The equations formed in this study are:

Regression Equation Model 1 (Multiple Regression) :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 \dots\dots\dots(1)$$

Regression Equation model 2 (MRA)

$$Y = a + b_1X_1 + b_2(X_1*Z) \dots\dots\dots(2)$$

Regression Equation model 3 (MRA)

$$Y = a + b_1X_2 + b_2(X_2*Z) \dots\dots\dots(3)$$

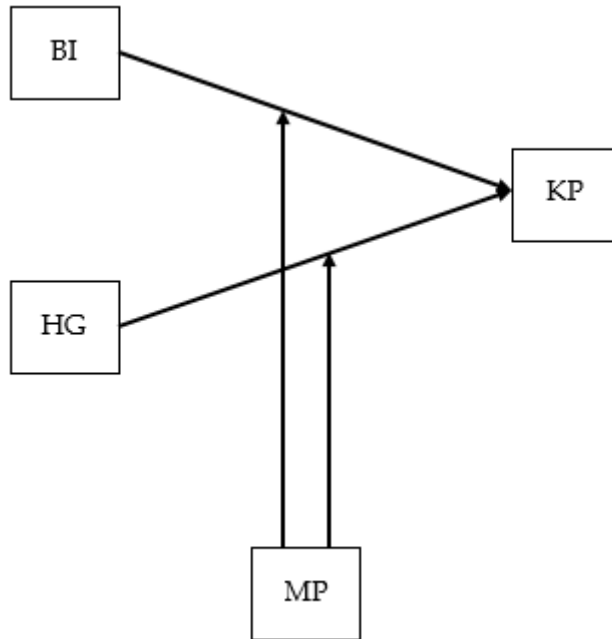
Regression Equation model 4 (MRA)

$$Y = a + b_1X_3 + b_2(X_3*Z) \dots\dots\dots(4)$$

This study has two independent variables, one dependent variable, and one moderating variable. Since this is quantitative research, it has

a conceptual framework. The conceptual framework is a flow of thought regarding the relationship between one concept and another from the problem to be studied.

The conceptual framework is :



**Figure 1. Conceptual Framework**

Based on the conceptual framework image above, the hypotheses in this study are:

- H<sub>1</sub> : There is an influence of Brand Image (BI) on the Purchasing Decision (KP) of Baba Parfum.
- H<sub>2</sub> : There is an influence of Promotion Media (MP) strengthening Brand Image (BI) on the Purchasing Decision (KP) of Baba Parfum
- H<sub>3</sub> : There is an influence of Price (HG) on the Purchasing Decision (KP) of Baba Parfum.

H<sub>4</sub> : There is an influence of Promotion Media (MP) strengthening Price (HG) on the Purchasing Decision (KP) of Baba Parfum.

### Results and Discussion

The respondents in this study were 92 students from the Faculty of Economics and Islamic Business (FEBI) at UIN Syekh Ali Hasan Ahmad Addary (SYAHADA). The details are as follows:

**Table 1. Responden Information**

Gender	Total (People)	Persentase (%)
Male	28	30,43
Female	64	69,57

Source : Processed data

Data collection was carried out using a questionnaire distributed via Google Form to 92 respondents. Before further testing, the questionnaire was subjected to validity and reliability tests for each variable. The results of the validity and reliability tests for each variable are shown in the following tables.

**Tabel 2. Validity Test Results of Brand Image**

Deskription	R Calculated	R Table	Conclusion
Item 1	0,621	< 0,1726	Valid
Item 2	0,610		Valid
Item 3	0,522		Valid
Item 4	0,565		Valid
Item 5	0,517		Valid
Item 6	0,671		Valid
Item 7	0,621		Valid

Source : Processed data

**Tabel 3. Validity Test Results of Price**

Deskription	R Calculated	R Table	Conclusion
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Item 1	0,454	$< 0,1726$	Valid
Item 2	0,602		Valid
Item 3	0,810		Valid
Item 4	0,619		Valid
Item 5	0,759		Valid

Source : Processed data

**Tabel 4. Validity Test Results of Purchasing Decision**

Deskripsi	R Calculated	R Table	Conclusion
Item 1	0,763	$< 0,1726$	Valid
Item 2	0,704		Valid
Item 3	0,612		Valid
Item 4	0,578		Valid
Item 5	0,652		Valid

Source : Processed data

**Tabel 5. Validity Test Results of Promotion Media**

Deskripsi	R Calculated	R Table	Conclusion
Item 1	0,725	$< 0,1726$	Valid
Item 2	0,701		Valid
Item 3	0,487		Valid
Item 4	0,637		Valid
Item 5	0,725		Valid

Source : Processed data

Based on Tables 2, 3, 4, and 5, the results of the validity test for each statement item of the respective variables, by comparing the calculated R-value ( $R_{\text{calculated}}$ ) with the table R-value ( $R_{\text{table}}$ ), are declared valid because the  $R_{\text{calculated}}$  is greater than the  $R_{\text{table}}$ .

After the validity test, the reliability test was subsequently performed to measure the consistency of the questionnaire, which serves as an indicator of the variables studied. The results of the reliability test in this study can be seen in the following table:

**Tabel 6. Reliability Test Results**

Variable	Cronbach Alpha	Criterion	Conclusion
Brand Image (BI)	0,666	> 0,60	Reliable
Price (HG)	0,666		Reliable
Purchasing Decision (KP)	0,635		Reliable
Promotion Media (MP)	0,631		Reliable
Brand Image (BI)	0,666		Reliable

Source : Processed data

Based on the table, the Cronbach Alpha values in this reliability test are all above 0.60, leading to the conclusion that all variables in this study – the independent variables, the dependent variable, and the moderating variable – are declared reliable.

After the validity and reliability tests, the normality test was conducted.

**Tabel 7. Test Normality**

Normality Test	Asymp Sig. (2-Tailed) value	Significance	Conclusion
Kolmogorov-Smirnov	0,200	> 0,05	Normal Data

Source : Processed data

The normality test, performed with the Kolmogorov-Smirnov test, shows that the data in this study is normally distributed because the value is greater than the significance level of 0.05.

Following the basic test, the classical assumption tests were performed: multicollinearity and heteroscedasticity.

**Tabel 8. Multicollinearity Test Results**

Variable	VIF	Significance	Conclusion
BI	2,054	< 5	No multicollinearity
HG	2,054		No multicollinearity

Source : Processed data

The table shows that the Variance Inflation Factors (VIF) values are below 5, which means there is no multicollinearity in this study, indicating no strong relationship between the Brand Image and Price variables.

**Tabel 9. Heteroscedasticity Test Results**

Variable	Spearman Rho	Significance	Conclusion
BI	0,381	< 0,05	No heteroscedasticity
HG	0,757		No heteroscedasticity

Source : Processed data

After the basic and classical assumption tests, multiple linear regression was performed to obtain Equation 1.

**Tabel 10. Multiple Linear Regression Results**

Variable	Coefficients Variable
C (Constant)	1,315
BI	0,198
HG	0,642

Source : Processed data

Based on the table, the resulting equation is :

$$KP = 1,315 + 0,198BI + 0,642HG \dots\dots\dots(5)$$

**INFLUENCE OF BRAND IMAGE ON PURCHASING DECISION**

**Tabel 11. Hypothesis Testing Results H1**

Test Result	Test Type	Result	Conclusion
Partial	T test	0,000 < 0,05	Ha Accepted
Coefficient of Determination	R Square Test	0,414	41,4 persen influence of BI on KP

Source : Processed data

Based on the table, Brand Image influences the Purchasing Decision. This is proven by the t-test result, where the significance value is less than 0.05. The magnitude of the influence of Brand Image on Purchasing Decision before being moderated by the promotion

media variable is 41, 4 persen. Brand image is one of the factors that can influence a person's decision to purchase a product. Companies need to have a distinct brand from their competitors to build a brand image in their customers' minds, as a set of consumer perceptions and beliefs about the brand can be reflected by its relevance in their memory (Ardiansa & Siregar, 2022). Brand image is the accumulated interpretation of various information received by consumers (Romadon dkk., 2023). Brand image influences purchasing decisions because it is an important element that can encourage consumers to buy a product (Eli Achmad Mahiri, 2020) and can shape customer behavior, leading to a dominant attitude towards the purchasing decision (Saputri & Utomo, 2021).

## **INFLUENCE OF BRAND IMAGE MODERATED BY PROMOTION MEDIA ON PURCHASING DECISION**

**Tabel 12. Hypothesis Testing Results H2**

<b>Test Result</b>	<b>Test Type</b>	<b>Result</b>	<b>Conclusion</b>
Partial	T test	0,091 > 0,05	Ho Accepted
Simultan	F test	0,000 < 0,05	Ha Accepted
Coefficient of Determination	R Square Test	0,433	43,3 persen MP strengthens BI on KP

Source : Processed data

The table explains that Brand Image moderated by Promotion Media does not influence the Purchasing Decision, as proven by the t-test result. However, the F-test explains that there is an influence, with a significance value less than 0.05. The magnitude of the influence after being moderated by Promotion Media is 43,3 persen. This value is higher than the 41,4 persen influence of Brand Image on Purchasing Decision alone, meaning the Promotion Media variable strengthens

the Brand Image variable's effect on Purchasing Decision. In this study, promotion media is used to introduce products and services to consumers, attracting them to decide to use or buy the product.

The equation formed after including the Promotion Media moderating variable into the Brand Image influence on Purchasing Decision is.

**Tabel 13. Regression Results for Brand Image Moderated by Promotion Media**

Variable	Coefficients Variable	Significance
C (Constant)	4,544	0,124
BI	0,377	0,026
BI*MP	0,007	0,091

Source : Processed data

$$KP = 4,544 + 0,377BI + 0,007BI*MP \dots\dots\dots (6)$$

The equation explains that the presence of promotion media makes the Brand Image effect positive. Even if Brand Image increases without being reinforced by promotion media, it would still lead to an increase in consumers deciding to buy Baba Parfum. However, the inclusion of promotion media in the Brand Image variable has a positive influence on the Baba Parfum purchasing decision.

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**Tabel 14. Hypothesis Testing Results H3**

Test Result	Test Type	Result	Conclusion
Partial	T test	0,000 < 0,05	Ha Accepted
Coefficient of Determination	R Square Test	0,579	57,9 persen influence of HG on KP

Source : Processed data

Based on the table, Price influences the Purchasing Decision<sup>71</sup>. This is proven by the t-test result, where the significance value is less

than 0.05. The magnitude of the influence of Price on Purchasing Decision before being moderated by the promotion media variable is 57.9 persen. Price plays a significant role in influencing a person to make a purchase. Comparing the same product with different prices from sellers is important for consumers in deciding to buy a product (Mulyana, 2021). If the offered price aligns with customer expectations, it will lead to customer loyalty and the decision to purchase the product (Suratmiyati & Anggoro, 2020). This means that the more affordable the price of a product, the more positive change consumers show in making the product purchasing decision (Hidayat & Rayuwanto, 2022).

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**Tabel 15. Hypothesis Testing Results H4**

<b>Test Result</b>	<b>Test Type</b>	<b>Result</b>	<b>Conclusion</b>
Partial	T test	$0,003 < 0,05$	Ha Accepted
Simultan	F test	$0,000 < 0,05$	Ha Accepted
Coefficient of Determination	R Square Test	0,620	62 persen MP strengthens HG on KP

Source : Processed data

The table explains that Price moderated by Promotion Media influences the Purchasing Decision, as proven by the t-test and F-test results, where the significance value is less than 0.05. The magnitude of the influence of Price after being moderated by Promotion Media is 62 persen. This value is higher than the 57,9 persen influence of Price on Purchasing Decision alone, meaning the Promotion Media variable strengthens the Price variable's effect on Purchasing Decision.

Promotion media can act as an information bridge about a product's price to the consumer, attracting them to make a purchasing decision

The equation formed after including the Promotion Media moderating variable into the Price influence on Purchasing Decision is:

**Tabel 16. Regression Results for Price Moderated by Promotion Media**

Variable	Coefficients Variable	Significance
C (Constant)	6,024	0,000
HG	0,418	0,003
HG*MP	0,013	0,003

Source : Processed data

$$KP = 6,024 + 0,418HG + 0,013HG*MP \dots\dots\dots(7)$$

The equation explains that the value of Price is positive towards the Purchasing Decision. The inclusion of promotion media in Price strengthens the consumer's decision to buy Baba Parfum products.

**Conclusion**

Perfume is beneficial for boosting self-confidence, improving mood, eliminating body odor, and serving as a non-verbal communication tool to form impressions. Based on the research results, it can be explained that Brand Image influences Purchasing Decisions. Brand image affects purchasing decisions by increasing trust, reducing risk, and forming consumer identity, so the stronger the brand image, the greater the likelihood of consumers choosing and buying the product. When Promotion Media is used as a moderating variable, the test results indicate that Brand Image does not influence the purchasing decision of Baba Parfum. This is because promotion media creates an initial perception of the product, builds brand

credibility, increases awareness, and can form emotional associations. This happens when the promotion effect is so strong that it becomes dominant compared to the already formed brand image. Meanwhile, Price can influence the purchasing decision of Baba Parfum. When Promotion Media is included as a moderating variable, it strengthens Price's influence on the purchasing decision. This occurs because promotion media makes consumers more aware of price information, thereby increasing value perception, making price a dominant factor in influencing the purchasing decision.

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