

**THE INFLUENCE OF PRICE AND SERVICE QUALITY ON PURCHASE DECISIONS
MEDIATED BY BRAND IMAGE
(Study on Bittersweet by Najla Consumers on ShopeeFood in Denpasar City)**

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Abstract: This study aims to explain the influence of price and service quality on purchase decisions mediated by brand image of Bittersweet by Najla on ShopeeFood in Denpasar City. The research was conducted on ShopeeFood users in Denpasar City with a sample size of 108 respondents. The sample was determined using purposive sampling and collected through offline questionnaires. Data were analyzed using SPSS 27. The results of hypothesis testing show that price has a positive and significant effect on purchase decisions. Service quality has a positive but not significant effect on purchase decisions. Price has a positive and significant effect on brand image. Service quality has a positive and significant effect on brand image. Brand image has a positive and significant effect on purchase decisions. Price has a positive and significant effect on purchase decisions through the mediation of brand image. Service quality has a positive and significant effect on purchase decisions through the mediation of brand image.

Keywords: Price, Service Quality, Brand Image, Purchase Decision

INTRODUCTION

The rapid development of social media has transformed consumer shopping behavior from offline to online. A survey conducted by Katadata Insight Center (KIC) in collaboration with the Ministry of Communication and Informatics (Kominfo) revealed that 94 percent of 10,000 respondents across Indonesia had shopped online.

This online shopping trend has been accompanied by a significant increase in the food and beverage industry in Indonesia. In the second quarter of 2023, the food and beverage industry contributed IDR 209.51 trillion, an increase of 4.62 percent from the previous year's figure of IDR 200.30 trillion in the same quarter (bps.go.id, 2023). This growth made it the fourth-largest contributor among other manufacturing sub-sectors (Dataindonesia.id, 2023). One of the key platforms for marketing and selling food and beverage products is online delivery applications.

Online delivery applications are considered effective in assisting both buyers and sellers, as they simplify transactions anytime and anywhere (Rakhmah et al., 2019). This is supported by research from Sudewi and Khodijah (2018), which states that delivery applications help consumers place orders and have them delivered without visiting the location or meeting the seller. Furthermore, Fernando et al. (2021) found

that businesses using such applications can expand their marketing reach and acquire new customers. Well-known delivery apps in Indonesia include Gojek, Grab, and Shopee. According to Momentum Works, Indonesia even leads the Southeast Asian region in online food delivery.

Bittersweet by Najla is one food brand that has successfully leveraged this trend, becoming particularly popular among young people in Indonesia. One of its most well-known products is dessert—dishes served last in a meal as a sweet ending (Choerunnisa and Setiawan, 2022). The brand has expanded rapidly and currently has over 40 resellers across Indonesia (Fadilah and Septyanto, 2023). One of its outlets is located in Bali at Jalan Mahendradatta No. 78C, Tegal Harum, West Denpasar, and has been operating since 2021.

According to Tenggara Strategics (2022), GoFood held the highest transaction value in Indonesia at IDR 30.65 trillion, followed by ShopeeFood at IDR 26.49 trillion, and GrabFood at IDR 20.93 trillion. These figures suggest that ShopeeFood performs quite well in terms of transaction volume—surpassing GrabFood. However, Bittersweet by Najla's product ratings on ShopeeFood in Denpasar are the lowest among its competitors. This inconsistency indicates a potential issue in consumers' perceptions of service quality or purchasing experience through the platform. Therefore, this study focuses on purchase decisions on the ShopeeFood application.

According to Damayanti (2019), one of the variables affecting online purchase decisions is online customer rating. This is supported by Nabila and Yulia (2025), who found that online reviews, ratings, and customer experiences significantly and positively affect purchase decisions. Thus, digital elements such as ratings, reviews, and testimonials play a strategic role in shaping consumer perceptions and influencing purchase behavior via online delivery applications. Kotler and Armstrong (2018:175) define purchase decisions as part of consumer behavior, which encompasses how individuals, groups, and organizations choose, buy, and use goods, services, ideas, or experiences to satisfy their needs and desires. Karim (2019) describes purchase decisions as intentional behaviors based on desires, where consumers consciously choose among available alternatives.

Research on consumer decision-making in online purchases indicates that many factors influence consumer purchase decisions. Nurmadina (2016), in her study titled “Analysis of Factors Affecting Online Purchase Decisions,” found that product, price, promotion, distribution, people, process, and physical environment simultaneously influence online purchase decisions.

ShopeeFood offers lower service fees than GrabFood, yet Bittersweet by Najla on ShopeeFood in Denpasar has the lowest consumer rating (186 ratings). Zhen et al. (2020) argue that pricing strategy plays a crucial role in e-commerce. Based on this data, price influences consumer purchase decisions. This is supported by studies

from Meutia et al. (2021), Banowati (2022), and Marlius et al. (2023), which show that price positively affects purchase decisions. However, Mulyana (2021) found that price does not significantly affect purchase decisions. These findings suggest that purchasing decisions are not only influenced by price but also by other factors such as service quality and brand image.

Another factor affecting consumer purchase decisions is service quality. Novandy and Rastini (2018) state that products with good service quality are more likely to be recommended and repurchased. All three major delivery apps offer similar services—delivering food from sellers to buyers. However, their service quality varies. Many users in ShopeeFood Facebook communities have complained about service issues, especially difficulties finding a driver, which often leads to order cancellations. In addition, some Bittersweet by Najla customers on ShopeeFood have reported incorrect deliveries or unconfirmed product replacements by store staff (see Appendix 2).

Customers dissatisfied with service are likely to share negative feedback with others (Amrullah et al., 2016). As a result, ShopeeFood users begin to seek alternatives like GoFood and GrabFood. Based on this, it can be concluded that service quality affects online purchase decisions. Research by Desembrianita and Ruslin (2018) and Nasution and Lesmana (2018) supports this claim, stating that service quality positively and significantly affects purchase decisions. However, Cynthia et al. (2022) found that service quality does not significantly influence purchase decisions. Hence, further research is needed to examine the influence of service quality on purchase decisions.

Due to inconsistent findings, a mediating variable is needed to explain the effect of price and service quality on purchase decisions. The selected variable is brand image. Brand image refers to the perception or impression that forms in the consumer's mind about a brand and can influence purchasing behavior (Dewi and Ekawati, 2019). A high price perception accompanied by a strong and positive brand image may still be considered acceptable. Kasiono (2022) found that consumers tend to buy from brands with a positive image, even if the prices are not the lowest.

Additionally, service quality creates customer experiences that directly influence brand perception. High-quality service strengthens positive brand image, which in turn boosts purchase decisions. This is supported by research from Arianty and Andira (2021), who state that brand image significantly influences consumer purchasing decisions. Therefore, brand image is chosen as a mediating variable to assess whether the price and service quality of Bittersweet by Najla on ShopeeFood can shape positive perceptions that encourage consumer purchasing decisions. Based on the phenomenon and research gaps discussed above, this study is titled: "The Influence of Price and Service Quality on Purchase Decisions Mediated by

Brand Image: A Study on Bittersweet by Najla Consumers on ShopeeFood in Denpasar City."

METHOD

This study employed a quantitative approach with an associative design to examine the influence of price and service quality on purchasing decisions of Bittersweet by Najla products on the ShopeeFood application, with brand image as a mediating variable. Data collection was conducted through a survey using a questionnaire as the primary instrument. The variables investigated included price (X1) and service quality (X2) as exogenous variables, brand image (Y1) as the mediating variable, and purchase decision (Y2) as the endogenous variable. The operationalization of variables was based on relevant indicators from the literature, such as price perception, service quality according to the SERVQUAL model, dimensions of brand image, and the consumer purchase decision process (Sugiyono, 2019; Tjiptono & Gregorius, 2016; Dewi & Ekawati, 2019; Kotler & Keller, 2016).

This research was conducted in Denpasar City with a population consisting of ShopeeFood users who had purchased Bittersweet by Najla. The sample was determined using purposive sampling technique with criteria for respondents who had completed at least a high school education, were aged 19 years or older, domiciled in Denpasar, and had experience purchasing the product. A total of 108 respondents were involved. Data were collected using a Likert scale and tested for validity and reliability before further analysis. Validity was tested using Pearson correlation and reliability was measured using Cronbach's Alpha, both of which showed acceptable results for all variable indicators (Sugiyono, 2019; Arikunto, 2017).

Data analysis was carried out using descriptive and inferential statistics. Classical assumption tests were conducted to ensure normality, absence of multicollinearity, and heteroscedasticity. Subsequently, path analysis was employed to examine direct and indirect relationships among variables, including mediation testing using the Sobel test and variance accounted for (VAF) method. The regression model was tested using SPSS, and hypotheses were considered significant if the probability value was < 0.05 . This technique allowed the researcher to evaluate the mediating role of brand image comprehensively, both in the direct and indirect relationships between price, service quality, and purchasing decisions (Ghozali, 2020; Setyawan, 2021; Cooper & Schindler, 2017).

RESULTS AND DISCUSSION

Inferential Analysis Results

Inferential statistical analysis is a statistical technique used to analyze sample data, the results of which are then generalized to the population (Sugiyono, 2019: 207). Inferential statistics assist in drawing conclusions about a population based on information obtained from observations on the sample drawn from that population. The inferential statistical analysis used in this study is as follows..

Classical assumption test

Hypothesis testing can be conducted if the regression model with the mediating variable meets the classical assumption test requirements. A model theoretically yields accurate parameter estimates if it fulfills the assumptions of classical regression, which include the normality test, multicollinearity test, and heteroscedasticity test.

1) Normality test

Table 1. Normality Test Results

Equality	Asymp.Sig (2-tailed) Kolmogorov-Smirnov Z
Structural 1	0.200
Structural 2	0.184

Source: Processed data, 2024

Based on the normality test using the One-Sample Kolmogorov–Smirnov Test as presented in the table, the Asymp. Sig. (2-tailed) values of the Kolmogorov–Smirnov test are 0.200 and 0.184. These values are greater than the alpha value of 0.05, indicating that the data used in this study are normally distributed. Thus, the regression model meets the normality assumption.

2) Multicollinearity test

Table 2. Results of the Multicollinearity Test

Model	CollinearityTolerance	VIF Statistics
Structural 1		
Price	0.676	1,478
Quality of Service	0.676	1,478
Structural 2		
Price	0.563	1,775
Quality of Service	0.489	2,045
Brand image	0.429	2,330

Source: Processed primary data, 2025

Based on the table, it is shown that none of the independent variables have a tolerance value below 0.10, and no independent variables have a VIF value

exceeding 10. Therefore, it can be concluded that the regression model is free from multicollinearity.

3) Heteroscedasticity test

Table 3. Results of Heteroskedasticity Test

Equality	Model		T	Sig.
Structural 1	Price		-0.313	0.755
	Quality	of	-1,041	0.300
	Service			
Structural 2	Price		-1,161	0.248
	Quality	of	-1,800	0.075
	Service		-1,197	0.234
	Brand image			

Source: Processed primary data, 2025

Based on the table, it is shown that each model has a significance value greater than 5 percent (0.05). This indicates that the independent variables used in this study have an influence but are not statistically significant on the dependent variable, namely the absolute residual. A negative t-value in this test means that the relationship between the independent variable and the residual is negative. In simpler terms, the higher the value of the independent variable, the lower the tendency of the absolute residual. However, because the significance values are above 0.05, this relationship is not statistically significant. Thus, there is no significant effect of the independent variables on the residual, and the regression model in this study is free from heteroskedasticity.

Path analysis

The path analysis method is used to test the effect of intervening variables. Path analysis is an extension of multiple linear regression analysis or, more precisely, it is a regression extension to estimate the causal relationships between variables that have been previously determined based on theory. Path analysis uses a path diagram to represent problems visually and to define structural equations that indicate the relationships among the variables in the diagram.

In this study, path analysis was employed to observe the causal relationships between the independent variables price and service quality and the dependent variable, purchase decision. This research also tests the mediating role of brand image in mediating the relationship between price and service quality with purchase decision.

1) Formulating hypotheses

The research model hypotheses are formulated based on the existing theoretical framework.

- (1) Price has a positive and significant effect on purchase decision.
- (2) Service quality has a positive and significant effect on purchase decision.
- (3) Price has a positive and significant effect on brand image.
- (4) Service quality has a positive and significant effect on brand image.
- (5) Brand image has a positive and significant effect on purchase decision.
- (6) Price has a positive and significant effect on purchase decision mediated by brand image.
- (7) Service quality has a positive and significant effect on purchase decision mediated by brand image.

2) Structural equations

Based on the previously formulated hypotheses, the first structural equation can be expressed as follows:

$$M = \beta_3 X_1 + \beta_4 X_2 + e_1$$

Meanwhile, the second structural equation, also based on the formulated hypotheses, can be written as:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_2 Y_1 + e_2$$

In this study, the influence of price and service quality on brand image was calculated using SPSS 27.0 for Windows. The following presents the results of the first structural model calculation in Table 4 below.

Table 4. Path Analysis Results for Structural Equation 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,729	1,097		3,399	< 0.001
Price	0.364	0.079	0.357	4,592	< 0.001
Quality of Service	0.402	0.063	0.493	6,343	< 0.001
R2	: 0.571				

Source: Processed primary data, 2025

Based on the results of the path analysis shown in the table, the structural equation formed is as follows:

$$M = \beta_3 X_1 + \beta_4 X_2 + e_1$$

$$M = 0.357 X_1 + 0.493 X_2 + e_1$$

This structural equation indicates that the variable price (X_1) has a Beta coefficient of 0.357, meaning that price has a positive effect on brand image (Y_1). This implies that for every unit increase in consumers' perception of price, the

brand image increases by 0.357 units, assuming other variables remain constant. Furthermore, the variable service quality (X_2) has a coefficient of 0.493, indicating a positive influence on brand image. This suggests that the better the service quality perceived by consumers, the greater the increase in brand image by 0.493 units.

The B coefficient of the price variable (0.364) is smaller compared to that of the service quality variable (0.402). This means that, in the context of purchasing Bittersweet by Najla products through ShopeeFood in Denpasar City, service quality is the more dominant factor in shaping brand image. The sig. values for both price and service quality are < 0.001 , which is far below the threshold of 0.05, indicating that both variables have a statistically significant effect on brand image. Therefore, the hypotheses stating that price and service quality have a positive and significant effect on brand image are accepted.

In this study, the influence of price, service quality, and brand image on purchase decision was calculated using SPSS 27. The results of the second structural model calculation are presented in Table 5 below.

Table 5. Path Analysis Results for Structural Equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,325	2,137		2,959	0.004
Price	0.349	0.160	0.211	2,173	0.032
Quality of Service	0.108	0.138	0.082	0.786	0.433
Brand image	0.735	0.180	0.452	4,070	<0.001
R2	: 0.449				

Source: Processed primary data, 2025

Based on the results of the path analysis in the table above, the resulting structural equation can be formulated as follows.

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 Y_1 + e_2$$

$$Y = 0.211X_1 + 0.082X_2 + 0.452Y_1 + e_2$$

This structural equation can be interpreted as follows: the price variable has a coefficient of 0.211, indicating that price has a positive effect on purchase decision. This means that an improvement in price perception will lead to an increase in purchase decision by 0.211 units, assuming other variables remain constant.

Meanwhile, the service quality variable has a coefficient of 0.082, suggesting a positive, though relatively small, effect on purchase decision. This indicates that an improvement in service quality also increases purchase decision by 0.082 units.

The brand image variable has the highest coefficient, 0.452, implying that brand image has the strongest positive effect on purchase decision. This means that the stronger the brand image perceived by consumers, the greater the likelihood of consumers purchasing Bittersweet by Najla products through the ShopeeFood application. Overall, these results indicate that among the three variables, brand image is the most dominant factor influencing purchase decision, followed by price and service quality. This also reinforces the role of brand image as a crucial mediating variable within this research model.

3) Path coefficient diagram

(1) Direct effect

Direct effects occur when one variable influences another without being mediated by a third variable.

- (a) The direct effect of price on purchase decision is 0.211
- (b) The direct effect of service quality on purchase decision is 0.082
- (c) The direct effect of price on brand image is 0.357
- (d) The direct effect of service quality on brand image is 0.493
- (e) The direct effect of brand image on purchase decision is 0.452

(2) Indirect effect

An indirect effect occurs when there is another variable that mediates the relationship between the two variables.

- a) The effect of price on purchase decision with brand image as a mediator is $0.357 \times 0.493 = 0.176$
- b) The effect of service quality on purchase decision with brand image as a mediator is $0.493 \times 0.452 = 0.223$

(3) Total effect

To understand the total effect, it can be calculated by adding:

- a) The direct effect of price on purchase decision is 0.211. The indirect effect of price through brand image as a mediator is 0.176, resulting in $0.211 + 0.176 = 0.387$.
- b) The direct effect of service quality on purchase decision is 0.082 and the indirect effect of service quality through brand image is 0.223, resulting in $0.082 + 0.223 = 0.305$

4) Testing the Value of the Coefficient of Determination (R^2) and Error Variable (e)

In this test, the value of each coefficient of determination for structural model 1 (one) and structural model 2 (two), as well as the value of each error

variable in each structural model will be observed, with the aim of constructing the final path diagram model. The following are the results of the calculation of the error variable values in each structural model.

$$e_1 = \sqrt{1 - R1^2}$$

$$e_1 = \sqrt{1 - R1^2} = \sqrt{1 - 0,571} = 0,655$$

$$e_2 = \sqrt{1 - R2^2} = \sqrt{1 - 0,449} = 0,742$$

In the error (e) calculation, the result for the error value of structural model 1 (e_1) is 0.655 and for structural model 2 (e_2) is 0.742. Next, the total coefficient of determination is calculated as follows:

$$\begin{aligned} R^2_m &= 1 - (e_1)^2(e_2)^2 \\ &= 1 - (0,655)^2(0,742)^2 \\ &= 1 - (0,429)(0,551) \end{aligned}$$

From the calculation of the total coefficient of determination, the result is 0.764, which means that 76.4 percent of the purchase decision variable for Bittersweet by Najla on ShopeeFood in Denpasar City is influenced by price and service quality both directly and indirectly through brand image. The remaining 23.6 percent is influenced by other variables outside the research model. Based on the explanation of the structural equations, the results of the path coefficient calculation are described as indicated by the standardized coefficient beta value on each variable relationship effect.

The direct effect of price on purchase decision is 0.211, which means that price can affect the purchase decision variable without the existence of a mediating variable by 0.211.

The direct effect of service quality on purchase decision is 0.082, which means that the service quality variable can directly affect the purchase decision variable without involving a mediating variable by 0.082. The direct effect of price on brand image without the existence of a mediating variable has a value of 0.357. The direct effect of service quality on brand image without the existence of a mediating variable has a value of 0.493. The direct effect of the brand image variable on purchase decision is 0.452.

The indirect effect of price on purchase decision with the mediation of brand image is $0.357 \times 0.493 = 0.176$, meaning that with the mediation of the brand image variable, the price variable has an indirect effect of 0.176 on purchase decision. The indirect effect of the service quality variable on purchase decision with the mediation of brand image is $0.493 \times 0.452 = 0.223$.

5) Hypothesis testing

The testing criteria to explain the interpretation of the influence between each variable are as follows:

If $\text{sig} > 0.05$ then H_0 is accepted and H_a is rejected

If $\text{sig} < 0.05$ then H_0 is rejected and H_a is accepted

(1) The effect of price on purchase decisions

H_0 : Price has a positive and insignificant effect on purchase decision

H_a : Price has a positive and significant effect on purchase decision.

Based on the results of structural testing 2 (two) in Table 5, the effect of price on purchase decision has a beta value of 0.211 and a sig. value of 0.032, it can be stated that H_a is accepted because the sig. value of 0.032 < 0.05. Thus, price has a positive and significant effect on purchase decision, so the first hypothesis in this study is accepted. This result indicates that the higher the consumer's positive perception of the price of Bittersweet by Najla products, the greater the tendency for them to make purchases through the ShopeeFood application in Denpasar City. This effect aligns with the principle of consumer behavior, where value perception of price becomes one of the main considerations in the purchasing decision-making process.

(2) The effect of service quality on purchasing decision

H_0 : Service quality has a positive and insignificant effect on purchasing decisions.

H_a : Service quality has a positive and significant influence on purchasing decisions.

Based on the results of structural testing 2 (two) in Table 5 regarding service quality on purchase decision, it has a beta value of 0.082 and a sig. value of 0.433, then it can be stated that H_a is rejected and H_0 is accepted because the sig. value of 0.433 > 0.05. This means that statistically, service quality has a positive effect on purchase decision. If there is an increase in service quality, it tends to be followed by an increase in consumer purchases. However, the Sig. value of 0.433 indicates that the relationship between service quality and purchase decision does not significantly affect the purchase decision of Bittersweet by Najla on ShopeeFood in Denpasar City.

In the context of consumer behavior and the AIDA Model, service quality usually contributes to the interest stage and builds brand trust. However, in this case, it is most likely that consumers are more influenced by other factors such as promotions and price, which are more directly visible in the desire and action stages, thus making the influence of service quality less dominant in directly encouraging purchase decision..

(3) The effect of price on brand image

H_0 : Price has a positive and insignificant effect on brand image.

H_a : Price has a positive and significant effect on brand image.

Based on the results of structural testing 2 (two) in Table 5 regarding price on brand image, it has a beta value of 0.357 and a sig. value of < 0.001 . It means that H_a is accepted because the sig. value < 0.001 is smaller than 0.05. Thus, price has a positive and significant effect on brand image. This result shows that consumer perceptions of the price of Bittersweet by Najla products through the ShopeeFood application contribute to shaping the brand image in the minds of consumers.

In the context of consumer behavior, price is not only an economic exchange tool, but also reflects the value, quality, and position of the brand in the market. When consumers perceive that the price offered is appropriate or competitive, it will create a perception that the brand has credibility and comparable value, thereby strengthening the overall brand image. Thus, the better the consumer's perception of the price, the stronger the positive image formed towards Bittersweet by Najla on the ShopeeFood platform, especially in Denpasar City..

(4) The effect of service quality on brand image

Ho: Service quality has a positive and insignificant effect on brand image.

Ha: service quality has a positive and significant effect on brand image.

Based on the results of testing in structural 1 (one) in Table 4, the effect of service quality on brand image has a beta value of 0.493 and a sig. value of < 0.001 , then it can be stated that H_a is accepted because the sig. value < 0.001 is smaller than 0.05. Thus, service quality has a positive and significant effect on brand image. This indicates that if service quality increases, it will have an impact on increasing the brand image of Bittersweet by Najla on ShopeeFood in Denpasar City, so the fourth hypothesis in this study is accepted.

From a consumer behavior perspective, service quality is part of the customer experience that plays a role in shaping perceptions and loyalty to the brand. Consistent and satisfying service creates a sense of trust, which in turn strengthens the brand image in the minds of consumers.

(5) The effect of brand image on purchasing decisions

Ho: Brand image has a positive and insignificant effect on purchasing decisions.

Ha: Brand image has a positive and significant influence on purchasing decisions.

Based on the results of structural testing 2 (two) in Table 5 regarding brand image on purchase decision, it has a beta value of 0.452 and a sig. value of < 0.001 , it can be stated that H_a is accepted because the sig. value < 0.001 is smaller than 0.05. Thus, brand image has a positive and significant effect on purchase decision. This means that if the brand image of

Bittersweet by Najla increases, it will impact the increase in purchase decisions of Bittersweet by Najla on ShopeeFood in Denpasar City, so the fifth hypothesis in this study is accepted.

In the context of consumer behavior, brand image plays an important role in the process of evaluating alternatives and making final decisions. When consumers have a good perception of a brand, they tend to feel more confident and assured of the product choices offered, thereby accelerating the purchase process.

6) Summarizing and concluding

Table 6. Direct and Indirect Effects of Price (X1) and Service Quality (X2) on Brand Image (Y1) and Purchasing Decisions (Y2)

Influence of variables	Direct influence	Indirect effect through Y1	Total Influence
X1→M	0.357		0.357
X2→M	0.493		0.493
M→Y	0.452		0.452
X1→Y	0.211	0.176	0.387
X2→Y	0.082	0.223	0.305

Source: Processed primary data, 2025

In Table 6, the summary results of the values of each direct and indirect effect path between variables as well as the error values in each structural equation generated through the path analysis technique are presented. The meanings of the values in Table 6 are explained as follows.

a) The effect of price on purchase decision

In the study conducted on consumers of Bittersweet by Najla on ShopeeFood in Denpasar City regarding the effect of price on purchase decision, the result shows that price has a direct effect on purchase decision of 0.211.

b) The effect of service quality on purchase decision

In the study conducted on consumers of Bittersweet by Najla on ShopeeFood in Denpasar City regarding the effect of service quality on purchase decision, the result shows that service quality has a direct effect on purchase decision of 0.082.

c) The effect of price on brand image

In the study conducted on consumers of Bittersweet by Najla on ShopeeFood in Denpasar City regarding the effect of price on brand image, the result shows that price has a direct effect on brand image of 0.357.

d) The effect of service quality on brand image

In the study conducted on consumers of Bittersweet by Najla on ShopeeFood in Denpasar City regarding the effect of service quality on brand image, the result shows that service quality has a direct effect on brand image of 0.493.

e) The effect of brand image on purchase decision

In the study conducted on consumers of Bittersweet by Najla on ShopeeFood in Denpasar City regarding the effect of brand image on purchase decision, the result shows that brand image has a direct effect on purchase decision of 0.452.

f) The effect of price on purchase decision mediated by brand image

In the study conducted on consumers of Bittersweet by Najla on ShopeeFood in Denpasar City regarding the effect of price on purchase decision, the result shows that price has a direct effect on purchase decision of 0.211 with an indirect effect of 0.176 and a total effect of 0.387.

g) The effect of service quality on purchase decision mediated by brand image

In the study conducted on consumers of Bittersweet by Najla on ShopeeFood in Denpasar City regarding the effect of service quality on purchase decision, the result shows that service quality has a direct effect on purchase decision of 0.082 with an indirect effect of 0.223 and a total effect of 0.305.

Sobel test

The Sobel test is an analytical tool used to examine the significance of the indirect relationship between an independent variable and a dependent variable that is mediated by a mediating variable. The Sobel test is formulated with the following equation and can be calculated using various methods, such as Microsoft Excel 2019, manual calculations, or web-based tools. If the calculated Z value is greater than 1.96 (with a 95 percent confidence level), then the mediating variable is considered to significantly mediate the relationship between the independent and dependent variables.

$$Z = \frac{ab}{\sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}} \dots \dots \dots (1)$$

The Effect of Price on Purchase Decisions Mediated by Brand image

The role of brand image (Y1) in mediating the relationship between the influence of the price variable (X1) on purchase decisions (Y2) at Bittersweet by Najla on ShopeeFood in Denpasar City.

Note:

$$a = 0,357$$

$$S_a = 0,079$$

$$b = 0,452$$

$$S_b = 0,180$$

$$Z = \frac{(0,357)(0,452)}{\sqrt{(0,452^2 0,079^2) + (0,357^2 0,180^2) + (0,079^2 0,180^2)}}$$

$$Z = \frac{0,161}{0,075}$$

$$Z = 2.155$$

Based on the results of the Sobel test, it shows that the Z tabulation result = 2.155 > 1.96, which means that the brand image variable is able to significantly mediate the influence of price on purchase decisions at Bittersweet by Najla on ShopeeFood in Denpasar City. Therefore, the sixth hypothesis is accepted.

The Effect of Service Quality on Purchase Decisions Mediated by Brand image

The role of brand image (Y₁) in mediating the influence of service quality (X₂) on purchase decisions (Y₂) at Bittersweet by Najla on ShopeeFood in Denpasar City.

Note:

$$a = 0,493$$

$$S_a = 0,063$$

$$b = 0,452$$

$$S_b = 0,180$$

$$Z = \frac{(0,493)(0,452)}{\sqrt{(0,452^2 0,063^2) + (0,493^2 0,180^2) + (0,063^2 0,180^2)}}$$

$$Z = \frac{0,223}{0,094}$$

$$Z = 2.372$$

Based on the results of the Sobel test, it shows that the Z tabulation result = 2.372 > 1.96, which means that the brand image variable is able to significantly mediate the influence of service quality on purchase decisions at Bittersweet by Najla on ShopeeFood in Denpasar City. Therefore, the seventh hypothesis is accepted.

VAF Test

Variance Accounted For (VAF) is a measure of how much the mediating variable is able to absorb the direct effect. The VAF test is used to calculate the correlation between the indirect path coefficient and the total path coefficient. The VAF test, or mediation effect test, shows the relationship between the independent and dependent variables through an intervening or mediating variable. The formula for calculating the VAF value is as follows:

$$VAF = \frac{\text{Indirect effect}}{\text{Direct effect} + \text{Indirect effect}}$$

The basis for decision-making from the VAF value results is as follows:

$$VAF = \frac{\text{Pengaruh tidak langsung}}{\text{Pengaruh langsung} + \text{Pengaruh tidak langsung}}$$

The basis for decision making from the VAF value results is as follows:

- a) Full mediation: if the VAF value $\geq 80\%$
- b) Partial mediatio: if $20\% < VAF < 80\%$
- c) No mediation : if the VAF value $\leq 20\%$

VAF Testing of Brand Image Mediating the Influence of Price on Purchase decisions

Based on the results of the VAF calculation on the influence of price on purchase decision at Bittersweet by Najla on ShopeeFood in Denpasar City, mediated by brand image, is as follows:

$$VAF = \frac{0,176}{0,211 + 0,176}$$

$$VAF = 0.4547 (45.47\%)$$

Based on the VAF test, a calculated value of 45.47 percent was obtained, which falls between 20–80 percent, and thus can be categorized as partial mediation. This indicates that brand image partially mediates the relationship between the price variable and purchase decision at Bittersweet by Najla through the ShopeeFood application in Denpasar City. In other words, price still has a direct influence on purchase decision, but part of that influence is also channeled through brand image. This means that consumers not only consider price directly when making a purchase, but also how their perception of the price shapes the brand image in their minds, which in turn drives their purchase decision.

VAF Testing of Brand Image Mediating the Influence of Service Quality on Purchase Decision

Based on the results of the VAF calculation on the influence of service quality on purchase decision at Bittersweet by Najla on ShopeeFood in Denpasar City, mediated by brand image, is as follows:

$$VAF = \frac{0,223}{0,082 + 0,223}$$

$$VAF = 0.7311 (73.11\%)$$

Based on the VAF test, a calculated value of 73.11 percent was obtained, which falls between 20–80 percent, and thus can be categorized as partial mediation. Accordingly, it can be interpreted that brand image partially mediates the influence of service quality on purchase decision at Bittersweet by Najla on ShopeeFood in Denpasar City. This means that price still has a direct influence on purchase decision, but part of that influence is also channeled through brand image. In other words, consumers do not only consider price directly when making a purchase, but also how their perception of that price shapes the brand image in their minds, which then drives their purchase decision.

Discussion of Research Results

The Influence of Price on Purchase Decision at Bittersweet by Najla on ShopeeFood in Denpasar City

The hypothesis testing results in this study indicate that price has a positive and significant influence on purchase decision. In other words, the higher the consumer's perception of price, the more likely they are to decide to purchase Bittersweet by Najla products through ShopeeFood in Denpasar City. Based on this, the first hypothesis is accepted. This means that Bittersweet by Najla consumers on ShopeeFood perceive the product price as fair and in accordance with their expectations, thus they tend to be motivated to make a purchase.

This finding is consistent with the research of Nurmadina (2016), who found that price is one of the factors influencing online purchase decisions. Empirical support is also provided by Zhen et al. (2020), who emphasize that in the context of e-commerce, pricing strategies such as discounts and price reductions play an important role in encouraging consumers' purchase decisions. This is further supported by Wardani et al. (2021), who found that ShopeeFood is the main choice for consumers, especially students, because it frequently offers attractive discounts. A similar study by Faizah and Zulfaturrohmaniyah (2022) also shows that ShopeeFood is more preferred than GoFood because the promotional programs offered are more varied and intensive.

The results of this study are in line with those conducted by Meutia et al. (2021); Banowati (2022); and Marlius et al. (2023), who stated that price has a positive and significant influence on purchase decision.

The influence of service quality on purchasing decisions at Bittersweet by Najla on ShopeeFood, Denpasar City

The hypothesis testing results in this study indicate that service quality has a positive but not significant influence on purchase decision. In other words, the better the service quality, the more likely purchase decisions at Bittersweet by Najla on ShopeeFood in Denpasar City are to increase, although the influence is not significant. This means that not all consumers purchase Bittersweet by Najla products because of the good service quality they receive. Some consumers make purchases due to other factors such as price and promotions.

This can be explained through the concept of consumer behavior, where purchase decisions are not only influenced by perceptions of service quality, but also by various external stimuli such as price, promotions, and consumers' economic situations. Consumers on food delivery service platforms like ShopeeFood are generally more sensitive to promotions or discounts, as the delivery services provided are relatively uniform across platforms.

This finding is also supported by respondent statements from the interview results, stating, “I choose Bittersweet by Najla on ShopeeFood because there are more frequent discounts and promotions. As for the service quality itself, it’s not much different from other apps—they’re equally good.” This statement indicates that the added value of service quality has not yet become the main distinguishing factor in purchase decisions, especially amid competition driven by discount strategies.

These results are in line with the research by Suryantoro et al. (2024), who stated that service quality does not have a significant influence on purchase decision at Toko PulauBeku Bogor. This is also consistent with the study conducted by Nuraini et al. (2025), who stated that although service quality influences purchase decisions, price has a stronger and more significant influence. Thus, even though service quality remains important as a basic component in building customer trust, in the context of competitive online food delivery services, its influence on purchase decisions is sometimes overshadowed by the dominance of price and promotional factors.

The Influence of Price on Brand Image at Bittersweet by Najla on ShopeeFood in Denpasar City

The hypothesis testing results in this study indicate that price has a positive and significant influence on brand image. In other words, the higher consumers’ perception of fair pricing, the more positive the brand image of Bittersweet by Najla on ShopeeFood in Denpasar City. Based on this, the third hypothesis is accepted. Consumers consider that the price of Bittersweet by Najla products on ShopeeFood is in accordance with the quality received, thereby forming a positive brand image and increasing consumer trust in the brand.

This finding can be explained through the perspective of consumer behavior theory, which states that price perception is one of the main elements in the consumer evaluation process before making a purchase decision. According to Kotler and Keller (2016), consumers do not merely assess price as an exchange value, but also as an indicator of the quality and image of a product. A price perceived as fair will create a positive association with the brand, thus strengthening the brand image. Firmansyah (2019:66) states that brand image represents consumers’ associations and trust toward a particular brand. The brand image of Bittersweet by Najla is that of a premium dessert product. This premium image makes consumers believe that the cost incurred is proportional to what they receive.

The findings of this study are in line with the research conducted by Leksono and Herwin (2017); Suwarni and Kumadji (2017); Simanjuntak and Ardani (2018); Pradnyana and Suryanata (2021), which state that price has a positive and significant influence on brand image.

The influence of service quality on brand image at Bittersweet by Najla on ShopeeFood, Denpasar City

The hypothesis testing results in this study indicate that service quality has a positive and significant influence on brand image. In other words, the better the service quality, the more positive and enhanced the brand image of Bittersweet by Najla on ShopeeFood in Denpasar City. This means that consumers perceive the service quality of Bittersweet by Najla employees on ShopeeFood as good, which results in a positive brand image and avoids negative issues. Based on this, the fourth hypothesis is accepted.

This finding is in line with consumer behavior theory, which explains that consumer perceptions of service experiences—such as response speed, clarity of information, transaction security, and service friendliness—play an important role in forming trust and positive associations with the brand. According to Kotler and Keller (2016), consistent and satisfying service experiences are one of the main drivers in forming a strong brand image, especially in a digital environment such as food delivery services.

The results of this study are supported by previous research, such as the study conducted by Sekarwangi and Pramudana (2023), which states that service quality has a positive and significant effect on brand image. It is also supported by studies from Aisha (2017), Adhitama et al. (2017), Sari (2019), Hendrayani and Ulanatunnisa (2020), and Pradnyana and Suryanata (2021).

The influence of brand image on purchasing decisions for Bittersweet by Najla on ShopeeFood, Denpasar City

The hypothesis testing results in this study indicate that brand image has a positive and significant effect on purchase decisions. In other words, an increase in brand image impacts an increase in purchase decisions at Bittersweet by Najla on ShopeeFood in Denpasar City. Based on this, the fifth hypothesis is accepted. Firmansyah (2019:66) stated that brand image represents consumer associations and trust in a particular brand. A good brand image increases consumer interest in purchasing the product (Huda and Prasetyo, 2020). Arianty and Andira (2021) stated that brand image plays a significant role in influencing consumer purchase decisions.

The results of this study are in line with research conducted by Arianty (2016); Yulianto and Sunarti (2018); Nasution and Lesmana (2018); Lombok and Samadi (2019); Miati (2020), who stated that brand image has a positive and significant influence on purchase decisions. Similarly, studies by Syamsurizal and Ernawati (2020); Yunita and Indriyatni (2022); and Fera et al. (2023) also stated that brand image has a positive and significant influence on purchase decisions.

The Influence of Price on Purchase Decisions Mediated by Brand Image on ShopeeFood in Denpasar City

Based on the Sobel test results, which show a Z tabulation result of $2.155 > 1.96$, this means that brand image positively and significantly mediates the relationship between price and purchase decisions of Bittersweet by Najla on ShopeeFood in Denpasar City. The VAF value of 45.47 percent indicates that the mediation of brand image falls into the category of partial mediation between the relationship between price and purchase decisions. This means that consumers decide to purchase not only because they perceive the brand image of Bittersweet by Najla as good, but also because they directly feel that the price of the product matches the quality received (based on questionnaire instrument statements). Therefore, although brand image helps strengthen the purchase decision, the price factor still has a relatively strong direct influence in consumer evaluation.

Thus, the sixth hypothesis is accepted. This result is in line with consumer behavior theory, which states that purchase decisions are influenced by psychological factors such as consumer perceptions and attitudes toward a product (Kotler and Keller, 2016). Brand image represents the relationship between price and purchase decisions (Fera et al., 2023).

An appropriate pricing strategy will build a positive brand image so that consumers are more confident in purchasing products from that brand. Consumer perceptions of price will shape their assessment of brand image. When the price is perceived as fair or equivalent to the quality received, a positive perception of the brand will be formed. This positive brand image then strengthens the consumer's intention to make a purchase. This finding is consistent with the research conducted by Purnamasari and Saraswati and Rahyuda (2017); Pranoto et al. (2020); Yasmin (2021); Hendrayani et al. (2022); Maftuchach et al. (2022), who stated that price influences purchase decisions through brand image.

The Influence of Service Quality on Purchase Decisions Mediated by Brand Image on ShopeeFood in Denpasar City

Based on the results of the Sobel test, which show a Z tabulation result of $2.372 > 1.96$, it means that brand image significantly mediates the relationship between service quality and purchase decisions. The VAF value of 73.11 percent indicates that brand image partially mediates the relationship between service quality and purchase decisions. These results mean that the seventh hypothesis is accepted. This means that some consumers who are satisfied with service quality can leave a positive impression on the brand. Sekarwangi and Pramudana (2023) stated that service quality has a positive and significant effect on brand image. A good and positive brand image encourages product purchase decisions. However, some consumers purchase products because they find the service quality satisfying without considering the brand image.

This research is in line with the studies conducted by Rachmawati et al. (2017); Faiza and Basuki (2018); Gulo et al. (2019); Maharani (2019); Suryantari and Respati (2021), which state that service quality partially influences purchase decisions.

CONCLUSION

- 1) Price has a positive and significant effect on purchase decisions. This means that consumers' perception of prices that match the quality will increase the tendency to purchase Bittersweet by Najla products through the ShopeeFood application in Denpasar City.
- 2) Service quality has a positive but not significant effect on purchase decisions. This indicates that although service quality is considered good, its influence on the purchase decision of Bittersweet by Najla products through the ShopeeFood application in Denpasar City is not dominant, indicating that consumers are more influenced by other factors such as price and brand image.
- 3) Price has a positive and significant effect on brand image. This means that a fair and appropriate price perception in line with quality is able to form a positive brand image in the eyes of Bittersweet by Najla consumers, especially through ShopeeFood in Denpasar City.
- 4) Service quality has a positive and significant effect on brand image. This means that the stronger the brand image of Bittersweet by Najla in the ShopeeFood application as perceived by consumers, the higher the likelihood that they will purchase the product.
- 5) Brand image has a positive and significant effect on purchase decisions. This result indicates that the better the brand image, the greater the increase in purchase decisions for Bittersweet by Najla products on the ShopeeFood application in Denpasar City.
- 6) Price has a positive and significant effect on purchase decisions mediated by brand image. This result shows that the better the price, the better the company's brand image. With an improved brand image, the purchase decisions for Bittersweet by Najla products on the ShopeeFood application in Denpasar City also increase.
- 7) Service quality has a positive and significant effect on purchase decisions mediated by brand image. This result shows that service quality can significantly increase purchase decisions for Bittersweet by Najla products on the ShopeeFood application in Denpasar City through the improvement of brand image.

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