

The Influence of Price Perception and Product Quality Perception on Purchase Intention toward Local Bag Brand

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Abstract—This research investigates how consumers' views on price and product quality impact their intention to purchase Lataphat Leather Goods using the Theory of Planned Behavior (TPB). The use of high-quality materials leads to higher product prices, prompting an inquiry into whether consumers' perceptions of price and quality affect their purchasing intentions. This study utilized a quantitative causal methodology with 100 respondents selected through purposive sampling. Data collection involved a Likert-scale of five-point questionnaire, which was analyzed utilizing PLS-SEM via SmartPLS ver. 4. The results illustrate that both price perception and product quality perception significantly and positively influence purchase intention, with price perception having a slightly greater impact. These findings affirm that consumers' cognitive assessments of price and product quality are crucial factors influencing their purchase intentions. This study enhances the application of TPB regarding local bag products and offers practical recommendations for effective pricing and product development strategies. However, the findings are limited to a single local bag brand and two explanatory variables, which may restrict their generalizability to other products and contexts.

Keywords: Local Brand, Price Perception, Product Quality Perception, Purchase Intention, Theory of Planned Behavior

1. INTRODUCTION

The fashion sector has seen considerable expansion lately, characterized by a growing number of participants and increasing rivalry among different brands. Shoppers are now faced with a vast array of product options that come in various styles, qualities, and price ranges [1]. According to the Ministry of Industry of the Republic of Indonesia, the textile and apparel industry and the leather goods and footwear industry recorded positive growth of 2.64% and 5.90% (YoY), respectively, in the first quarter of 2024, pushed by strong domestic and export demand [2]. This continued expansion creates substantial business opportunities while simultaneously increasing competitive pressure, requiring firms to better understand the factors that drive consumers' purchase decisions.

As competition becomes more intense, consumers are becoming increasingly selective when evaluating products before making purchasing decisions. Fashion products are no longer purchased solely for their functional purposes but are also viewed as representations of lifestyle, self-expression, and social identity [3]. Consequently, purchase decisions are largely influenced by consumers' subjective evaluations of product attributes rather than by objective product characteristics alone. Among these attributes, price perception and product quality perception have consistently been recognized as important determinants of purchase intention because they shape consumers' overall evaluation of a product's value [4].

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Price perception often becomes a key factor when consumers consider acquiring a product or service. Shoppers may establish upper and lower price limits that they use as benchmarks to judge the appropriateness of a product's pricing [5]. Price perception can be assessed through customer feedback, highlighting the key elements that most impact their product choices [6]. Earlier research by [7] and [8] reveals that price perception positively and significantly influences purchase intentions. However, other studies indicate that price perception may not have a major impact on these intentions ([9], [10]).

On the other hand, product quality denotes how well a product can fulfill its intended functions, such as reliability, durability, and overall effectiveness [11]. The perceived quality is often identified as a crucial motivator of purchase intention in marketing [12]. Customers are generally more inclined to make purchases of items they believe to be of higher quality. Research by [13] supports the notion that consumer purchase intent is significantly influenced positively by product quality.

This issue is particularly relevant for local fashion Msme such as Lataphat Leather Goods, a producer of canvas and genuine leather bags. According to preliminary information obtained from the business owner, sales performance has not yet reached expectations because premium materials lead to relatively higher product prices than competing alternatives. Although premium materials objectively indicate superior quality, consumers may still hesitate to purchase when they feel that price being offered is still quite high. This phenomenon suggests that consumers evaluate not only the actual quality of a product but also whether its price fairly reflects the value they expect to receive. Therefore, both price perception and product quality perception become crucial considerations in shaping consumers' intentions to make a purchase. [14].

Despite previous studies having extensively examined the relationship between price perception, product quality perception, and purchase intention, several research gaps remain. First, empirical evidence regarding the effect of price perception remains inconsistent, indicating that its influence on purchase intention has not yet reached a conclusive understanding. Second, most previous studies have focused on objective product quality, whereas relatively limited attention has been given to product quality perception, which better reflects consumers' subjective evaluations when direct product experience is unavailable. Third, research examining these relationships in the context of local fashion Msme, particularly local bag brands, remains scarce. Addressing these gaps is important because consumer evaluations may differ across business contexts and product categories.

To explain these relationships, this study adopts TPB as its underlying theoretical framework. TPB proposes that behavioral intention is formed through individuals' cognitive evaluation of available information before engaging in a particular behavior ([15], [16]). In the present study, price perception and product quality perception represent consumers' evaluative beliefs that shape their attitudes toward the product and subsequently influence purchase intention. This theoretical perspective provides an appropriate foundation for explaining how consumers develop purchase intentions based on their subjective evaluations of product-related information.

Accordingly, this study objectives to examine the effects of price perception and product quality perception on consumers' purchase intention toward Lataphat Leather Goods. In theory, this study adds to the consumer behavior literature by extending the application of TPB to explain purchase intention through consumers' subjective evaluations of price and product quality within the context of local fashion MSME. Practically, the results are anticipated to offer important guidance for MSME owners in developing pricing strategies and strengthening consumers' perceptions of product quality to improve purchase intention and enhance business competitiveness.

2. THEORETICAL REVIEW

2.1 Theory of Planned Behavior (TPB)

Ajzen presented TPB as an idea that suggests a person's actions can be forecasted based on their behavioral intention, which is the closest factor influencing their real behavior ([15], [16]). Intent to act is based on three key elements: attitude, subjective norm, and perceived behavioral control. Among these concepts, attitude represents a person's advantageous or opposed judgment regarding the action of carrying out a specific behavior. A more positive outlook is likely to increase the desire to carry out the behavior [17].

Following this model, TPB has been extensively utilized in research concerning consumer behavior, especially to understand the intention to purchase, which reflects the behavioral intention to buy. During the buying journey, consumers' attitudes are influenced by their assessments of various product features, such as cost and quality [18]. How consumers perceive the price and quality of a product significantly affects their positive views toward a brand. When they find the price to be fair and the quality acceptable, their attitude toward the brand improves. This situation ultimately results in a heightened intention to buy the product that is being offered [19].

2.2 Price Perception

The Perception of Price is how buyers judge whether the cost of a product aligns with the benefits they receive. As noted by [20], this perception isn't only influenced by the stated price, but also by how valuable the product is seen and whether the price feels fair. Before making a purchase, consumers typically use price as a key factor, weighing it against their own reference points to determine if it's appropriate [5]. Each consumer's understanding of price may differ depending on their past experiences and the value they see in the product [21].

To assess price perception, consumer evaluations can help identify the key elements that influence product selection. Five key factors frequently used to evaluate price include purchasing power, readiness to buy, consumer lifestyle, benefits of the product, and comparison with prices of other products [6]. [11] have also suggested various indicators related to price perception, such as how affordable the price is, the alignment of price and quality, price competitiveness, and the relationship between cost and benefits. Previous studies have revealed that price perception provides a significant and positive influence in influencing purchase intentions ([8], [7]).

H1: Price perception has a positive effect on purchase intention.

2.3 Product Quality Perception

Product quality is generally seen as the complete characteristics and features of a product or service that affect its ability to meet stated or suggested needs. It is a crucial component inherent in the products or services offered by companies to their customers [22]. Recent research highlights that maintaining consistent product quality, along with pricing that reflects perceived value, plays a vital role in boosting customer engagement and buying behavior [3].

Nonetheless, in terms of consumer behavior, product quality is not always assessed straightforwardly through first-hand experience with the product. Instead, consumers frequently depend on perceived quality, which is shaped by indirect signals like brand image, online feedback, visual design, and marketing efforts [20]. [11] highlight multiple indicators of product quality, which include performance, longevity, features, adherence to specifications, dependability, visual appeal, and perceived quality. When a product aligns with customers' anticipated quality standards, their likelihood of purchasing that product increases. Therefore, how product quality is perceived can be seen as an

important factor influencing intention to purchase. Prior studies validate that product quality positively impacts purchase intent significantly ([8], [5]).

H2: Product quality perception has a positive effect on purchase intention.

2.4 Purchase Intention

Purchase intention indicates the likelihood that buyers will decide to buy a specific service or brand in the future. [23], along with their inclination to change from one brand to another. It signifies a decision made in advance to acquire a particular product within a designated period. Purchasing behavior arises when consumers have a strong desire or intention to buy, establishing purchase intention as a key predictor of real buying actions. In addition, purchase intention shows the mental and emotional readiness of consumers to buy items from a specific brand [22].

[13] clarify that purchase intention indicates an individual's behavioral inclination that shows the wish to buy a certain product, which can be recognized through the likelihood of making the purchase in the future. Likewise, [24] define purchase intention as an inner motivation that leads individuals to assess a product deliberately based on specific expectations and evaluations that eventually culminate in a buying choice. Elements that impact purchase intention consist of pricing, quality of the product, and environmental factors [25]. [26] note that indicators of purchase intention encompass the interest in gathering information, the contemplation of buying, eagerness to try, curiosity to learn more, and the inclination to utilize.

3. METHOD

A quantitative method and causal research design employed in this study to investigate the effects of price perception and product quality perception on consumers' purchase intentions. A causal approach was selected because the study objectives examine the causal relationships between the independent and dependent variables. The target population consisted of consumers who had previous experience purchasing fashion bags. A purposive sampling method was employed using the following addition criteria: (1) respondents had previous experience purchasing a fashion bag, (2) were familiar with evaluating fashion products before making a purchase decision, and (3) completed the questionnaire after reviewing the images, descriptions, and product specifications of Lataphat Leather Goods. These criteria ensured that respondents possessed sufficient purchasing experience to provide informed evaluations of the constructs examined in this study. Purposive sampling was selected because this study required respondents who had prior experience purchasing Lataphat Leather Goods and were therefore capable of evaluating both price and product quality before expressing their purchase intention. This technique enables researchers to obtain information from respondents who meet specific research criteria and is considered appropriate for behavioral studies involving predetermined characteristics [27].

Data were collected through a structured online questionnaire distributed via Google Forms. Before answering the questionnaire, respondents were asked to review the product images, descriptions, and specifications of Lataphat Leather Goods to ensure a common basis for evaluating price perception and product quality perception. All constructs were measured with a Likert scale of five-point [27].

Sample size was determined according to the recommendations for PLS-SEM, which state that sample size should be determined according to the complexity of the structural model rather than the number of indicators. Since the proposed model consists of two exogenous constructs predicting a single endogenous construct through two structural paths, a sample of 100 respondents exceeds the minimum recommended requirement and is considered adequate to produce stable parameter estimates and reliable statistical results.

Data analysis was conducted utilizing SmartPLS4. PLS-SEM was chosen due to being suitable for prediction-oriented research, accommodates relatively small sample sizes, and does not require multivariate normality assumptions [28]. According to the theoretical framework and the suggested hypotheses, the conceptual framework of this study is represented in Figure 1 as follows:

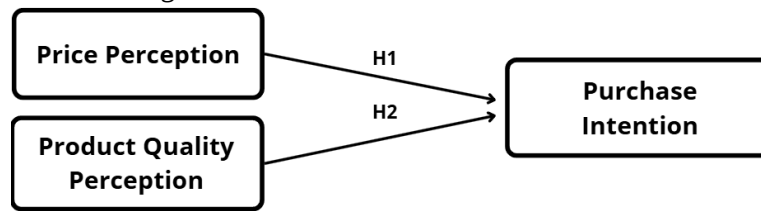


Figure 1. Conceptual Framework

4. RESULTS AND DISCUSSION

4.1 Results

4.1.1 Respondent Characteristics

Table 1. Respondent Characteristics

Variables	Categories	Frequency	Percentage (%)
Gender	Male	60	60
	Female	40	40
Age	<17	5	5
	17-28	56	56
	29-45	28	28
	>45	11	11
Domicile	Jakarta	58	58
	Bogor	12	12
	Depok	9	9
	Tangerang	6	6
	Bekasi	9	9
	Outside Jabodetabek	6	6
Occupation	Student	44	44
	Private Employee	18	18
	Housewife	11	11
	Civil Servant	5	5
	Entrepreneur	8	8
	Freelancer	14	14

Source: Processed by the author, 2026

Table 1 illustrates that most participants in this research are male, making up 60%, while female participants account for 40%. Analyzing the age distribution, the largest segment is the 17–28 age bracket with 56%, trailed by the 29–45 years old group at 28%. Those over 45 years old represent 11%, and individuals under 17 comprise 5%. This demographic breakdown shows that the sample mainly includes younger individuals who are usually engaged users of social media.

In terms of location, the most of the participants live in Jakarta (58%), followed by Bogor (12%), Depok (9%), Bekasi (9%), Tangerang (6%), and areas outside of Jabodetabek (6%). This indicates that the research is primarily reflective of urban consumers who exhibit lively market behavior. Looking at employment, students form the largest category at 44%, succeeded by private sector workers (18%), freelancers (14%), housewives (11%), entrepreneurs (8%), and government employees (5%). This makeup portrays a group of respondents that are both socially and economically active, with likely significant exposure to online marketing.

4.1.2 Measurement Model Testing (Outer Model)

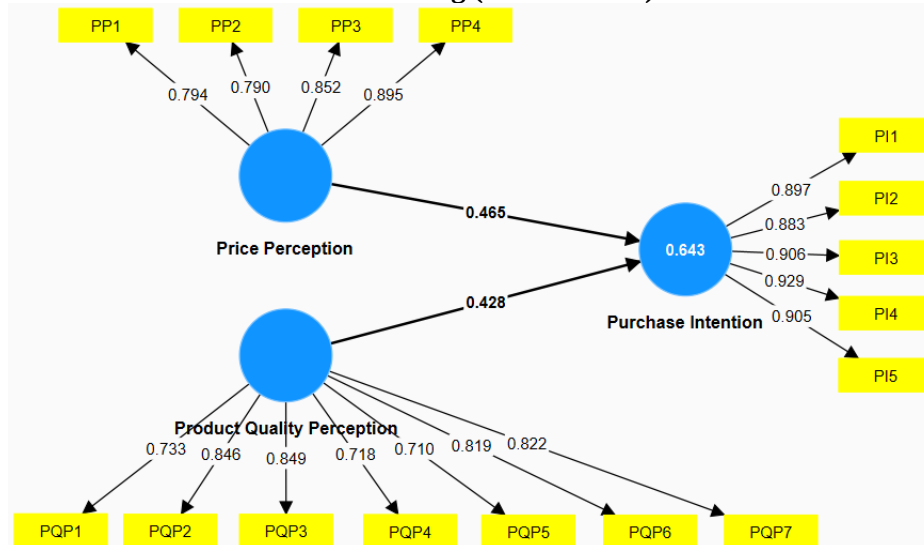


Figure 2. PLS Algorithm Results
Source: SmartPLS 4 Output, 2026.

The findings show that every indicator related to Price Perception has satisfactory loadings, varying from 0.790 to 0.895, indicating a consistency of indicator reliability. Likewise, the indicators pertaining to Product Quality Perception fall between 0.710 and 0.849, all of which surpass the suggested limit. Although some items, like PQP4 and PQP5, are fairly near the minimum requirement, they are still deemed acceptable and play a valuable role in the construct. In addition, all indicators for Purchase Intention display significant loadings, ranging from 0.883 to 0.929, with PI4 having the highest loading value of 0.929. These results demonstrate that all indicators exhibit outstanding convergent validity and solid measurement quality. According to [28], an indicator is deemed reliable if its loading factor exceeds 0.70 within the corresponding construct. In conclusion, all constructs in the model meet the requirements for convergent validity, and no indicators were excluded from the evaluation.

Table 2. Results of the AVE Testing

Variable	AVE
Price Perception	0.695
Product Quality Perception	0.620
Purchase Intention	0.818

Source: SmartPLS 4 Output, 2026.

Table 2 illustrates that all constructs have AVE values that exceed the suggested minimum of 0.50 [28], which suggests that the measurement model has sufficient convergent validity.

Table 3. Result of Fornell-Larcker Testing

Variable	X1	X2	Y
Price Perception	0.834		
Product Quality Perception	0.613	0.788	
Purchase Intention	0.727	0.713	0.904

Source: SmartPLS 4 Output, 2026.

As indicated by Table 3, the $\sqrt{\text{AVE}}$ for each construct surpasses its correlations with other constructs within the model. This situation signifies that each construct accounts for the variance of its own indicators more effectively than the variance it shares with other constructs. In particular, the $\sqrt{\text{AVE}}$ value for Price Perception stands at 0.834, which is higher than its correlations with the other constructs. Product Quality Perception also has a $\sqrt{\text{AVE}}$ value of 0.788, which exceeds its correlations among constructs. Meanwhile, Purchase Intention records a $\sqrt{\text{AVE}}$ value of 0.904, representing a higher figure than its correlations with other constructs in the model. Thus, it can be concluded that all constructs fulfill the discriminant validity requirements as per the Fornell–Larcker approach, which confirms the validity and suitability of the measurement model.

Table 4. Result of Heterotrait-Monotrait Testing

Variable	X1	X2	Y
Price Perception			
Product Quality Perception	0.685		
Purchase Intention	0.804	0.758	

Source: SmartPLS 4 Output, 2026.

HTMT ratio was analyzed to further validate discriminant validity across the constructs. A model is deemed to have robust discriminant validity if the HTMT ratio between constructs remains below 0.90 [28]. As illustrated in Table 4, all HTMT values are beneath the suggested limit, demonstrating that the model provides sufficient evidence of discriminant validity.

Table 5. Result of CR & CA

Variable	CR	CA	Statement
Price Perception	0.853	0.901	Accepted
Product Quality Perception	0.898	0.919	Accepted
Purchase Intention	0.944	0.957	Accepted

Source: SmartPLS 4 Output, 2026.

CR & CA were examined to evaluate the internal consistency reliability of the constructs. Constructs are seen as reliable and the measurement tool is regarded as consistent if all latent variables show CR & CA values of 0.70 or higher [28]. As illustrated in Table 5, the findings reveal that each latent variable surpasses the 0.70 threshold for both CR & CA. Hence, all constructs are reliable, and the questionnaire used in this research shows strong internal consistency.

4.1.3 Structural Model Testing (Inner Model)

Table 6. R-Square Testing Results

Variable	R ²	R ² Adjusted
Purchase Intention	0.643	0.636

Source: SmartPLS 4 Output, 2026.

The evaluation of the structural model reveals that the R² value related to Purchase Intention stands at 0.643, with the Adjusted R² measuring at 0.636. This implies that 64.3% of the fluctuations in consumer purchase intention can be attributed to the factors of Price Perception and Product Quality Perception as outlined in this research framework. Essentially, these two exogenous variables have significant explanatory power regarding the differences in purchase intention. The other 35.7% is affected by various factors not examined in this study, including brand image, consumer trust, promotional strategies, electronic word-of-mouth, and other psychological or societal influences.

The Adjusted R^2 value of 0.636, which is nearly equivalent to the R^2 value, suggests that the model maintains good stability and reliability. The minimal gap between R^2 and Adjusted R^2 indicates that the exogenous variables in the model are pertinent for explaining the endogenous variable and do not create bias due to the quantity of predictors. Based on the criteria for evaluating PLS-SEM, an R^2 of 0.643 is classified as showing a moderate to considerable level of predictive accuracy. Therefore, this research model has significant explanatory strength and is suitable for elucidating consumer purchasing behavior.

The R^2 value of 0.643 indicates that the proposed model possesses substantial explanatory power, suggesting that price perception and product quality perception are important determinants of purchase intention. Nevertheless, approximately 35.7% of the variance remains unexplained, indicating that additional factors such as brand image, electronic word-of-mouth, consumer trust, and promotional activities may also influence consumers' purchase intentions [28].

Table 7. Q-Square Testing Result

Variable	SSO	SSE	Q^2
Purchase Intention	500.000	245.971	0.508

Source: SmartPLS 4 Output, 2026.

The Q^2 value is utilized to evaluate how predictively relevant the model is in explaining the endogenous variable through the blindfolding technique. The results show that the Q^2 value for Purchase Intention is 0.508, which suggests a strong level of predictive relevance for the endogenous construct [28].

Table 8. Bootstrapping Testing Result

Variable	Original Sample	Sample Mean	Std. Deviation	T Statistic	P Values	Statement
Price Perception -> Purchase Intention	0.465	0.470	0.077	6.047	0.000	Accepted
Product Quality Perception -> Purchase Intention	0.428	0.423	0.088	4.864	0.000	Accepted

Source: SmartPLS 4 Output, 2026.

Hypothesis testing was performed with the bootstrapping method in SmartPLS to assess the importance of relationships between variables in the structural model. The findings indicate that all proposed hypotheses are validated through empirical evidence, as each relationship shows a positive and statistically significant impact.

The initial hypothesis (H1) indicates that Price Perception has a positive influence on Purchase Intention. The analysis produced a path coefficient of 0.465, along with a t-statistic of 6.047 and a p-value of 0.000. Since the t-statistic exceeds 1.96 and the p-value is less than 0.05, this effect is considered statistically significant. The positive coefficient indicates that when consumers view prices more favorably, their likelihood of wanting to purchase increases. This finding suggests that consumers evaluate price fairness, affordability, and the connection between price and quality prior to making a purchase decision. Price perception is particularly vital when consumers cannot physically examine the product and must rely on visual and descriptive elements.

The second hypothesis (H2) claims that Product Quality Perception positively influences Purchase Intention. The results indicate a path coefficient of 0.428, a t-statistic of 4.864, and a p-value of 0.000, confirming a statistically significant association. This finding implies that a higher perceived quality of the product enhances the likelihood of developing a purchase intention. In this study, perceptions of product quality are influenced by visual elements such as design, material appearance, and online

presentation on social media. Even without direct physical interaction with the product, consumers can still formulate quality assessments that affect their purchasing intent.

In comparison, the influence of Price Perception on Purchase Intention is marginally stronger than that of Product Quality Perception. This indicates that price factors are somewhat more significant in driving consumers to intend to buy. While product quality is still a key consideration, consumers persistently evaluate the fairness of the price before reaching a purchase decision.

In conclusion, the findings illustrate that both price perception and product quality perception are major factors impacting consumer purchase intention. These results reinforce TPB, which suggests that cognitive assessments of product features aid in forming attitudes and ultimately shape behavioral intentions.

4.2 Discussion

The outcomes of this research demonstrate that both perceptions of price and product quality significantly impact on consumers' intention to purchase Lataphat Leather Goods. The structural model indicates that both variables positively contribute to purchase intention, with price perception exhibiting a slightly stronger effect than product quality perception. In addition, the model explains that 64.3% of the variation in purchase intention, signifying that consumers' assessments of price and product quality are crucial in shaping their intention to buy fashion items.

The positive influence of price perception on purchase intention aligns with earlier studies ([7], [8]), which showed that consumers are more inclined to buy a product when they view its price as fair, reasonable, and aligned with expected benefits. These findings suggest that consumers do not merely evaluate the absolute price of a product but rather assess whether the price reflects the value they expect to receive. In the context of local leather products, consumers appear willing to accept relatively premium prices as long as they believe that the quality, durability, and overall value justify the cost. However, the present findings differ from those reported by [9], [10], who found that price perception did not significantly influence purchase intention. These inconsistencies may be attributed to differences in product categories, market characteristics, consumer segments, and purchasing contexts. Products with higher perceived involvement, such as leather bags, generally require consumers to conduct more careful price evaluations before forming purchase intentions.

These findings indicate that consumers evaluate not only the affordability of a product but also whether the offered price reflects the expected value and benefits. According to TPB, consumers form purchase intentions based on cognitive evaluations before making behavioral decisions [15], [16]. Therefore, when consumers perceive that the price is fair and proportional to the quality offered, they are more likely to develop stronger purchase intentions.

The findings further indicate that product quality perception positively and significantly influences purchase intention. This result supports previous studies by [8], which concluded that consumers are more likely to develop purchase intentions when they perceive a product to possess high quality. Product quality perception represents consumers' evaluation of product attributes such as durability, reliability, aesthetics, and expected performance. Although respondents did not directly experience the products, they were still able to develop quality evaluations based on the product information provided during the survey. This finding indicates that subjective quality perceptions are sufficient to influence purchase intention, particularly when consumers have adequate information to evaluate product attributes before making purchasing decisions.

From a theoretical standpoint, these findings reinforce TPB [15], which proposes that behavioral intention is influenced by individuals' cognitive evaluations of an object. Within this framework, price perception and product quality perception function as behavioral beliefs that contribute to the formation of favorable attitudes toward a product. When consumers perceive that a product offers reasonable pricing and satisfactory

quality, they are more likely to develop positive attitudes, which subsequently strengthen their purchase intention. The findings therefore support the applicability of TPB in explaining purchase intention within the context of local fashion products.

This research adds to the existing knowledge on consumer behavior by presenting evidence that how consumers perceive price and product quality affects their intention to buy, specifically regarding a local bag brand. Previous studies have generally focused on different products or market contexts, whereas this study extends the evidence to local bag products. In addition, the finding that price perception demonstrates a slightly stronger effect than product quality perception provides further insight into the relative importance of consumers' value evaluations when forming purchase intentions.

From a theoretical perspective, these findings further reinforce the applicability of TPB in explaining consumers' purchase intentions toward local fashion products. Price perception and product quality perception function as behavioral beliefs that shape consumers' attitudes, which subsequently influence their intention to purchase. This evidence extends previous consumer behavior studies by demonstrating the relevance of TPB within the context of Indonesian local leather products [15], [16].

From a management standpoint, the results indicate that Lataphat Leather Goods should not rely solely on maintaining product quality to stimulate purchase intention. Equal attention should be devoted to communicating the value behind the product price. Emphasizing the authenticity of leather materials, craftsmanship, durability, and long-term product benefits can strengthen consumers' perceptions that the offered price is justified by the quality received. By simultaneously improving consumers' perceptions of both price and product quality, local fashion businesses can enhance purchase intention and strengthen their competitiveness in an increasingly competitive market.

5. CONCLUSION

This research indicates that both perceptions of price and product quality significantly and positively influence the likelihood of consumers buying Lataphat Leather Goods. Among these, the perception of price has a marginally greater effect than the perception of product quality, signifying that consumers prioritize determining if the price aligns with the value and benefits they expect. The results also reveal that the model proposed has strong explanatory strength, implying that consumers' assessments of price and product quality are crucial in influencing their purchasing decisions.

From a theoretical standpoint, this research supports the use of TPB by showing that consumers' mental evaluations, reflected in their perceptions about price and product quality, contribute to their intent to make a purchase. From a practical angle, the results indicate that MSME should focus not only on maintaining high product quality but also on effectively communicating the value that justifies their pricing to enhance customers' intention to buy.

This study contributes to consumer behavior literature by providing empirical evidence that price perception has a slightly stronger influence than product quality perception in shaping purchase intention toward local leather products. The findings enrich the application of TPB within the MSME context and provide useful insights for local fashion businesses seeking to strengthen their market competitiveness through appropriate pricing strategies and quality improvement initiatives.

However, this research has some limitations. Firstly, it centers around one specific local bag brand, which may limit how applicable the findings are to other products or sectors. Secondly, the study considers just two factors influencing purchase intention, leaving out other important elements such as brand reputation, perceived value, consumer confidence, and digital word-of-mouth. Consequently, it is recommended that future research explore various product categories, engage wider and more varied participant groups, and include additional factors or mediating and moderating influences for a more thorough understanding of consumers' purchasing intentions.

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