ANALYSIS OF PRICE AND BRAND IMAGE ON PURCHASING DECISIONS WITH SERVICE AS AN INTERVENING VARIABLE (CASE STUDY OF DIGITAL ALLIANCE AT PT AGRES MEDAN TEKNOLOGI

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Abstract

This study aims to analyze the influence of price and brand image on purchasing decisions, with service quality as an intervening variable, for Digital Alliance products at PT Agres Medan Teknologi. The development of information and communication technology in the digital era has changed consumer behavior and company marketing patterns, especially in the computer hardware industry. Digital Alliance, known for its competitive prices and reliable product performance, faces challenges in maintaining and increasing consumer purchasing decisions. This study uses a quantitative method with a survey approach to 180 consumers. The results show that price and brand image have a positive and significant influence on purchasing decisions, both directly and through service quality, which functions as an intervening variable. Based on these findings, it is recommended that the company strengthen its pricing and brand image strategies and improve service quality to encourage consumer purchasing decisions. This study provides insights for PT Agres Medan Teknologi in designing more effective marketing strategies to increase customer satisfaction and loyalty.

Keywords: Price, Brand Image, Purchase Decision, Service

INTRODUCTION

The development of information and communication technology in the digital era has created a major transformation in consumer behavior and company marketing patterns. One of the significant impacts of this technological advancement is the increasing market demand for computer hardware, especially in the gaming and high productivity sectors. Companies engaged in this industry must compete fiercely not only in terms of technological innovation but also in the application of marketing strategies that are capable of attracting and retaining customer loyalty. Therefore, understanding the factors that influence consumer purchasing decisions is very important. In the context of the computer hardware industry in Indonesia, one local brand that has experienced rapid growth is Digital Alliance. This brand offers a variety of products ranging from graphics cards and monitors to gaming accessories. PT Agres Medan Teknologi is one of the official distributors of Digital Alliance products in the city of Medan. Although Digital Alliance is known for its competitive prices and reliable product performance, the company still faces challenges in maintaining and increasing consumer purchasing decisions. This is important to study because purchasing decisions are not only influenced by product specifications, but also by marketing factors such as price, promotions, product quality, brand image, and service quality.

According to Kotler and Armstrong (2020), price is the amount of money charged to obtain a product or service, or the value exchanged by customers to obtain the benefits of that product. Price is one of the important elements in the marketing mix that directly influences customer value perception. Herawati et al. (2025) found that price has a significant effect on customer satisfaction and impacts purchasing decisions. Consumers tend to compare price with the quality obtained, so affordability and price suitability are key factors in choosing a product. However, in practice, some consumers feel that the price of Digital Alliance products still needs to be reviewed when compared to the features and performance offered by foreign competitors. The problem that arises is dissatisfaction with the perception that the price is not commensurate with the benefits, which has the potential to reduce consumer interest in purchasing. Apart from price, promotions also play an important role in influencing consumer behavior. Promotions not only create consumer awareness of a product, but also shape perceptions and encourage purchasing

actions. Kotler and Armstrong (2020) state that promotions are activities aimed at communicating product value and persuading consumers to buy. Effective forms of promotion include advertising, sales promotions, public relations, personal selling, and digital marketing. Research by Altauriq and Hadisuwarno (2024) shows that consistent promotions tailored to the target audience can significantly increase purchasing decisions. In the context of Digital Alliance, there are obstacles in the reach of promotion that is not yet evenly distributed across all digital and offline platforms, resulting in suboptimal product visibility among potential consumers. The problem that needs to be addressed is the limited distribution of promotion, which hinders the dissemination of information and brand awareness in a wider market.

Product quality is also a major factor in creating customer satisfaction and loyalty. According to Kotler and Keller (2016:376), product quality is the ability of a product to perform its functions as expected by consumers. Quality aspects include reliability, durability, product features, and specification suitability. A study by Sugeng Widodo et al. (2023) confirms that product quality has a significant effect on purchasing decisions, as seen in iPhone consumers in South Tangerang. Quality products will build consumer trust and encourage repeat purchases. Although Digital Alliance is known for its competitive product performance, some users have complained about the durability and availability of after-sales service for certain products, which affects their overall perception of quality. The main issue faced is consumer complaints regarding product durability and suboptimal after-sales service, which can reduce trust and loyalty.

Brand image, which is consumers' perception of a brand, also plays an important role in the purchasing decision-making process. According to Kotler and Keller (2021), brand image is formed from the experiences, associations, and communications received by consumers. Melianti and Wasiman (2024) state that brand image has the greatest influence on purchasing decisions in their study of skin care product consumers. Brands that have a good reputation and are associated with high quality tend to be more trusted by consumers. In the case of Digital Alliance, the challenge is how to build a local brand image that can compete with global brands such as ASUS, MSI, or Gigabyte, which already have advantages in terms of brand awareness and reputation. The problem that arises is that the Digital Alliance brand image is still relatively unknown and unable to compete with global brands, thereby influencing consumer preferences in choosing products.

In addition to these four factors, service quality is an important aspect that should not be overlooked. Service quality encompasses various dimensions such as reliability, responsiveness, assurance, empathy, and physical evidence (Kotler and Keller, 2021). Good service will create a positive experience for consumers, strengthen long-term relationships, and increase loyalty. Widodo (2021) in his research at Molivia Cafe Medan found that service quality has a significant influence on customer satisfaction. Although the direction of influence was negative in the study, this indicates that consumers have high expectations of the service provided. Meanwhile, Widodo and Ferianto (2024) showed that service combined with product innovation and digital marketing had a significant positive impact on tourist satisfaction in the city of Medan. Based on initial observations, Digital Alliance consumers in Medan still encounter obstacles in terms of after-sales service, such as slow responses to warranty claims or a lack of technical information from distributors. The problems identified are low after-sales service responsiveness and inadequate communication, which cause dissatisfaction among consumers.

Purchase decisions are the result of interactions between various internal and external factors that influence consumer attitudes and behavior. Kotler and Keller (2021) state that purchase decisions are influenced by consumers' personal characteristics, social and psychological factors, and the marketing elements offered by companies. In many cases, the influence of price, promotion, product quality, and brand image does not directly drive purchasing decisions, but is mediated by service quality or consumer trust in the product and brand. Although Digital Alliance products have competitive specifications, consumers still consider overall marketing factors before deciding to buy. This situation highlights the need for empirical research to identify the dominant factors influencing the purchase decision of Digital Alliance products in Medan. Based on this background, this study aims to analyze the influence of price, promotion, product quality, and brand image on purchasing decisions, with service quality as an intervening variable. This study was conducted on consumers of Digital Alliance products at PT Agres Medan Teknologi, with the hope of providing a deeper understanding of consumer behavior and serving as a basis for more effective and efficient marketing strategies to increase customer satisfaction and loyalty.

THEORETICAL FOUNDATION
Purchase Decision
According to Kotler and Keller (2020), a purchase decision is a process that consumers go through to select, purchase, and use a product or service. This process involves a number of stages that are influenced by various external and

internal factors.

Purchase Decision Indicators

The indicators of purchase decisions according to Kotler and Keller (2020) are:

1) Perceived Needs or Problems
   The first indicator in the purchasing decision process is recognition of need. If consumers feel that there is a deficiency or problem that needs to be addressed, they will tend to seek solutions through specific products or services.
2) Information Gathered
   Consumers gather information from various sources (internal and external) about products or services. This indicator includes how consumers access information through advertisements, recommendations from friends, product reviews, and personal experiences.
3) Evaluation of Alternatives
   Consumers will evaluate various product or brand alternatives. Factors considered include price, quality, product features, and brand. This evaluation includes comparing products based on criteria that consumers consider important.
4) Purchase Behavior
   The decision made by consumers to purchase a product or service based on the evaluation that has been carried out. At this point, the purchase decision indicators include whether consumers buy the product or choose other alternatives.
5) Post-Purchase Behavior
   After making a purchase, consumers assess whether their decision was the right one. This indicator includes the level of consumer satisfaction with the product or service purchased, which can influence loyalty and future purchasing decisions.

Service

Tjiptono (2020) states that service quality is an effort to meet customer needs and desires.

Service Indicators

According to Tjiptono (2020), there are five main indicators used to measure service quality in the context of service marketing. These five indicators are known by the acronym REACT:

1) Reliability
   The ability of service providers to deliver promised services accurately and reliably, in line with customer expectations.
2) Responsiveness
   The willingness and ability of staff to assist customers and provide prompt and timely service.
3) Assurance
   The knowledge, skills, courtesy, and ability of staff to create a sense of trust and comfort for customers.
4) Empathy
   The ability to understand and give individual attention to customers, as well as build good relationships.
5) Tangibles
   The physical aspects of service, such as facilities, equipment, and staff appearance that reflect professionalism and service quality.

Brand Image

Mujid and Andrian (2021) define brand image as the perception that arises in consumers' perceptions of goods or services.

Brand Image Indicators

Brand Image Indicators according to Mujid and Andrian (2021)

1) User Perceptions of the Company
   Consumer perceptions of companies that produce goods or services, including reputation, integrity, and trust in the company.
2) User Perceptions of Product Users
   Consumers' views of individuals who use the product, including lifestyle, social status, and self-image associated with the product.
3) User Perceptions of the Product

Consumer perceptions of the attributes, usefulness, and benefits offered by the product, as well as the quality and guarantees provided by the product.
4) User Impressions of Celebrities as Endorsers
The influence of celebrities or famous figures who endorse products through advertisements or promotions, which can increase the appeal and credibility of a brand in the eyes of consumers.

Price
According to Kotler and Armstrong (2022), price is the amount of money charged for a product or service, or the amount of value that consumers must pay to obtain the benefits of owning or using the product or service.

Price Indicators
According to Kotler & Armstrong (2022), price indicators can be seen from several factors that influence consumers' decisions to accept or reject the price of a product or service. Some price indicators, according to them, include:
1) Perceived Value
Consumers tend to pay a price that corresponds to the value they perceive from the product or service. If consumers feel that the price they pay is commensurate with the benefits they receive, they will consider the price to be reasonable.
2) Competitive Pricing
The price of a product or service also needs to take into account the prices offered by competitors. If the price is higher than competitors without a clear reason, consumers may switch to other cheaper or comparable products.
3) Costs and Profit Margins
Production and distribution costs are important indicators in determining prices. Companies must ensure that the prices set are sufficient to cover costs and provide adequate profit margins, while remaining competitive in the market.
4) Market Demand (Demand Sensitivity)
Prices are also influenced by market demand. If demand for a product is high, companies may be able to set higher prices. Conversely, when demand is low, prices need to be adjusted to attract consumers.
5) Psychological Impact
Price can influence perceptions of product quality. Higher prices are often seen as an indication of better quality. Therefore, companies need to consider the psychological impact when setting prices.
6) Price Flexibility
Some companies can adjust their prices based on various external factors, such as market conditions, seasonal trends, or changes in production costs. This price flexibility can help companies remain relevant and competitive.

CONCEPTUAL FRAMEWORK
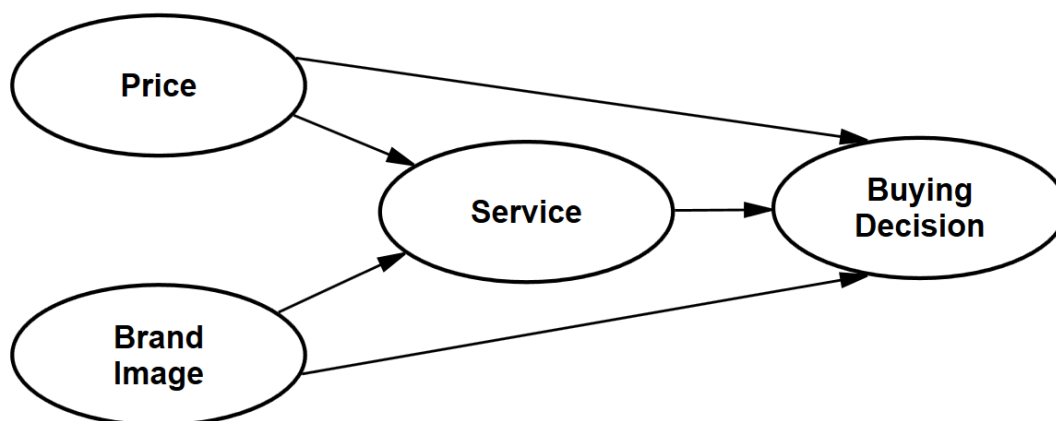
Figure 1. Conceptual Framework

Research Hypotheses
H1: Price has a positive and significant effect on the purchasing decisions of Digital Alliance consumers at PT Agres Medan Teknologi.
H2 Price has a positive and significant effect on customer service at Digital Alliance at PT Agres Medan Teknologi.
H3 Brand image has a positive and significant effect on consumer purchasing decisions at Digital Alliance at PT Agres Medan Teknologi.

H4: Brand image has a positive and significant effect on Digital Alliance customer service at PT Agres Medan Teknologi.

H5: Customer service has a positive and significant influence on consumer purchasing decisions at Digital Alliance at PT Agres Medan Teknologi.

H6: Price has a positive and significant effect on consumer purchasing decisions through Digital Alliance services at PT Agres Medan Teknologi.

H7: Brand image has a positive and significant effect on consumer purchasing decisions through Digital Alliance services at PT Agres Medan Teknologi.

RESEARCH METHOD

Type of Research

The type of research used by the researcher is quantitative research. This type of quantitative research is conducted to create a study that aims to adjust a study and to analyze the influence of price and brand image on purchasing decisions with service as an intervening variable (case study of digital alliance at PT Agres Medan Teknologi).

Research Location and Time

The research location was conducted on consumers who made purchases at PT Agres Medan Teknologi, located at Jl. Mojopahit No.12E, Petisah Tengah, Medan Petisah District, Medan City. PT Agres Medan Teknologi is a company engaged in the distribution and sale of computer devices, including Digital Alliance products.

Population and Sample

According to Hair et al. (2023), in quantitative research, understanding the population is very important because the data collected from the sample is used to generalize the findings to a wider population. The population can be finite (e.g., all consumers in a city) or infinite (e.g., all customers of a particular product worldwide). Sampling in this study used the formula developed by Hair et al. Sample determination usually uses a rule of thumb, which is to multiply the number of indicators or latent variables by a multiplier between 5 and 10. The recommended minimum sample size is 5 times the number of indicators. In this study, 20 indicators were used, multiplied by 9, resulting in a sample size of 180 samples.

Research Data Sources

The data source used in this study is primary data.

RESULTS AND DISCUSSION

Outer Model Analysis

Outer Model Analysis using the PLS Algorithm produced the following results:

Validity Test

Table 1. Outer Loadings Values

	Brand Image	Buying Decision	Price	Service
X1.1			0.856	
X1.2			0.857	
X1.3			0.859	
X1.4			0.843	
X1.5			0.868	
X1.6			0.906	
X2.1	0.892			
X2.2	0.866			
X2.3	0.889			
X2.4	0.893			
Y.1		0.883		
Y.2		0.900		
Y.3		0.877		

	Brand Image	Buying Decision	Price	Service
Y.4		0.900		
Y.5		0.890		
Z.1				0.890
Z.2				0.894
Z.3				0.888
Z.4				0.910
Z.5				0.909

Source: Smart PLS Output, 2025

Based on the values in Table 1 above, which show the results of outer model testing through loading factor/outer loadings values, all indicators in each variable have a loading value ≥ 0.70. This indicates that each indicator is measured validly and strongly. Therefore, it can be concluded that all items in the questionnaire have met the validity criteria, as shown in the following figure.
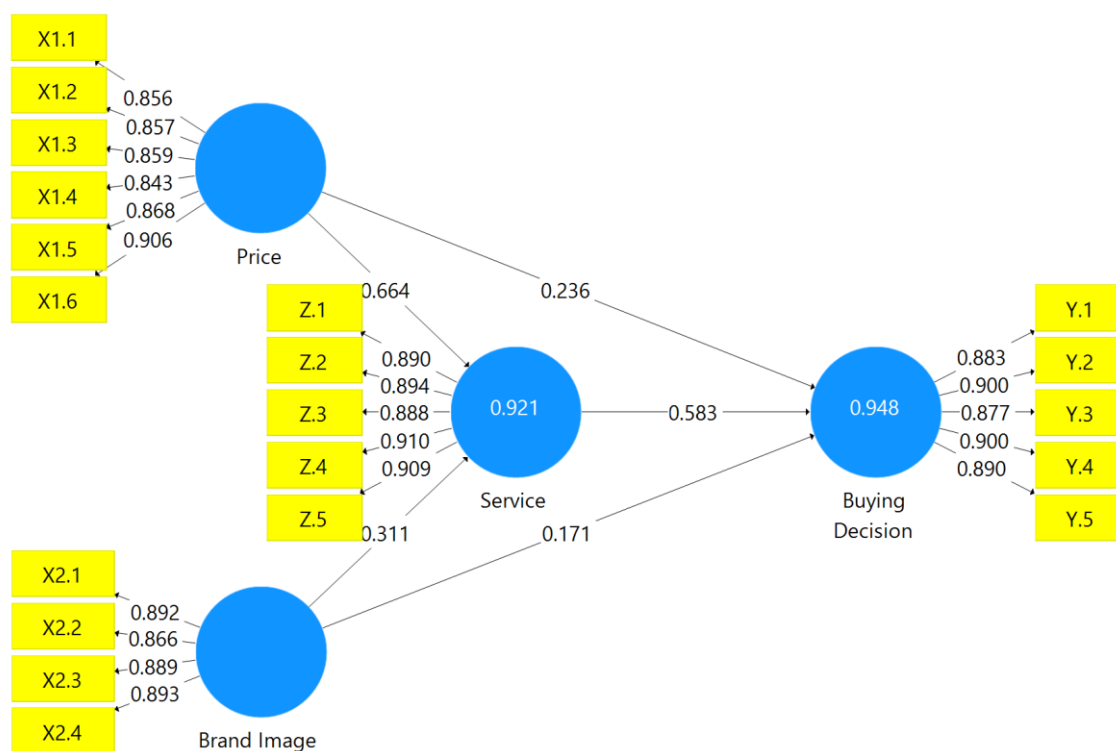

Figure 1. Outer Loading

In this study, there is an equation, and that equation consists of two substructures for substructure 1:

$Z = \beta_1 X_1 + \beta_2 X_2 + e_1$

$Z = 0.664 X_1 + 0.311 Z + e_1$

For substructure 2:

$Y = \beta_2 X_1 + \beta_3 X_2 + \beta_3 Z + e_2$

$Y = 0.236 X_1 + 0.171 X_2 + 0.583 Z + e_2$

Reliability Test

Table 2. Construct Reliability and Validity Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.908	0.909	0.935	0.783
Buying Decision	0.935	0.935	0.950	0.793
Price	0.933	0.934	0.947	0.749
Service	0.940	0.940	0.954	0.807

Source: Smart PLS Output, 2025

From Table 2 above, the reliability test results show that the Cronbach's Alpha and Composite Reliability values for all constructs are above 0.70. This indicates that all indicators have high internal consistency and are reliable in measuring their respective constructs. Thus, the research instrument is declared reliable and suitable for use in structural model testing.

Coefficient of Determination (R^2)

In assessing the model with PLS, we begin by looking at the R-square for each dependent latent variable. The table below shows the Rsquare estimation results using SmartPLS.

Table 3. R Square Results

	R Square	Adjusted R-Square
Service	0.921	0.920
Buying Decision	0.948	0.947

Source: Smart PLS, 2025

Table 3 shows the R square values for both dependent variables. For the service variable, the R square value is 0.921, meaning that the influence of price and brand image is 92.1%, with the remainder attributable to other variables outside the model. The R square value for purchase decisions is 0.948, meaning that price, brand image, and service account for 94.8%, with the remainder attributable to other variables outside the model.

Structural Model Testing (Inner Model)
Hypothesis Testing
Direct Influence Between Variables
The direct effect between variables can be seen in the path coefficients. The data processing results show the direct effect values in the following table.

Table 4. Path Coefficients (Direct Effects)

	Original Sample	T Statistics	P Values	Conclusion
Price -> Buying Decision	0.236	3.409	0.001	Accepted
Price -> Service	0.664	9,332	0.000	Accepted
Brand Image -> Buying Decision	0.171	2,706	0.007	Accepted
Brand Image -> Service	0.311	4.222	0.000	Accepted
Service -> Buying Decision	0.583	6,602	0.00	Accepted

Source: Smart PLS Output, 2025

The results in Table 4 show the following direct effects:
1. Price has a positive and significant effect on purchasing decisions with a t-statistic value of 3.409 above 1.96 and a significance of 0.001 below 0.05, meaning that price has a real effect on purchasing decisions because the significance value is below 0.05 . The results of this study are in line with previous studies, namely that price has a positive and significant effect on purchasing decisions (Nasution et al, 2019; Hertina, 2022).
2. Price has a positive and significant effect on service with a t-statistic value of 9.332 above 1.96 and a significance of 0.000 below 0.05, meaning that price has a significant effect on service because the significance value is below

0.05. This study is in line with research stating that price has a positive and significant effect on service quality (Putra et al., 2022).

3. Brand image has a positive and significant effect on purchasing decisions with a t-statistic value of 2.706 above 1.96 and a significance of 0.007 below 0.05, meaning that brand image has a real effect because the significance value is below 0.05 . The results of this study are in line with previous studies, namely that brand image has a positive and significant effect on purchasing decisions (Donni & Ritonga, 2024) and (Syahruliyanto & Prihartono, 2022).

4. Brand image has a positive and significant effect on service with a t-statistic value of 4.222 above 1.96 and a significance of 0.000 below 0.05, meaning that brand image has a significant effect on service because the significance value is below 0.05. The results of this study are in line with previous studies, namely that brand image has a positive and significant effect on the decision to pay taxes (Safii et al, 2025).

5. Service has a positive and significant effect on purchasing decisions with a t-statistic value of 6.602 above 1.96 and a significance of 0.000 below 0.05, meaning that service has a real effect on purchasing decisions because the significance value is below 0.05. The results of this study are in line with previous studies, namely that service has a positive and significant effect on purchasing decisions (Karta et al., 2023).

Indirect Influence Between Variables
The indirect effect between variables can be seen in the specific indirect effects value. The data processing results show the indirect effect value in Table 5 below.

Table   5. Specific Indirect Effects

	Original Sample	T Statistics	P Values	Conclusion
Price -> Service -> Buying Decision	0.387	5.580	0.000	Accepted
Brand Image -> Service -> Buying Decision	0.181	3,496	0.001	Accepted

Source: Smart PLS, 2025

Table 5 shows the indirect effects between variables, which will be explained as follows:
1. Price has a positive and significant effect on purchasing decisions through service with a t-statistic value of 5.580 above 1.96 and a significance value of 0.000 below 0.05, meaning that service acts as a mediating variable between price and purchasing decisions .
2. Brand image has a positive and significant effect on purchasing decisions through service, with a t-statistic value of 3.496 above 1.96 and a significance value of 0.001 below 0.05, meaning that service acts as a mediating variable between price and purchasing decisions.

CONCLUSION
1. Price has a positive and significant effect on the purchasing decisions of Digital Alliance consumers at PT Agres Medan Teknologi.
2. Price has a positive and significant effect on customer service at Digital Alliance at PT Agres Medan Teknologi.
3. Brand image has a positive and significant effect on the purchasing decisions of Digital Alliance consumers at PT Agres Medan Teknologi.
4. Brand image has a positive and significant effect on customer service at Digital Alliance at PT Agres Medan Teknologi.
5. Service has a positive and significant effect on consumer purchasing decisions for Digital Alliance at PT Agres Medan Teknologi.
6. Price has a positive and significant effect on consumer purchasing decisions through service at Digital Alliance at PT Agres Medan Teknologi.
7. Brand image has a positive and significant effect on consumer purchasing decisions through Digital Alliance services at PT Agres Medan Teknologi.

RECOMMENDATIONS
1. The purchase decision with the lowest value statement is "I buy this product in quantities according to my needs and the benefits I feel." The recommendation that can be given to PT Agres Medan Teknologi is to tailor products

to consumer needs. Based on purchases made according to perceived benefits, the company should focus more on product personalization. This can be done by collecting data on consumer preferences and needs, then adjusting product features or services to be more relevant and provide clearer benefits. This approach will increase customer loyalty and facilitate product marketing to more specific market segments.

2. Service with the lowest value statement: "Company employees are quick and responsive in helping and responding to customer needs." The main suggestion for PT Agres Medan Teknologi is to maintain and improve customer service quality by ensuring that employees continue to be trained in effective and responsive communication skills. With a culture that is already quick and responsive in addressing customer needs, the company can reinforce this by providing regular training to keep employees up-to-date with the latest trends in customer service and the technology that supports their work.

3. Brand image with the lowest value statement: "I believe that this brand is synonymous with high-quality products." The main recommendation for PT Agres Medan Teknologi is to strengthen its brand image through consistent communication about product quality. A brand that is already synonymous with high quality must be maintained by conducting regular quality testing and ensuring that product claims are always supported by concrete evidence. In addition, marketing strategies that highlight product excellence and quality, such as case studies, customer testimonials, and quality certifications, can further strengthen consumers' positive perceptions of the brand.

4. Price with the lowest value statement: "The discount given is in accordance with the amount or value of my purchase." The main recommendation for PT Agres Medan Teknologi is to offer a more structured loyalty program or discounts based on purchase value. By providing discounts in accordance with the amount or value of purchases, the company can encourage customers to buy more or more often. Additionally, this program can be combined with a points or reward system, where customers who frequently transact receive additional benefits, thereby increasing their loyalty and purchase frequency.

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