

## The Influence of Price Perception and Perceived Product Quality on Purchase Intention Through Brand Awareness: A Study at Arta Silver Jewelry Store

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### ABSTRACT

The purpose of this study is to examine the effect of Price Perception and Perceived Product Quality on Purchase Intention through Brand Awareness as a mediating variable. The research focuses on consumers initial perceptions of a local jewelry business in Bali. A quantitative approach was employed using the Structural Equation Modeling Partial Least Squares (SEM-PLS) method. The results show that Price Perception has a positive but insignificant effect on Purchase Intention, while Perceived Product Quality has a positive and significant effect. Both Price Perception and Perceived Product Quality significantly influence Brand Awareness, and Brand Awareness itself significantly affects Purchase Intention. The mediation analysis reveals that Brand Awareness fully mediates the relationship between Price Perception and Purchase Intention, and partially mediates the relationship between Perceived Product Quality and Purchase Intention. Overall, the findings highlight the crucial role of brand awareness in enhancing purchase intention, particularly for local jewelry businesses that have not yet actively engaged in digital promotion.

**Keywords :** *Brand Awaness, Price Perception, Perceived Product Quality, Purchase Intention, Brand Awareness.*

### INTRODUCTION

The creative and tourism sectors are crucial pillars in driving inclusive economic growth in Indonesia (Fadilla et al., 2024). According to the Ministry of Tourism and Creative Economy, this contribution to national GDP continues to increase, reaching 3.9 percent, driven by growing tourist interest in local products with artistic and cultural value (Neraca, 2024). One creative economy subsector that has received attention is jewelry crafts, as these products possess aesthetic value and local wisdom, making them cultural souvenirs and an essential part of the tourism experience (Dyantra & Nisa, 2024) . Handcrafted, regionally distinctive jewelry products often attract tourists because they are valued as expressions of cultural identity and emotional connections to the destination (Li, 2023). This opens up significant opportunities for local jewelry stores to grow through adaptive, digital based marketing approaches (Sumantri et al., 2024).

One concrete example is the Arta Silver jewelry store. The store faces challenges in maintaining its competitiveness and increasing consumer purchasing interest. The store is known for offering high quality handmade jewelry and already

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has a basic digital presence in the form of a Google Review page featuring several product photos and customer reviews. However, the store is not yet active on e-commerce platforms or social media, so its digital branding potential remains very limited. Furthermore, sales data indicates a decline in sales over the past year and a half, from approximately 60 million rupiah in March 2024 to approximately 35 million rupiah in June 2025. This situation raises the suspicion that suboptimal digital exposure may have contributed to the lack of strong perceptions of price, quality, and brand awareness that could potentially influence consumer purchasing interest. This situation is relevant for further research, particularly to see how initial perceptions of price and quality formed from limited interactions such as visiting the store in person or through Google Reviews can influence purchasing interest, with brand awareness as a mediating variable.

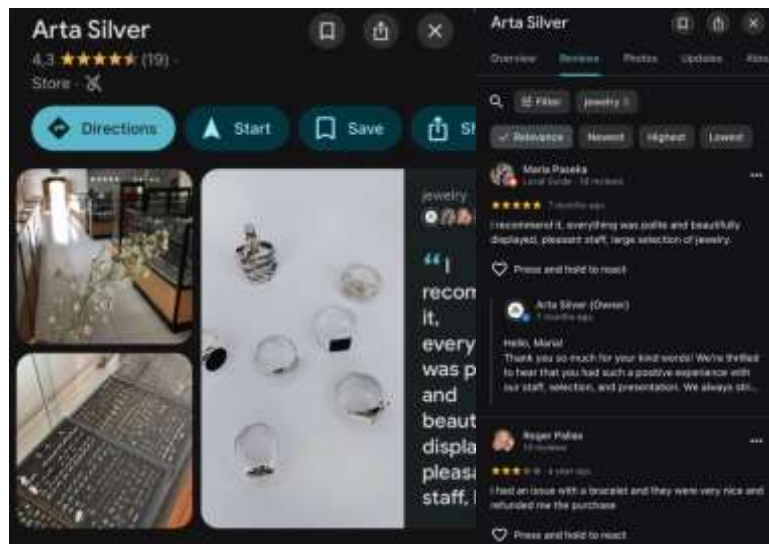


Figure 1 Google Review of Arta Silver Store  
Source: Google Review, 2025



Figure 2 Sales Data of Arta Silver Store (January 2024 - Juni 2025)  
Source: Arta Silver Store (Data Processed by Researchers, 2025)

Observations of two jewelry stores near the location show different phenomena, where one store's sales are relatively stable and the other's are increasing due to actively utilizing digital media such as websites, Instagram, marketplaces, and TikTok, while the results of short interviews with two jewelry

stores near the location indicate that consumers now generally search for information through Google Reviews and social media before making a purchase. This difference emphasizes the importance of digital branding in building brand awareness and increasing purchase intention. Thus, this comparison shows that although consumer perceptions of Arta Silver's price and quality are positive, low digital exposure can limit the formation of strong brand awareness. This condition is the basis of this study, with the aim of analyzing the influence of price perceptions and product quality on purchase intention through brand awareness as a mediating variable. and perceived product quality on purchase intention. Several studies have stated that price perception significantly influences purchase intention (Abdullah et al., 2023; Sihombing et al., 2021). However, conflicting findings were presented by Chelsea & Sugiyanto, (2024); Ramli et al., (2025), who showed that price perception had no significant effect on purchase intention. Similarly, research on perceived product quality also shows inconsistencies. Laraswati & Harti, (2022) found a significant effect on purchase intention, while Batjo et al., (2022); Prasetya & Hidayat, (2021) showed no significant effect.

These discrepancies indicate a research gap that requires further investigation to better understand how price and product quality perceptions influence purchase intention, particularly in the context of local jewelry stores that are not yet digitally active. Furthermore, brand awareness is also a crucial variable that has the potential to bridge the influence of price and product quality perceptions on purchase intention. Research by Abdullah et al., (2023) shows that brand awareness significantly influences purchase intention.

In situations where consumers have not had the opportunity to interact directly with the product, brand awareness plays a crucial role in shaping their initial perceptions. Hadi & Keni, (2022) stated that under conditions of limited information, brand awareness can help create initial trust in a product or service, which can ultimately drive consumer purchase intention. However, although several previous studies have stated that perceptions of price and product quality influence purchase intention, there are also other studies that show different results, indicating inconsistencies. Furthermore, most previous studies focus on stores with broader digital platforms or other product sectors, while the influence of perceptions of price and product quality on purchase intention through brand awareness in silver jewelry stores that have minimal social media and rely more on Google Reviews is still rarely studied, thus creating a research gap that can be filled through the role of brand awareness as a mediator. Based on these phenomena and gaps, the authors are interested in re-examining the relationship between these variables, with the title: "The Effect of Price Perception and Perceived Product Quality on Purchase Intention Through Brand Awareness (Study at Arta Silver Jewelry Store)".

## LITERATURE REVIEW

### Theory of Planned Behavior

The Theory of Planned Behavior (TPB), developed by Ajzen, (1991), extends the Theory of Reasoned Action by Fishbein and Ajzen, explaining that an individual's

behavioral intention is influenced by internal and external factors (Nazarudin & Sayd, 2023). The theory emphasizes that beliefs play a crucial role in shaping actions, where persuasive elements such as characteristics, quality, and specific information affect intentions through attitude, subjective norms, and perceived behavioral control (Bangun et al., 2023). According to Ajzen, (1991) in Nu'man & Noviati, (2021), attitude refers to favorable or unfavorable evaluations of behavior, subjective norms represent perceived social pressure, and perceived behavioral control indicates the perceived ease or difficulty of performing the behavior. In this study, attitude is reflected by price perception and perceived product quality, subjective norms by brand awareness that captures social influence, and perceived behavioral control by consumers' confidence to purchase. Therefore, TPB is relevant to explain how these factors shape purchase intention toward jewelry products.

## **Price Perception**

Price perception refers to consumers' tendency to use price as a basis for evaluating the balance between the benefits received and the product offered (Andriani et al., 2024). Consumers often rely on price as a key determinant before purchasing, comparing the offered price with their reference range to assess suitability (Sussanto & Alfarizi, 2023). Each rational consumer holds a distinct price perception based on experience and perceived value (Arindaputri & Santoso, 2023). A positive price perception enhances consumers' trust and willingness to buy, particularly when supported by favorable brand image and online reviews (Qoyyimah et al., 2024). Thus, price perception can be defined as consumers' subjective judgment regarding whether a product's price is fair and proportional to the benefits obtained.

## **Perceived Product Quality**

Perceived product quality represents consumers' overall judgment about a product's superiority or excellence in meeting expectations and needs (Handayani & Susanti, 2024). It refers to how consumers perceive a product's characteristics and performance relative to expected quality standards (Kurniati, 2021). According to Sumarni et al., (2024), perceived product quality is not determined solely by tangible attributes but also by emotional factors such as brand image and previous experience. Furthermore, when consumers perceive high product quality especially supported by credible online reviews they are more likely to choose the brand over competitors (L. F. Wijaya & Sienatra, 2023). Therefore, perceived product quality can be interpreted as consumers' evaluation of a product's ability to deliver satisfaction and reliability, even without direct purchase experience.

## **Brand Awareness**

According to Keller (2013) in Daengs GS et al., (2023), brand awareness refers to the strength of a brand's presence in consumers' memory, which can be observed through their ability to recognize or recall the brand under various conditions. Aaker (1996) in Ihzaturrahma & Kusumawati, (2021) explains that brand awareness includes two levels: brand recognition, referring to consumers' ability to identify a

brand when prompted, and brand recall, referring to their ability to remember a brand without assistance. Chen, (2024) highlights that in the digital era, online reviews and user generated content significantly influence how consumers form awareness and associations with brands. Thus, brand awareness can be defined as the degree to which consumers can recognize or recall a brand when exposed to or thinking about a product within a specific category.

## Purchase Intention

Purchase intention is defined as an individual's desire or willingness to buy a product after assessing its value, suitability, and benefits (Saputra et al., 2023). According to Kotler & Keller, (2016) in Nazara & Yunita, (2023), purchase intention arises when consumer attention and interest lead to motivation to acquire the product. It also develops through trust and positive evaluations of a brand (Kusumawati & Saifudin, 2020). Therefore, purchase intention reflects consumers cognitive and emotional assessment that a product meets their expectations and needs, serving as a predictor of actual purchase behavior.

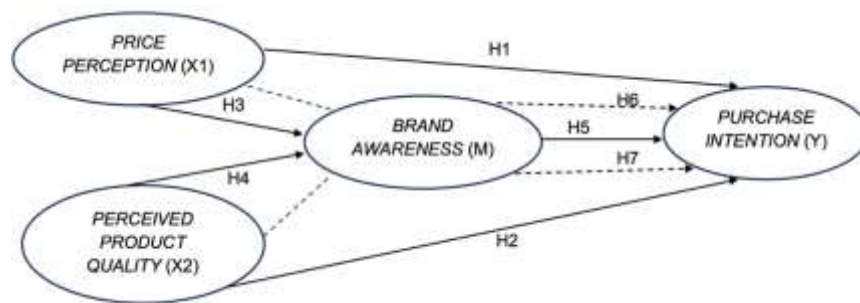


Figure 3 Hypothesis Development

## The Relationship between Price Perception and Purchase Intention

Price perception reflects consumers evaluation of whether a product's price corresponds to the value and benefits they expect (Andriani et al., 2024). Consumers with a positive price perception tend to make faster purchase decisions because they perceive the price as reasonable and fair relative to the product's value (Verdiasnyah & Soliha, 2024). Sihombing et al., (2021) found that price perception has a positive and significant effect on purchase intention, suggesting that consumers are more likely to buy products they perceive as fairly priced. Similarly, Abdullah et al., (2023) stated that a positive perception of price can encourage consumers to purchase, as reasonable prices create a favorable sense of product value. Based on these findings, this study proposes the following hypothesis:

H1: Price Perception has a positive effect on Purchase Intention.

## The Relationship between Perceived Product Quality and Purchase Intention

Perceived product quality represents consumers overall evaluation of a product's ability to meet their expectations and needs (Handayani & Susanti, 2024). Consumers perceptions of product quality shape their desire to make a purchase, although these perceptions are often subjective and based on individual experiences

(Suhud et al., 2022). Previous studies have found a positive and significant relationship between perceived product quality and purchase intention. Laraswati & Harti, (2022) emphasized that perceived product quality is a strong predictor of consumers buying interest, while Aeni et al., (2022) found that factors such as packaging appeal and consistent product standards significantly influence consumer attraction. Based on this analysis, the following hypothesis is proposed:

H2: Perceived Product Quality has a positive effect on Purchase Intention.

### **The Relationship between Price Perception and Brand Awareness**

A positive perception of price such as perceiving it as affordable, transparent, and aligned with quality can create a strong impression that enhances consumers ability to recall and recognize the brand. K. Wijaya & Supardiono, (2024) found that price perception positively affects brand awareness, indicating that consumers tend to recognize brands when they perceive product prices as fair and appropriate. Similarly, Yunus et al., (2020) stated that price can influence the formation of brand awareness. Based on this analysis, the following hypothesis is proposed:

H3: Price Perception has a positive effect on Brand Awareness.

### **The Relationship between Perceived Product Quality and Brand Awareness**

When consumers perceive a product as high quality such as elegant appearance, valuable materials, and well crafted design it strengthens their recall and recognition of the brand, leading to greater brand awareness. Tinaria, (2022) found that perceived product quality significantly affects brand awareness, meaning that good quality perceptions enhance consumers recognition of a brand. Likewise, Farhan et al., (2024) confirmed that perceived product quality has a positive and significant influence on brand awareness. Therefore, this study proposes the following hypothesis:

H4: Perceived Product Quality has a positive effect on Brand Awareness.

### **The Relationship between Brand Awareness and Purchase Intention**

Brand awareness fosters familiarity and trust toward a brand, leading consumers to prefer products from well known brands. In the context of jewelry stores without social media presence, visibility through Google Reviews and positive customer feedback can serve as a basis for developing awareness that drives purchase intention. Prayogo et al., (2023) stated that brand awareness influences consumer perception and behavior, playing a crucial role in shaping purchase intention through brand equity reinforcement. Similarly, Hadi & Keni, (2022) found that brand awareness positively and significantly affects purchase intention, as consumers knowledge and familiarity with a brand increase their willingness to buy. Based on this analysis, the following hypothesis is proposed:

H5: Brand Awareness has a positive effect on Purchase Intention.

## **The Relationship between Price Perception and Purchase Intention through Brand Awareness**

Although consumers may perceive a product's price as fair, it does not necessarily lead directly to purchase intention if they lack awareness or familiarity with the brand. Previous studies Abdullah et al., (2023); Sihombing et al., (2021) reported that price perception positively and significantly affects purchase intention, suggesting that fair pricing enhances consumers willingness to buy. However, other studies, such as Chelsea & Sugiyanto, (2024) and Ramli et al., (2025), found that price perception has no significant effect on purchase intention. These inconsistencies imply that a mediating variable may bridge the relationship between the two constructs. Brand awareness is considered one such variable, as Prayogo et al., (2023) demonstrated its essential role in influencing consumer perception and behavior through brand equity. Therefore, this study proposes the following hypothesis:

H6: Brand Awareness mediates the relationship between Price Perception and Purchase Intention.

## **The Relationship between Perceived Product Quality and Purchase Intention through Brand Awareness**

Even when consumers perceive a product as high quality, it may not directly increase purchase intention unless they are aware of or familiar with the brand. Thus, brand awareness serves as an important mediating factor between perceived product quality and purchase intention. While some studies Aeni et al., (2022); Laraswati & Harti, (2022) found that perceived product quality significantly affects purchase intention, others Batjo et al., (2022); Prasetia & Hidayat, (2021) reported no significant relationship. These inconsistencies suggest the involvement of other mediating variables. Hadi & Keni, (2022) demonstrated that brand awareness positively and significantly affects purchase intention, showing that consumers knowledge and familiarity with a brand strengthen their confidence to purchase. Based on this reasoning, the following hypothesis is proposed:

H7: Brand Awareness mediates the relationship between Perceived Product Quality and Purchase Intention.

## **RESEARCH METHODS**

This study employed four main variables: Price Perception, Perceived Product Quality, Brand Awareness, and Purchase Intention. Price Perception indicators were adapted from Kotler (2016) in Tecoalu et al., (2021), including product affordability, price quality alignment, product price competitiveness, and price benefit alignment. Perceived Product Quality followed Durianto, (2011) in Laraswati & Harti, (2022), covering product quality, product reputation, product characteristics, and product performance. Brand Awareness was based on Hidayati et al., (2018) in Sahputri & Nurhasanah, (2022), ranging from Unaware of Brand, Brand Recognition, Brand Recall, to Top of Mind. Purchase Intention indicators referred to Ferdinand, (2006) in Solihin, (2020), including transactional intention, referential intention, preferential intention, and exploratory intention. All indicators

were assessed using a 5 point Likert scale (1 = strongly disagree to 5 = strongly agree).

Data were collected through an online questionnaire using purposive sampling. A manipulation check with 30 respondents (N.30) was conducted to ensure that the questionnaire items were clearly understood. The population consisted of individuals residing in Bali, while the final sample comprised 160 respondents. The sampling criteria were: aged 17–55 years, interested in jewelry, and willing to complete the questionnaire honestly. Data analysis was performed using Structural Equation Modeling (SEM) with SmartPLS 4 to test the relationships among variables and evaluate both the outer and inner models.

## RESULTS AND DISCUSSION

### ANALYSIS RESULT

#### 1. Respondent Characteristics

Table 1 Respondent Characteristics

No	Respondent Characteristics	Category	Frekuensi	Percentage (%)
1.	Domicile	Gianyar	24	15
		Denpasar	32	20
		Badung	20	12,5
		Bangli	11	6,9
		Buleleng	18	11,3
		Jembrana	14	8,8
		Klungkung	16	10
		Karangasem	12	7,4
		Tabanan	13	8,1
2.	Gender	Female	96	60
		Male	64	40
3.	Age	17-25 years	77	48,1
		26-35 years	45	28,1
		36-45 years	29	18,1
		46-55 years	9	5,7
4.	Occupation	Student	63	39,4
		Employee/Staff	78	48,8
		Entrepreneur	14	8,8
		Housewife/ Househusband	5	3
Total			160	100

Data Processed by Researchers, 2025

Out of a total of 160 valid respondents, the sample demonstrates a diverse geographical distribution across nine regencies in Bali, with the largest proportion residing in Denpasar (20%), followed by Gianyar (15%) and Badung (12.5%), while the smallest proportion comes from Bangli

(6.9%), indicating that respondents are fairly well distributed across different regions, with Denpasar representing the highest concentration. In terms of gender, the majority of respondents are female (60%), while male respondents account for 40%, suggesting that interest in jewelry products is predominantly found among women. Regarding age, most respondents are between 17–25 years old (48.1%), followed by those aged 26–35 years (28.1%), 36–45 years (18.1%), and 46–55 years (5.7%), showing that the sample is largely composed of young to early adult individuals who represent a key demographic segment with strong potential interest in jewelry products. Based on occupation, the majority of respondents are employees or office workers (48.8%), followed by students (39.4%), entrepreneurs (8.8%), and housewives or househusbands (3%), indicating that most respondents are economically active individuals with steady income, which may influence their purchasing power and interest in jewelry. In summary, the sample is dominated by young adult females, primarily working individuals or students, and is geographically well distributed across Bali, with the highest representation from Denpasar.

## 2. Evaluation of the Measurement Model (Outer Model)

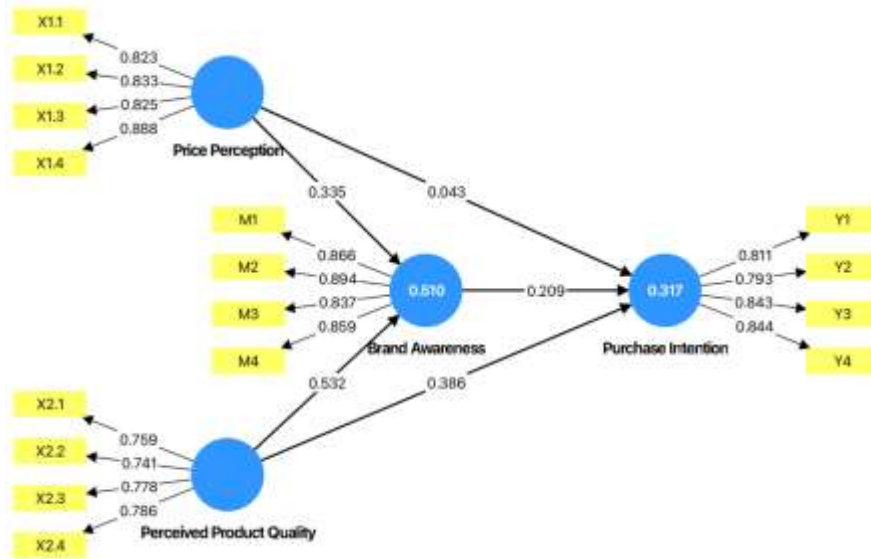


Figure 4 Outer Model Measurement

Source: Data Processed by Researchers, 2025

### a) Convergent Validity & Reliability

Table 2 Outer Loading & Reliability Test Results

No	Variabel	Indikator	Outer Loading	Cronbach's alpha	Composite reliability
1.	Price Perception	X1.1	0.823	0.864	0.907
		X1.2	0.833		
		X1.3	0.825		
		X1.4	0.888		

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2.	Perceived Product Quality	X2.1	0.759	0.766	0.850
		X2.2	0.741		
		X2.3	0.778		
		X2.4	0.786		
3.	Brand Awareness	M1	0.866	0.887	0.922
		M2	0.894		
		M3	0.837		
		M4	0.859		
4.	Purchase Intention	Y1	0.811	0.842	0.894
		Y2	0.793		
		Y3	0.843		
		Y4	0.844		

Source: Data Processed by Researchers, 2025

All indicators have outer loading values of  $\geq 0.70$ , indicating that they are convergently valid. This means that each indicator adequately represents the construct it measures, confirming that the measurement model used in this study demonstrates convergent validity. Based on the reliability test results presented in the table above, all constructs show Cronbach's Alpha and Composite Reliability values above 0.70. This finding confirms that each construct meets the reliability criteria, indicating that all indicators are consistent and capable of measuring their respective variables in a stable manner. Therefore, the research instrument is considered reliable and suitable for further analysis.

## b) Discriminant Validity

Table 3 Discriminant Validity

	Brand Awareness	Perceived Product Quality	Price Perception	Purchase Intention
Brand Awareness				
Perceived Product Quality	0.769			
Price Perception	0.572	0.383		
Purchase Intention	0.546	0.653	0.312	

Source: Data Processed by Researchers, 2025

Based on the table above, all HTMT values between constructs are below the recommended limit (0.85–0.90). This indicates that each construct in this study has clear conceptual distinctions and no overlap between indicators. Therefore, it can be concluded that each variable meets the criteria for discriminant validity.

### 3. Structural Model Evaluation (Inner Model)

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

Table 4 R-Square ( $R^2$ )

	R-square	R-square adjusted
Brand Awareness	0.510	0.504
Purchase Intention	0.317	0.304

Source: Data Processed by Researchers, 2025

Based on the table above, the  $R^2$  value for Brand Awareness is 0.510 and Purchase Intention is 0.317. In this study, the  $R^2$  value is used to measure the extent to which the independent variables are able to explain the dependent variable in the model. Furthermore, this value also serves as the basis for calculating the error ( $Pe$ ) for each endogenous variable using the following formula:

$$Pe_i = \sqrt{1 - R_i^2}$$

- Brand Awareness

$$Pe_1 = \sqrt{1 - R_i^2} = \sqrt{1 - 0,510} = \sqrt{0,490} = 0,700$$

- Purchase Intention

$$Pe_2 = \sqrt{1 - R_i^2} = \sqrt{1 - 0,317} = \sqrt{0,683} = 0,826$$

Next, all  $Pe$  values are combined to calculate the total model determination coefficient ( $R^2m$ ) using the formula:

$$R^2m = 1 - (Pe_1^2 \times Pe_2^2 \times \dots \times Pe_n^2)$$

The calculation results show:

$$R^2m = 1 - (Pe_1^2 \times Pe_2^2)$$

$$R^2m = 1 - (0,700^2 \times 0,826^2)$$

$$R^2m = 1 - (0,490 \times 0,682)$$

$$R^2m = 1 - 0,334$$

$$R^2m = 0,666$$

An  $R^2m$  value of 0.666 indicates that the research model is able to explain approximately 66.6% of the overall variation in the endogenous variables. According to Hair & Alamer, (2022), this value is categorized as very strong, meaning the model has adequate explanatory power regarding the relationships between the variables in the study.

#### b) Q-Square ( $Q^2$ )

Table 5 Q-Square ( $Q^2$ )

	$Q^2$ Predict
Brand Awareness	0.495
Purchase Intention	0.270

Source: Data Processed by Researchers, 2025

Based on the test results presented in the table above, all  $Q^2$  values for the endogenous variables are above zero. This indicates that the research model has good predictive relevance and is able to provide adequate predictions of the dependent variable. Therefore, the tested structural model can be said to have adequate predictive ability.

## 4. Hypothesis Testing

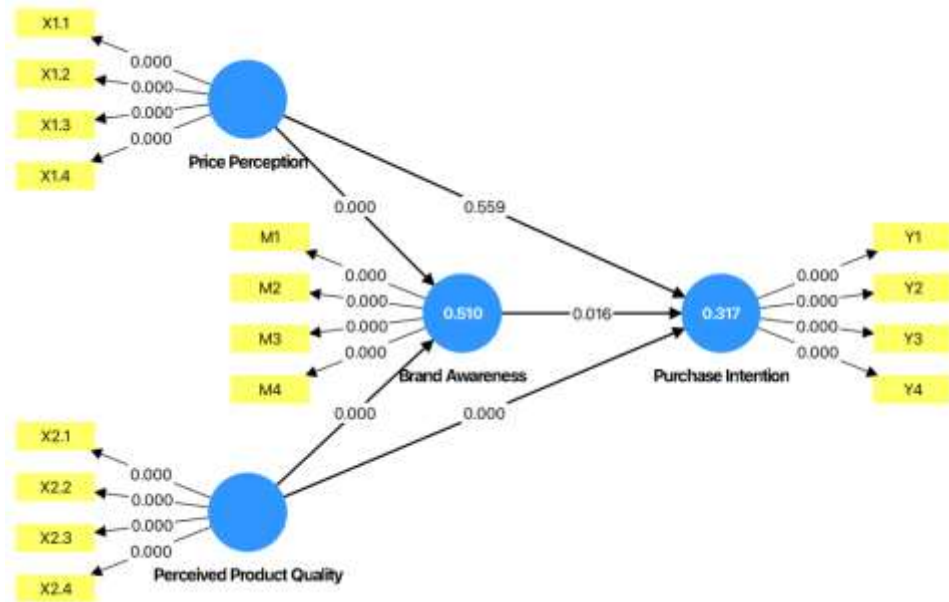


Figure 5 Bootstrapping

Source: Data Processed by Researchers, 2025

The complete results of the hypothesis testing can be seen in the following table:

Table 6 Hypothesis Testing Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Price Perception -> Purchase Intention	0.043	0.045	0.073	0.584	0.559
Perceived Product Quality -> Purchase Intention	0.386	0.391	0.083	4.638	0.000
Price Perception -> Brand Awareness	0.335	0.337	0.050	6.744	0.000
Perceived Product Quality ->	0.532	0.534	0.048	11.073	0.000

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Brand Awareness					
Brand Awareness -> Purchase Intention	0.209	0.206	0.087	2.419	0.016
Price Perception -> Brand Awareness -> Purchase Intention	0.070	0.069	0.030	2.330	0.020
Perceived Product Quality -> Brand Awareness -> Purchase Intention	0.111	0.110	0.048	2.314	0.021

Source: Data Processed by Researchers, 2025

The results of the first hypothesis test indicate that the relationship between Price Perception and Purchase Intention has a path coefficient of 0.043 with a t-statistic of 0.584. This shows that although Price Perception has a positive direction, it does not have a significant effect on Purchase Intention (p-value = 0.559). Therefore, Hypothesis 1 is rejected. In conclusion, Price Perception has a positive but insignificant effect on Purchase Intention.

The results of the second hypothesis test show that the relationship between Perceived Product Quality and Purchase Intention has a path coefficient of 0.386 with a t-statistic of 4.638, indicating a positive and significant effect (p-value = 0.000). Therefore, Hypothesis 2 is accepted. In conclusion, Perceived Product Quality has a positive and significant effect on Purchase Intention.

The third hypothesis test reveals that the relationship between Price Perception and Brand Awareness has a path coefficient of 0.335 with a t-statistic of 6.744, indicating a positive and significant effect (p-value = 0.000). Therefore, Hypothesis 3 is accepted. In conclusion, Price Perception has a positive and significant effect on Brand Awareness.

The results of the fourth hypothesis test demonstrate that the relationship between Perceived Product Quality and Brand Awareness has a path coefficient of 0.532 with a t-statistic of 11.073, showing a positive and significant effect (p-value = 0.000). Therefore, Hypothesis 4 is accepted. In conclusion, Perceived Product Quality has a positive and significant effect on Brand Awareness.

The fifth hypothesis test indicates that the relationship between Brand Awareness and Purchase Intention has a path coefficient of 0.209 with a t-statistic of 2.419, showing a positive and significant influence (p-value = 0.016). Therefore, Hypothesis 5 is accepted. In conclusion, Brand Awareness has a positive and significant effect on Purchase Intention.

The sixth hypothesis test shows that the mediating relationship between Price Perception and Purchase Intention through Brand Awareness has a path coefficient of 0.070 with a t-statistic of 2.330, indicating a positive and significant mediation effect (p-value = 0.020). Therefore, Hypothesis 6 is accepted. In conclusion, Price Perception has a positive and significant effect on Purchase Intention through Brand Awareness.

The results of the seventh hypothesis test indicate that the mediating relationship between Perceived Product Quality and Purchase Intention through Brand Awareness has a path coefficient of 0.111 with a t-statistic of 2.314, indicating a positive and significant effect (p-value = 0.021). Therefore, Hypothesis 7 is accepted. In conclusion, Perceived Product Quality has a positive and significant effect on Purchase Intention through Brand Awareness.

## DISCUSSION

The findings of this study reveal several relationships among the examined variables. First, Price Perception shows a positive but insignificant effect on Purchase Intention. This means that although consumers may perceive jewelry prices as fair and reasonable, this perception alone is not strong enough to encourage purchase intention. Consumers tend to focus more on aspects such as product quality, brand image, or recommendations from others rather than price considerations. This result supports the findings of Aeni et al., (2022); Chelsea & Sugiyanto, (2024); Ramli et al., (2025), who also found that price perception does not have a significant effect on purchase intention. According to the Theory of Planned Behavior Ajzen, (1991) in Nu'man & Noviati, (2021), Price Perception reflects attitude toward behavior, indicating how individuals assess price fairness and attractiveness. Because price perception among respondents is still based on initial impressions rather than real experience, the attitude toward purchasing remains weak and does not strongly translate into intention to buy.

In contrast, Perceived Product Quality has a positive and significant effect on Purchase Intention. Consumers who perceive the jewelry as high quality tend to be more confident and interested in purchasing. Product quality represents value, reliability, and satisfaction, which shape stronger intentions to buy. This finding is consistent with Laraswati & Harti, (2022) and Aeni et al., (2022), who explain that perceived product quality serves as one of the most important predictors of consumer purchase intention. Within the Theory of Planned Behavior framework, Perceived Product Quality represents a positive attitude toward behavior, meaning that when consumers believe in the quality and reliability of a product, their willingness to buy strengthens.

Furthermore, Price Perception also has a positive and significant effect on

Brand Awareness. When consumers perceive product prices as reasonable and aligned with their expectations, they are more likely to recognize and remember the brand. This finding supports K. Wijaya & Supardiono, (2024) and Yunus et al., (2020), who highlight that a fair pricing strategy increases brand recall and recognition. Similarly, Perceived Product Quality exerts a significant positive influence on Brand Awareness. High-quality products tend to attract more attention and trust, making it easier for consumers to identify and remember the brand. This aligns with the findings of Tinaria, (2022) and Farhan et al., (2024), who noted that perceived product quality plays a crucial role in shaping brand awareness. According to the Theory of Planned Behavior Ajzen, (1991) in Nu'man & Noviati, (2021), both price and product quality relate to the subjective norm and perceived behavioral control, as these factors influence how consumers perceive brand credibility and social reputation.

In addition, Brand Awareness positively and significantly affects Purchase Intention. Consumers who are familiar with and trust a jewelry brand are more likely to make purchase decisions. This finding supports Lumingkewas et al., (2023) and Zai et al., (2024), who state that brand awareness enhances consumer confidence and strengthens the intention to buy. Within the TPB perspective, brand awareness represents the subjective norm and perceived behavioral control, reflecting social influence and consumer confidence toward a specific brand.

The mediating analysis further shows that Brand Awareness fully mediates the relationship between Price Perception and Purchase Intention, indicating that a positive price perception only increases purchase intention when it successfully strengthens brand awareness. Conversely, Brand Awareness partially mediates the relationship between Perceived Product Quality and Purchase Intention, implying that while product quality directly influences purchase intention, brand awareness enhances this relationship by reinforcing consumers trust and familiarity with the brand.

Overall, these results imply that in the context of jewelry purchasing behavior, product quality and brand awareness play a more decisive role than price perception in shaping consumers initial buying interest. Based on the respondent characteristics predominantly young adult employees aged 17–35 years and mostly female the findings suggest that this demographic tends to be rational, value oriented, and attentive to quality and brand credibility when considering jewelry purchases. Their awareness and purchasing intentions are shaped more by perceived quality and brand familiarity than by price, emphasizing the importance of digital branding and quality assurance in influencing potential customers' purchase intentions.

## CONCLUSION

This study concludes that Price Perception and Perceived Product Quality influence Purchase Intention both directly and indirectly through Brand Awareness as a mediating variable. The findings indicate that while Price Perception has a positive but insignificant effect on Purchase Intention, Perceived Product Quality has a positive and significant effect, suggesting that consumers confidence in product

authenticity and quality strengthens their intention to purchase. Both Price Perception and Perceived Product Quality significantly affect Brand Awareness, showing that reasonable pricing and superior quality enhance consumers ability to recognize and recall the brand. Furthermore, Brand Awareness positively and significantly impacts Purchase Intention, confirming its essential role in shaping consumer buying interest. The mediation results reveal that Brand Awareness fully mediates the relationship between Price Perception and Purchase Intention and partially mediates the relationship between Perceived Product Quality and Purchase Intention, emphasizing its strategic importance in bridging consumer perceptions and purchase behavior.

However, this study has several limitations. It focuses only on Price Perception, Perceived Product Quality, and Brand Awareness, leaving out other potentially influential factors such as Brand Trust, Brand Image, and Electronic Word of Mouth (e-WOM). Future studies are encouraged to include these variables to provide a more comprehensive understanding of consumer purchase behavior. In addition, this research was limited to a single local jewelry store in Bali with a relatively small sample, which may restrict the generalizability of the findings. Therefore, future research should expand the sample to include respondents from various regions and jewelry brands, and consider additional demographic factors such as income level or education background. By doing so, subsequent studies can offer deeper insights into the determinants of purchase intention, particularly within the context of digital marketing and the local jewelry industry.

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