Economic Insights into the Influence of Price, Brand Identity, and Perceived Benefits on Purchase Decisions

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Abstract:

This research aims to determine the influence of price, brand identity, and perceived benefits on purchasing decisions. The sampling technique in this research used the Accidental Sampling method by distributing questionnaires to 80 respondents. The data analysis method used several statistical tests: research instrument testing (validity and reliability testing) and hypothesis testing. The research results show that: (1) price positively influences purchasing decisions. (2) brand identity has a positive influence on purchasing decisions. (3) perceived benefits have a positive influence on purchasing decisions.

Keywords: *Price, Brand Identity, Perceived Benefits, Purchasing Decisions*

1. Introduction

High mobility to support economic activities requires people to have means of transportation that can speed up and facilitate daily activities. In a modern era like today, transportation has become a primary need for the community. One of the most sought-after means of transportation is motorcycles, which are considered flexible, affordable, and practical. This encourages people's purchasing power to increase so that many motorcycle manufacturers improve and create the latest innovations to meet market needs.

It is known that PT. Astra Honda Motor is a motorcycle manufacturer that controls 70% of the motorcycle market in Indonesia. Compared to its competitor Yamaha which only controls the market by 22.8%. Honda's products have several advantages, including varied products, up-to-date or trendy model designs, and many advanced features in its products. Although the economy in 2020 experienced a decline due to the COVID-19 outbreak it had an impact on Honda motorcycle sales to the lowest level was only recorded at 3,660,616 units or can be said to have decreased by 43.6% when compared to the previous period. This figure then slowly increased in 2021 with total motorcycle sales of 5,057,516 units. At the end of 2022, resale increased by 3.24% when compared to 2021, or a total of 5,221,469 units of motorcycles.

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However, it is very unfortunate that 2023 will be a bad record for producers of PT. Astra Honda Motor because almost all the time there is news of severe and porous frames, so motorcycle sales in Indonesia decreased in July 2023 to 475,428 units of bicycles compared to 493,763 units of bicycles in June, based on data recorded at AISI or the Indonesian Motorcycle Industry Association. Source:https://www.cnnindonesia.com.

Price is the amount of money needed to acquire a certain product (Yasri, Susanto, Hoque, & Gusti, 2020). The price is the price paid and the methods or conditions related to its sale (Winasis, Widianti, & Hadibrata, 2022). The results of the study by Cindy Magdalena Gunarsih argue that Price has a significant effect on buyers' decisions 9,623, which means that buyers' decisions will increase (Gunarsih, Kalangi, & Tamengkel, 2021). This is following research conducted by Sarini Kodu who argues that price, product quality, and service quality simultaneously or partially have a significant effect on purchase decisions (Ge et al., 2007).

Brand identity is a real quality that can be felt by the senses. Everyone has access to it in terms of sight, touch, hearing, and movement. *Brand identity* makes it possible for people to recognize and associate with a company. *Brand identity* is a collection of aspects that aim to convey the brand such as the brand background, brand principles, goals, and ambitions of the brand itself (Irawan, 2017). The results of the study conducted by Hanifah Nur Apriliani and Harini Abrilia Setyawati showed that based on the results of the partial test (t-test) showed that the *brand identity* variable affected the purchase decision and test results F showed that the *brand identity* variable had a simultaneous effect on the purchase decision. (Dewi & Hasanah, 2023). The results of this study are linear with the research conducted by Muhammad Syariful Anam et al. From the results of the research, it was concluded that it partially shows *that brand identity* has a positive and significant effect on purchase decisions. Meanwhile, brand *identity* also has a significant effect on purchasing decisions (Anam, Nadila, Anindita, & Rosia, 2020)

The perceived benefits are interpreted as an assessment of the use of services based on the perception of what is provided (Ratanailaikul, 2016). The results of the research conducted by Nanto Purnomo and Moh. Nur Hidayar argues that the higher the level of benefits felt, the higher the level of consumer decision in deciding on a purchase. The results of the hypothesis test concluded that the perceived benefit variable has a significant influence on the consumer decision variable in purchasing simply put, the higher the value felt, the higher the level of purchase decision (Ge et al., 2007) This study is under what was conducted by Fadilah Sarasuni who said that the perceived benefit variable obtained a significant value of $0.00 < 0.05$ which means it affects purchasing decisions (Sarasuni & Harti, 2021).

The purpose of this study is that the researcher tries to study by conducting specific research on PT Pohon Mulia Investama Surabaya to further understand the influence of price, *brand identity,* and perceived benefits on purchase decisions and how to increase sales volume at this time. This research is expected to provide optimal benefits for company sales, employees, and customers.

2. Theoretical Background

A. Price

Price is an exchange rate equivalent to the perceived benefits to a person or group. Price is one aspect of the marketing mix that generates revenue, other factors generate costs (Tri Nuryani, Nurkesuma Nurkesuma, & Baruna Hadibrata, 2022) Price also reflects the view of value that an individual or group expects to get from a brand or product for the goods and services they offer. Price is the rupiah exchange rate for a product described in the form of a legal tender i.e. money, and after it has been agreed between the buyer and the seller. Price also plays a role in the marketing mix that is useful for generating revenue (Harnady, Wahono, & Asiyah, 2021) The tendency of customers to consider price affects purchasing behavior because in most cases customers object to paying a high enough price for a service or product. However, most customers are willing to pay more for a product or service that suits their desires. Prices can be measured by the following indicators (Amoako, 2022):

1. Affordability of product prices
2. Price compatibility with quality
3. Price competitiveness
4. Price compatibility with benefits

Based on a study conducted by Badriyah, where price has a significant role in consumer purchase decisions (Amoako, 2022). In simple terms, it can be interpreted that consumers are considering the appropriate price for the product or service they want. Price supports efforts to improve customer purchase decisions, especially in terms of the service system provided, the improvement of the quality of a product or service, the convenience of using the product, and the availability and support of appropriate prices to improve purchase decisions (Saputra, Bustami, & Bengkulu, 2024) Based on a study conducted by Fania Nur Amalina et al. which obtained results that Price has a positive and significant effect on purchase decisions (Amalina, Apriliani, Putri, Masruroh, & Anwar, 2024) Appropriate prices are a matter of great concern to customers in making purchase decisions.

B. Brand Identity

Brand identity is a series of verbal expressions and visuals of a *brand*. *Brand identity* should be easy to remember, have a difference from its competitors, and have a meaningful meaning. When creating brand identity innovations, all components are made into one system (Mao et al., 2020) Brand identity according to Kotler & Keller (2006) is a unique set of brand associations produced by brand strategists. Brand identity influences people's purchasing decisions in buying a product or service, therefore entities need to have a strong brand identity so that people can appreciate the products or services offered (Chung & Byrom, 2021). Consumers directly remember a brand when they see or hear it. Brand identity is useful for differentiating a product from another so that a person can easily recognize it because of its quality (Carcavilla Puey & Aguirre Jiménez, 2022). The brand *identity* indicators are as follows (Rahmawati, Kusniawati, & Kasman, 2020):

1. Consumers know symbols or logos
2. Consumers can distinguish product brands from competitor brands
3. A brand or metal that can represent the company's goals.

A study conducted by Nel Arianty and Ari Andira obtained the results that *brand identity* has a positive and significant influence on purchase decisions (Sarasuni & Harti, 2021) the existence of brand identity in consumers, can create positive impressions and feelings when consumers use a product or service and have the potential to create purchase decisions.

C. Benefits Felt

The perceived benefit is a form of expression about a person's experience of a service or product for the events that have been experienced (Nur Fitriana & Trishananto, 2021) The perceived benefit is a combination of service attributes, physical attributes, and continuous technical support with consumers' purchase intention for the service or product (Juliana, 2023b). Quoted from (Putra & Hayuningtias, 2023) The benefits felt are when customers trust to use products or services that can improve performance and can be used anywhere and anytime. Customers will choose to use products or services if they feel that there are positive benefits that they feel. This means that the benefits felt by customers are customer assessments of the value where the entity is obliged to develop and create innovations for its services or products so that the value is linear with consumer expectations (Pattipeilohy, Asthenu, & Tjokro, 2019) The indicators of the benefits felt according to (Pattipeilohy et al., 2019) are:

1. Improves individual performance
2. Increase individual productivity levels
3. Increase effectiveness
4. The use of the product is beneficial to the individual

D. Purchase Decision

According to (Kotler and Armstrong, 2018), consumers' purchasing decisions are influenced by several unforeseen circumstances. Consumer purchasing decisions are formulated due to several factors such as appropriate income, expected costs, and benefits obtained from a product or service (Nurfauzi, Taime, Hanafiah, Yusuf, & Asir, 2023). A purchase decision is a response where the customer recognizes a problem, then searches for information, after which evaluates an alternative to the problem, and finally decides to buy or take action (Aulia, Ahluwalia, & Puji, 2023). A purchase decision is a consumer decision that is influenced by several factors both externally and internally, to create an attitude in the customer to manage the information obtained and then make a conclusion in the form of a response such as the content of what product will be purchased (W. Anggraini, Permatasari, & Putri, 2022). A purchase decision is a customer's response or attitude regarding whether or not a transaction will be successful, something that will determine the achievement of the company's target is how many consumers make a purchase decision (Septiyaningrum, Fajar, Fermiana, Utami, & Fergiawan, 2023). Indicators of purchase decisions according to Irfan Rizkullah:

1. Problem introduction
2. Information search
3. Evaluation of alternatives
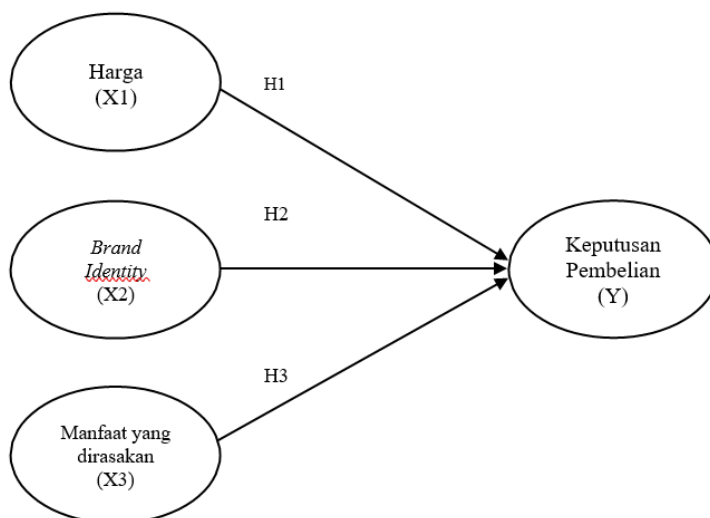4. Purchase decision
5. Post-purchase behavior

Figure 1. Framework of Thought

Research Hypothesis
Based on the research problems and the review literature above, the hypothesis raised in this study is:

H1: Price has a significant effect on the purchase decision of Honda motorcycle users at PT Pohon Mulia Investama Surabaya

H2: *Brand Identity* has a significant influence on the purchase decision of Honda motorcycle users at PT Pohon Mulia Investama Surabaya

H3: The benefits felt have a significant effect on the purchase decision of Honda motorcycle users at PT Pohon Mulia Investama Surabaya.

3. Methodology

The approach used in this study is quantitative. This research was conducted on Honda motorcycle consumers at PT Pohon Mulia Investama, which is located on Jl. Raya Wiyung No.114, Wiyung, Wiyung District, Surabaya, East Java 60165. The research was carried out using a questionnaire as a research instrument. This study uses an accidental sampling technique, simply put, this technique involves buyers who happen to be met by the researcher during the research process which will later be used as a sample or data source. Considering that the number of Honda motorcycle users in Surabaya is not known for sure, the determination of the minimum sample number is guided by the opinion of Malhotra (2006), the minimum limit for the number of samples is four or five times the number of items (Malhotra, 2006). So in this study, 80 samples were obtained from 5x 16 (the number of research indicators). The data

collection method used on the Likert scale is used as an attitude or opinion that contains: **(1) Strongly disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly agree.**

The types and sources of data will be used in this study, namely primary data sources and secondary data sources. Primary data sources were obtained from the results of questionnaire collection to consumers of PT Pohon Mulia Investama as many as 75 samples, while secondary data sources came from literature reviews such as books, supporting journals, scientific papers, and other sustainable sources with the title of this study.

The data analysis used in this study uses the *Structural Equation Modeling- Partial Least Square* method commonly known (SEM-PLS). *Smart PLS* or *Smart Partial Least Square* is statistical software that has the purpose of testing the relationship between variables. The smartPLS approach is considered accurate and strong because it is not based on various opinions (Harahap, 2018)

Partial Least Square (PLS) is a data analysis method that has excess information obtained that is easy to interpret and efficient, especially in complex models or model hypotheses, can be used on small data sets, and in this test, it is necessary to go through several tests, namely validity tests, reliability tests and hypothesis tests (Hamid & Anwar, 2019)

There are 2 stages of testing smartPLs: (1.) *Outer model*. The outer model test is used to specify the relationship between variables and their indicators. In the first stage of this outer model, there are 2 steps, namely the validity test and the reliability test. The validity test consists of *Convergent validity*, namely by using *factor loading* and AVE.

The expected value of the *loading factor* >0.70 and the expected value of AVE (*Average Variance Extraded*) on each variable >50, then is considered to be met. Then the second is *Discriminant validity*, namely by using *cross-loading*. In this test, the expected value to be reliable is > 0.70. Then the reliability test was carried out using *the composite reliability* test and *Cronbach alpha*. *Composite reliability* measures the true value of a construct. The expected reliability value is>0.70. The second *is Cronbach alpha,* to measures the lowest limit of the reliability of a construct. The expected value is>0.60. After passing the first stage, only the second stage, namely (2.) *Inner model*. The test in *the inner model* that will be tested in this study *T-statistic* or T-test is one of the statistical tests to test the correctness of a hypothesis proposed by the researcher in distinguishing the average in two populations. Hypothesis testing pays attention to the calculation of the *coefficient path* by comparing the *statistical T* value > the T table 1.96 (a 10%) which means that if *the T-statistic* of each hypothesis is greater than the T table, it can be declared proven or accepted.
The following are the variable indicators in this study:
Table 1. Variable Indicators

4. Empirical Findings/Result

No.	Variable	Definisi	Indicator	Scale
1	Price (x1)	Price is an important thing in determining whether the product can be purchased by consumers or not (Muangsal, 2019)	1. Affordability of product prices 2. Conformity price with quality 3. Price competitiveness 4. Price compatibility with benefits	Scale *Likert*
2	*Brand Identity* (X2)	Brand identity is a tangible quality that can be perceived by the senses. Everyone has access to it in terms of sight, touch, hearing, and movement. (Essamri, McKechnie, & Winklhofer, 2019)	1. Consumers know symbols or logos 2. User can distinguish product brands from competitor brands 3. A brand or metal that can represent the company's goals.	Scale *Likert*
3	Perceived benefits (X3)	The perceived value is an assessment of the use of services based on the perception of what is provided (Ratanailaikul., 2016).	1. Improves individual performance 2. Increase individual productivity levels 3. Increase effectiveness 4. The use of the product is beneficial to the individual	Scale *Likert*
4	Purchase decision (Y)	A purchase decision is a process or stage where the buyer decides to buy a product or service (Irfan rizqullah)	1. Problem introduction 2. Information search 3. Evaluation of alternatives 4. Purchase Decision 5. Post-purchase behavior	Scale *Likert*

Characteristics Respondent

The characteristics of the study consisted of name, gender, age, and occupation. Most of the respondents in this study were dominated by men with a percentage of 63.2% and female respondents with a percentage of 36.8%. In terms of age, generally, respondents are 20-25 years old with a percentage of 84.2%, and 31-40 years old with a percentage of 15.8%. Furthermore, respondents also filled in job choices, such as students/students with a percentage of 52.6%, civil servants with a percentage of 10.5%, self-employed with a percentage of 10.5%, Freelance with a percentage of 10.5% and Others with a percentage of 15.8%.

Data analysis on *SmartPLS* consists of two stages of testing, namely *the Outer model* and *the Inner Model*. At stage (1.) *The outer model* has two tests, namely the validity test which uses 2 steps, namely *Convergent validity* and *Discriminant validity*. Then in the second stage, namely (2.) *The Inner Model* that tests *the T-statistic* or the t-test

in question is a hypothesis test that aims to determine the magnitude of the influence of each independent variable on the *dependent variable.*

2. Outer Model Testing

a) *Outer Loading*

Outer Loading is a table that contains *a loading factor* to show the magnitude of the correlation value between the indicator and the latent variable. An indicator can be said to meet *the convergent validity* requirements in the good category if it produces an *outer loading* value greater than 0.7.

Table 1. *Outer Loading*

	TWO	H	KP	WORLD
BI1	0,877			
BI2	0,898			
BI3	0,895			
H1		0,805		
H2		0,914		
H3		0,936		
H4		0,861		
KP1			0,906	
KP2			0,798	
KP3			0,911	
KP4			0,846	
KP5			0,813	
MYD1				0,934
MYD2				0,931
MYD3				0,930
MYD4				0,906

Based on Table 2, it is known that the overall loading value of each reflex construct has a loading value > 0.7. Related to this, the model is stated to have met *the criteria for good* convergent validity.

b) *Average Variance Extracted (AVE)*

Average Variance Extraction (AVE) is a method for *evaluating the discriminant validity* for each construct and latent variable. A model is declared good if it obtains an AVE value greater than the correlation of other constructs. The basis for decision-making in this study, the variable is declared good if the AVE value is not less than 0.5. The following are the results of the *discriminant validity* test in this study:

Table 2. *Variable Discriminant*

Variable	Average Variance	Information

	Extracted (AVE)	
Brand Identity	0,793	Valid
Price	0,775	Valid
Purchase Decision	0,733	Valid
Benefits Perceived	0,857	Valid

Based on the table above, it is known that the *brand identity* variable obtained an AVE value of 0.793, the price variable obtained an AVE value of 0.775, the purchase decision variable obtained an AVE value of 0.733 and the perceived benefit variable obtained an AVE value of 0.857. Related to this, it is known that each obtained an AVE value of more than 0.5 where the indicator can be explained by more than 50% or more so that the model can be further tested.

c) *Cross Loading*

Cross-loading is another method to determine *the discriminate validity*, namely by looking at *the value of cross-loadings*, it can be predicted that the indicators in the latent construct in their block have a greater value than the indicators in other blocks that have the greatest value in the variable that has been formed compared to other variables.

Table 3. *Cross Loadings*

	Brand Identity	Price	Purchase Decision	Benefits Perceived
BI1	**0.877**	0.628	0.647	0.785
BI2	**0.898**	0.695	0.657	0.830
BI3	**0.895**	0.662	0.675	0.765
H1	0.645	**0.805**	0.713	0.760
H2	0.670	**0.914**	0.713	0.850
H3	0.692	**0.936**	0.751	0.864
H4	0.598	**0.861**	0.639	0.783
KP1	0.663	0.728	**0.906**	0.838
KP2	0.510	0.547	**0.798**	0.656
KP3	0.715	0.726	**0.911**	0.850
KP4	0.600	0.694	**0.846**	0.760
KP5	0.645	0.705	**0.813**	0.760
MYD1	0.718	0.778	0.745	**0.934**
MYD2	0.722	0.745	0.728	**0.931**
MYD3	0.754	0.755	0.747	**0.930**
MYD4	0.703	0.752	0.738	**0.906**

Based on the table above, it can be seen that the correlation between the variables of product quality, service quality, and promotion with the value on the indicator is

higher than the correlation of other constructs. In this regard, it is stated that the indicators that have been used in this study have good *discriminant validity* values.

d) *Fornell-Lacker Criterion*
The Fornell-Lacker Criterion is a method used to compare the square root value of the *Average Variance Extracted* (AVE) of each construct with the correlation between other constructs in the model. If the AVE for each construct is greater than the correlation between the construct and other constructs, then the model has good *discriminant validity*.

Table 4. *Fornell-Lacker Criterion*

	Brand Identity	Price	Purchase Decision	Benefits Perceived
Brand Identity	0.890			
Price	0.656	0.880		
Purchase Decision	0.654	0.416	0.856	
Benefits Perceived	0.791	0.527	0.607	0.926

Based on the table above, it can be seen that the square of AVE in the *brand identity* construct is 0.890 higher than the correlation between other constructs. The square of AVE in the price construct is 0.880 higher than the correlation between other constructs. The square value of AVE in the purchase decision construct is 0.856 higher than the correlation between other constructs. The square of AVE in the perceived benefit construct is 0.926 higher than the correlation between other constructs. In this regard, it can be concluded that all constructs in this model have met the *criteria for discriminant validity*.

e) *Reliability*
Composite reliability is carried out to see the extent to which the measuring tool can be trusted. In a variable model, it is declared reliable if it obtains a *composite reliability value* of more than 0.60. *Cronbach Alpha* can be interpreted as a part used to test the reliability value of indicators in a construct. This construct can be said to be reliable or has met *the Cronbach alpha* if the *Cronbach's alpha value* > 0.7.

Table 5. Reliability Test

Information	Cronbach's Alpha	Composite Reliability	Information
Brand Identity	0,869	0,920	Reliable
Price	0,902	0,932	Reliable
Purchase Decision	0,908	0,932	Reliable
Benefits Perceived	0,944	0,960	Reliable

Based on the table above, it is known that each variable obtained a *Cronbach's alpha* value of more than 0.60 and a *composite reliability value* of more than 0.70. Based on the results that have been obtained, it can be concluded that the values of all constructs have good reliability.

4. Inner Model *Testing*
a) *R-Square*

R-square is a value that shows how much *the independent variable (exogenous)* affects the *dependent variable (endogenous).* The value of the change *in R Square* can be used to determine the influence of independent variables on dependent variables. Based on the results of *the R Square* value in this study:

Table 6. R Square Value

	R Square	R Square Adjusted
Purchase Decision	0.867	0.865

Based on the table above, the *R Square* value is 0.867 or 86.7%. Based on the opinion of Ghozali (2014), the *R-Square score* is in the high category with a value range of 71%-100%. This means that the results of the structural model test obtained an *R-squared value* in the high category.

b. *Bootstrapping* (Hypothesis Testing)

Bootstrapping aims to be used as a method of iterative sampling by changing the data from the samples that have been obtained. The hypothesis test uses a criterion of 1.96, which is declared influential if the *T-statistic value* is more than 1.96. The following are the results of partial tests in this study:

Table 7. *Uji Inner Model*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Identity -> **Purchase Decision**	0,447	0,440	0,290	2,633	**0,005**
Price -> Purchase Decision	0,500	0,512	0,100	5,026	**0,000**
Perceived Benefits-> Purchase Decision	0,313	0,307	0,117	2,671	**0,004**

The Inner Model Test test in this study is attached to Table 4 which shows that:

1) *Brand Identity* for purchase decisions shows a positive coefficient value of 0.447 with *a P-value* of 0.005 < 0.05. This means that the first hypothesis is accepted that *Brand Identity* has a significant and positive influence on purchase decisions.
2) The price to the purchase decision shows a positive coefficient value of 0.500 with a *P-value* level of 0.000 < 0.05. This means that the second hypothesis is accepted that price has a significant and positive influence on purchase decisions.
3) The perceived benefits to the purchase decision showed a positive coefficient value of 0.313 with a P-value of 0.004 < 0.05. This means that the third hypothesis is accepted that the perceived benefits have a significant and positive influence on purchase decisions.

Discussion
a. *Brand Identity* Positively Affects Purchase Decisions

Based on the hypothesis test, it provides evidence that *brand identity* has a positive effect on purchase decisions with a coefficient value of 0.447 and a significance value of 0.005 < 0.5. This proves that the better *the brand identity* of a product, the more it will affect the purchase decision. Referring to research conducted by

(Nurliyanti, Anesthesia Arnis Susanti, & Baruna Hadibrata, 2022). Before buying a product or service, brand identity is an important consideration for customers because it can affect customer perception of the product. The higher the *brand identity*, the higher the purchase decision will be made, the better the consumer's perception of the *brand identity*, and the higher the purchase decision that consumers will make about the product or service offered. *Brand identity* is the trust and perception that exists in the minds of consumers. Apart from that, to avoid unwanted risks, consumers are more interested in using products or services that have a good brand identity which ultimately affects purchase decisions. Thus, the brand *identity variable* has a positive and significant effect on the purchase decision that can be accepted.

b. Price Positively Affects Purchase Decisions

Based on the hypothesis tests that have been carried out, it is proven that price has a positive effect on consumer loyalty with a coefficient value of 0.488 and a significance value of $0.000 < 0.5$. This shows that price increases can affect consumer loyalty. Based on the hypothesis tests that have been carried out, it is proven that the price has a positive effect on the purchase decision with a coefficient value of 0.500 and a significance value of $0.000 < 0.5$. This shows that price increases can affect purchase decisions. The research (Haque, 2020) supports the statement that price has a significant effect on purchase decisions with a strong correlation and contribution to the variables of purchase decisions, this is because price is a value that can be exchanged for services or products that consumers want. It can be concluded that price is very important for consumers in making purchase decisions. Thus, price variables have a positive and significant effect on purchase decisions is acceptable.

c. Benefits Felt Have a Positive Effect on Purchase Decisions

Based on the results of the hypothesis test, provide evidence that the Perceived Benefits have a positive effect on purchase decisions with a coefficient value of 0.313 and a significance value of $0.004 < 0.05$. This proves that the increased benefits felt can increase purchase decisions. The perceived benefit is consumer trust in a product to encourage the level of performance of its users. A study (Asja, Susanti, & Fauzi, 2021) stated that the variable of benefit perception has a positive and significant influence on consumer purchase decisions. The results of previous research conducted by (Widhiaswara & Soesanto, 2020) said that the perception of benefits affects purchase decisions. It is known that the benefits felt have a value that is very closely related to the purchase decision. In simple terms, if a product can bring many benefits and performance to its users, then consumers will consider continuing the purchase process for the product. The benefits felt have power in marketing a product or service because it is considered to have great potential to affect consumer expectations and perceptions

5. Conclusions

Brand identity has a positive and significant effect on purchase decisions. The better *the brand identity* of a product, the higher the purchase decision that consumers will make. *Brand identity*, which includes aspects such as brand name, symbols, color design, and other attributes, is an important factor that affects consumer perception of a product or service. Consumers tend to be more interested in buying products or services that have a strong and positive brand identity.

Price has a positive and significant effect on purchase decisions. Price increases can affect consumers' purchasing decisions. Price perception plays an important role in purchasing decisions. Price is a value factor that can influence purchase decisions, and the more appropriate the price offered, the higher the consumer's purchase decision.

The benefits felt have a positive and significant effect on purchase decisions. An increase in the benefits perceived by consumers can improve purchasing decisions. The benefits perceived by consumers play an important role in influencing purchasing decisions, as consumers tend to choose products that they believe provide significant benefits to them. Companies can understand and communicate the benefits of their products well to influence consumer perceptions and purchasing decisions.

Based on the results of this study, the author provides several suggestions, including:
a. Further research is expected to expand the scope of research and increase the number of respondents.
b. The next research is expected to use more varied surveys (not only using questionnaires) such as by direct interview methods so that the research can get more detailed answers and results from the results of research using only one method.

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