



**THE EFFECT OF PRICE, BRAND IMAGE, AND PRODUCT QUALITY ON
THE PURCHASE DECISION OF AEROSTREET PRODUCTS AMONG
GENERATION Z TIKTOK SHOP USERS IN SURAKARTA****Ananda Dito Pramudya Putra¹****Universitas Muhammadiyah Surakarta, Surakarta, Indonesia**b100210420@student.ums.ac.id**Wuryaningsih Dwi Lestari²****Universitas Muhammadiyah Surakarta, Surakarta, Indonesia**wdl126@ums.ac.id***Corresponding Author**

Abstract

This study investigates the influence of price, brand image, and product quality on the purchase decision of Aerostreet products among Generation Z users of TikTok Shop in Surakarta. Employing a quantitative approach, data were collected through a structured questionnaire using a Likert scale, distributed online via Google Forms to 150 randomly selected followers of the @aerostreet account. The research focused on assessing consumer perceptions of price fairness, brand strength, and product quality, and how these variables affect purchase decisions measured by product appeal, repurchase intention, and confidence in choice. After eliminating incomplete responses, a total of 110 valid samples were analyzed using SPSS 23. Validity, reliability, and classical assumption tests were conducted to ensure data quality. The results show that all three independent variables—price, brand image, and product quality have a significant and positive impact on purchase decisions. Combined, these factors contribute to 6.7% of the variance in consumer decision-making. These findings highlight the importance of competitive pricing, strong brand identity, and high product standards in shaping consumer behavior, particularly in the context of social commerce platforms like TikTok Shop. The study also suggests expanding future research to other variables and broader regions for more comprehensive insights.

Keywords: Brand Image, Price, Product Quality, Purchase Decision, TikTok Shop



INTRODUCTION

In today's highly competitive market landscape, companies must adopt strategic measures to safeguard their market share. This requires a deeper understanding of consumer behavior in their target segments by offering premium products and delivering exceptional, customer-focused services. Such an approach enables firms to gain a significant competitive edge. As described by Schiffman and Kanuk (2000), consumer behavior resembles a complex choreography involving the selection, usage, evaluation, and commitment to goods and services intended to fulfill personal desires. Haerisma (2018) emphasizes the rise of innovative sectors, particularly fashion, which are rooted in individual creativity and support employment generation through sustainable artistic expression. These industries also celebrate Indonesia's local ingenuity. In the global market, the abundance of substitute products means that consumer decisions are shaped not only by the products themselves but also by the narratives and emotional values they convey. Therefore, understanding the customer's purchasing journey is essential (Farisi, 2018). Aerostreet, a rapidly growing Indonesian brand, exemplifies this approach. Originating in Dusun I Bentangan, Wonosari District, Klaten Regency, Central Java, under PT. ADCO Pakis Mas, Aerostreet began as a local clothing and footwear brand using traditional offline retail channels. It later expanded into formal shoes, apparel, and trousers. Recognizing the digital shift, the brand launched its online presence in 2019 to enhance its market reach (Warno & Rahmawan, 2022).

Aerostreet employs innovative strategies to boost sales while maintaining the authenticity of its offerings. With its distinctive identity and the tagline "Local Undaunted," the brand sets itself apart from mainstream competitors in



Indonesia. Despite lacking physical stores, Aerostreet thrives through digital platforms and vibrant social media channels like Instagram and TikTok. This approach effectively resonates with Gen Z, especially in Solo, where many young people are seen wearing Aerostreet's trendy jackets, stylish shoes, and fashionable clothing. As noted by Tyasherlinda et al. (2022), brand image and pricing shape consumer purchasing decisions, with brand perception playing a crucial role in influencing acceptance or rejection of products. Aerostreet's strong identity reflects its potential as a rising local brand, though this strength extends beyond its slogan alone. According to Peter and Olson (2014), price significantly affects Gen Z's purchasing behavior, while Kotler and Armstrong (2008) emphasize the importance of price-product alignment, competitive value, and consistency. When a product is expected to deliver high satisfaction, consumers may choose to invest in it even at a premium. As Amalia and Nasution (2017) argue, product quality is evident through its durability, accuracy, user-friendliness, and ease of maintenance.

Given the context, it is evident that Aerostreet's product sales among Generation Z are poised for substantial growth, driven by the brand's strategic marketing approach that resonates strongly with its target audience – particularly the vibrant Gen Z community on TikTok. The company's creative promotional tactics effectively engage consumers and influence their purchasing behavior through TikTok Shop. Therefore, this study aims to examine the influence of price, brand image, and product quality on the purchasing decisions of Gen Z TikTok Shop users in Surakarta regarding Aerostreet products.

LITERATURE REVIEW



Price, Product Quality, Brand Image, Purchase Decision, and TikTok Shop as Influential Factors in Consumer Behavior

Price serves as a primary signal of perceived value and plays a major role in purchase evaluations, encompassing both listed and indirect costs like wages, transport, and interest (Sumarwan, 2011; Rosita, 2017). In marketing, it is viewed as a value exchange for product ownership (Tjiptono, 2019). Indicators of price include affordability, quality alignment, competitiveness, and perceived benefit (Istanti et al., 2020). Consumers assess price fairness through past experiences and external cues (Salim et al., 2020). Alongside price, product quality determines market positioning, consumer satisfaction, and loyalty. High-quality products that match consumer preferences, demonstrate durability, aesthetic appeal, and uniqueness can create competitive advantages (Romadon et al., 2023; Ernawati, 2019; Schiffman & Kanuk, 2019). Brand image reflects consumers' perceptions shaped by elements like slogans, design, and past interactions, influencing emotional responses and purchase intentions (Kotler & Keller, 2018; Keller, 2013). Strong brand associations memorable, favorable, and unique—enhance trust and loyalty. Purchase decisions are guided by the perceived ability of a product to meet needs, influenced by product information, personal habits, satisfaction, and peer recommendations (Agusta, 2020; Arianto & Difa, 2020; Tjiptono, 2015; Yuniningsih et al., 2017). Finally, TikTok Shop, a rising mobile commerce platform integrated within the TikTok app, offers low-cost, promotional shopping experiences. Its widespread adoption, especially among Gen Z and millennials, positions it as a key digital marketplace where users can buy, sell, and advertise products in real time (Novita, 2021; Sari, 2015; Azzahra & Aryanto, 2023).



Hypothesis Development

The Impact of Price on Purchase Decisions

According to Pradana et al. (2017), price plays a critical role in brand selection, indicating that it significantly influences consumers' purchase choices. The pricing strategy set by a company can directly affect demand. This view is supported by Gusniar (2014), who confirmed that price is an essential factor in the consumer decision-making process.

H1: Price has a significant impact on purchase decisions.

The Influence of Brand Image on Purchase Intention

Consistent with Bukti and Giantri (2021), brand image serves as a reflection of product or service attributes that meet the psychological or social expectations of consumers. Customers are more inclined to choose brands they associate with positive future outcomes. This is aligned with Andriadi and Untarini's (2013) findings, which indicate that brand image directly affects consumer preferences.

H2: Brand image significantly influences purchase intention.

The Effect of Product Quality on Purchase Decisions

Lestari (2020) highlights that product quality, characterized by durability, usability, reliability, and core features, represents the product's ability to meet customer expectations. Supporting this, Nur (2017) found that consumers tend to favor products that demonstrate high quality, which significantly contributes to purchase decision-making.

H3: Product quality has a significant effect on purchase decisions.

RESEARCH METHOD



This study uses a quantitative approach to examine how price, brand image, and product quality influence purchasing decisions for Aerostreet products on TikTok Shop. Data were collected through a structured Likert-scale questionnaire distributed via Google Forms to 150 randomly selected followers of @aerostreet. The survey measured consumer perceptions, preferences, and intentions related to product purchase. The dependent variable, purchase decision, was assessed through indicators such as product appeal, repurchase intention, and confidence in choice, while the independent variables included perceived price fairness, brand perception, and product quality. Both primary and secondary data were used, with analysis conducted using SPSS 23. Tests for validity, reliability, normality, multicollinearity, and heteroscedasticity ensured data quality. Multiple linear regression was applied to identify the significance and strength of each variable's impact. Findings aim to provide insights into consumer behavior and inform marketing strategies on social commerce platforms like TikTok Shop.

RESULTS AND DISCUSSION

Description of Research Object

This study aims to examine the influence of Price (X1), Brand Image (X2), and Product Quality (X3) on Product Selection (Y) of Aerostreet among Generation Z users of TikTok Shop in Surakarta. A total of 110 participants were selected using a simple random sampling technique. The primary criterion for inclusion was that respondents had successfully purchased Aerostreet products through the TikTok Shop platform. The demographic characteristics of the respondents are presented in detail as part of the study's findings:

Table 1.

The Effect of Price, Brand Image and Product ...



Respondent Demographics

Demographic Variables	Category	Amount	Percentage (%)
Gender	male	42	37,8
	female	69	62,2
Age	< 18 years	8	7,2
	18–27 years	99	89,2
Last Education	> 27 years	4	3,6
	High School/Equivalent	63	57,3
Current Occupation	Diploma	6	5,5
	Bachelor's Degree	42	38,2
Frequency of Buying Aerostreet on TikTok Shop	Student	76	69,1
Demographic Variables	Private Employee	27	24,5
Gender	PNS	4	3,6
	Entrepreneur	4	3,6
Age	< 5 times	65	59,1
	5–10 times	42	38,2
Last Education	> 10 times	4	3,6

Source: Analysis Results, 2025

The participant profile in this study is characterized by five demographic factors: gender, age, education, occupation, and frequency of Aerostreet purchases via TikTok Shop. A majority of respondents were female (62.2%), indicating a higher female consumer presence for Aerostreet on the platform. Most participants (89.2%) were aged 18–27, suggesting the brand's appeal among young adults. Educational backgrounds were predominantly at the high school (57.3%) and undergraduate (38.2%) levels, reflecting a well-educated consumer base likely familiar with online shopping. In terms of occupation, students formed the largest group (69.1%), followed by private employees (24.5%), and a small portion were entrepreneurs or civil servants (3.6%). Regarding purchase frequency, 59.1% had made fewer than five purchases, 38.2% between five and ten, and only 3.6% reported more than ten purchases. These findings highlight



that most respondents are digitally active young individuals, aligning with TikTok Shop's target market and suggesting either emerging brand loyalty or new customer engagement.

Instrument Test

Validity Test

Table 2.
Validity Test Results

Item	R count	r table	Information
X1.1	0,793	0,1857	Valid
X1.2	0,819	0,1857	Valid
X1.3	0,585	0,1857	Valid
X1.4	0,638	0,1857	Valid
X1.5	0,765	0,1857	Valid
X2.1	0,598	0,1857	Valid
X2.2	0,748	0,1857	Valid
X2.3	0,652	0,1857	Valid
X2.4	0,678	0,1857	Valid
X2.5	0,692	0,1857	Valid
X3.1	0,747	0,1857	Valid
X3.2	0,792	0,1857	Valid
X3.3	0,685	0,1857	Valid
X3.4	0,748	0,1857	Valid
X3.5	0,760	0,1857	Valid
Y1	0,755	0,1857	Valid
Y2	0,698	0,1857	Valid
Y3	0,679	0,1857	Valid
Y4	0,693	0,1857	Valid
Y5	0,609	0,1857	Valid

Source: Analysis results, 2025

Based on the validity test results, all items demonstrated correlation coefficients exceeding the critical r-value, indicating that each question is appropriately aligned with the research construct and suitable for further investigation.



Reliability Test

Table 3.
Reliability Test Results

Variable	Cronbach's Alpha	Description
X1	0,773	Reliable
X2	0,701	Reliable
X3	0,801	Reliable
Y	0,721	Reliable

Source: Analysis results, 2025

The reliability test results demonstrate that all items within the study variables are consistent and dependable, as indicated by Cronbach's alpha values exceeding 0.6. This confirms that the measurement items used for each variable exhibit sufficient internal consistency and are considered reliable for further analysis.

Classical Assumption Test

The normality test in this study was conducted using both graphical and statistical methods. The P-P plot revealed that the data points aligned closely along the diagonal line, indicating a normal distribution. This finding was reinforced by the histogram, which displayed a bell-shaped curve. Additionally, the Kolmogorov–Smirnov test was performed on the unstandardized residuals, yielding a significance value of 0.055, which exceeds the 0.05 threshold. Thus, it can be concluded that the residuals are normally distributed, meeting one of the key assumptions for regression analysis.

To detect multicollinearity, Variance Inflation Factor (VIF) and Tolerance values were examined. All independent variables showed VIF scores below 10 and tolerance values above 0.1, indicating no multicollinearity concerns. For heteroskedasticity, a scatterplot analysis showed randomly dispersed data points with no clear pattern, suggesting homoscedasticity. This was further confirmed



through the Glejser test, where all independent variables exhibited significance values greater than 0.05, validating the absence of heteroskedasticity in the regression model.

Multiple Linear Regression Test

Table 4.
Multiple Linear Regression Test Output

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5.712	1.593		3.585	.001		
X1	.237	.089	.246	2.674	.009	.593	1.686
X2	.207	.101	.216	2.046	.043	.453	2.208
X3	.284	.093	.323	3.056	.003	.449	2.225
F _{count}							30.966
R ²							.467
Adj R ²							.452
F _{sig}							.000b

Source: Analysis results, 2025

Based on the table of results of the linear regression calculation, a multiple linear regression equation can be prepared as follows:

$$Y' = 5,712 + 0,237 X_1 + 0,207X_2 + 0,284X_3$$

The regression coefficient interpretation is as follows: the constant value of 5.712 indicates that when all independent variables (X1, X2, and X3) are equal to zero, the dependent variable (Y) is expected to be 5.712. Furthermore, holding other variables constant, an increase of one unit in X1 leads to a 0.237 rise in Y; similarly, a one-unit increase in X2 results in a 0.207 increase in Y; and each additional unit of X3 contributes to a 0.284 increase in Y.

Based on Table 4, the simultaneous test yields a significance value of 0.000, which is less than the 0.05 threshold, and the F-calculated value is 30.966 exceeding the F-table value of 2.688. This result leads to the rejection of the null



hypothesis (Ho) and acceptance of the alternative hypothesis (Ha), indicating that the independent variables X1, X2, and X3 collectively exert a significant influence on the dependent variable Y. Furthermore, the coefficient of determination (R^2) is reported at 0.467, suggesting that 46.7% of the variation in Y can be explained by the combined effect of X1, X2, and X3, while the remaining 53.3% is attributed to other factors not included in the model.

The statistical analysis revealed that all independent variables (X1, X2, and X3) exert a significant positive influence on the dependent variable (Y). For X1, the significance value of 0.009 is below the 0.05 threshold, and its t-value of 2.67 exceeds the critical value of 1.982, indicating that the null hypothesis is rejected in favor of the alternative—confirming a direct and significant positive effect on Y. Similarly, X2 demonstrates a p-value of 0.003 and a t-value of 2.06, both satisfying the criteria for statistical significance, thereby supporting the acceptance of the alternative hypothesis and affirming a positive association with Y. X3 also meets the significance requirement with a p-value of 0.003 and a t-value of 3.056, surpassing the benchmark t-table value. This result confirms that X3 contributes significantly and positively to Y. Overall, these findings validate that each variable, X1, X2, and X3, has a direct and meaningful impact on the outcome variable.

The Influence of Price on Purchase Decision

Price plays a significant and positive role in shaping consumer purchase decisions, as evidenced by a significance level of 0.009, which is below the 0.05 threshold. This outcome aligns with the view of Kotler and Armstrong (2008), who argue that consumers are more inclined to buy when the price reflects fair value concerning the perceived benefits. Similarly, Gherasim (2019) emphasized



that buyers typically evaluate prices by weighing them against the advantages gained from the purchase. In this context, Aerostreet has effectively positioned its products by offering competitive pricing without compromising on quality, making them attractive to Gen Z consumers.

The Influence of Brand Image on Purchase Decision

Brand image is also shown to exert a notable positive impact on purchase decisions, with a significance value of 0.043. This supports Keller's (2013) assertion that strong, favorable, and unique brand associations can shape consumer perceptions and reinforce their preferences. As a local brand with the slogan "Lokal Tak Gentar," Aerostreet has successfully cultivated a distinct and compelling brand identity that resonates with Gen Z, instilling a sense of pride and confidence in its users.

The Influence of Product Quality on Purchasing Decisions

Product quality exerts the most significant influence on purchase decisions, as evidenced by a regression coefficient of 0.284 and a significance level of 0.003. This finding aligns with the insights of Romadon et al. (2023) and Schiffman & Kanuk (2019), who emphasized that product quality reflected in reliability, durability, and functional performance—plays a crucial role in fostering customer loyalty. Aerostreet is recognized for consistently meeting consumer expectations in design, endurance, and usability, which contributes to increased demand for its offerings. Furthermore, the study confirms that price, brand image, and product quality collectively shape consumer purchasing behavior, supported by the F-test result (significance = 0.000 < 0.05; F-value = 30.966 > F-critical), indicating their joint influence is statistically meaningful. The coefficient of determination ($R^2 = 0.467$) reveals that 46.7% of the variation in



purchase decisions can be attributed to the synergy among these three factors. This conclusion is consistent with findings by Pradana et al. (2017), who observed a collective impact of price, brand image, and quality on buying behavior, and Setiawan & Wuryaningsih (2023), who highlighted the positive effects of product quality and pricing on purchase decisions. Consequently, brands like Aerostreet must maintain a strategic balance between competitive pricing, strong brand positioning, and dependable product quality to influence and sustain Gen Z consumer decisions particularly within the TikTok Shop environment.

CONCLUSION

Based on the analysis and findings, the study concludes that price, brand image, and product quality each have a significant and positive impact on the purchasing decisions of Generation Z consumers on TikTok Shop in Surakarta. Specifically, products priced affordably in line with their benefits, a strong and distinctive brand image, and high quality as measured by durability, functional benefits, and aesthetic appeal greatly enhance consumer purchase intentions, with these three factors together accounting for 6.7% of the decision-making variance. However, the study is constrained by its limited geographical focus on Surakarta, a relatively small sample of 110 respondents, and its exclusive focus on these three variables, omitting other potential influences such as promotions, consumer reviews, and influencer effects. In light of these conclusions, it is recommended that Aerostreet adopt competitive pricing strategies that reflect the value of their products, strengthen their brand identity through visually engaging elements and memorable slogans, and continuously improve product design, comfort, and durability. Future research should broaden the geographical scope



and incorporate additional factors like electronic word-of-mouth, digital promotions, and service quality to provide a more comprehensive understanding of consumer purchasing behavior in the digital era.

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