

The Effect of Brand Image, Price Perception and Customer Reviews on Online Purchase Decision of the Duma Fashion Brand Moderated by Social Media

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Abstract

Understanding the drivers behind online purchasing choices is becoming increasingly crucial, primarily due to the rapid expansion of domestic fashion brands and the surge in e-commerce engagement. Examining the moderating function of social media in the interactions between brand image, price perception, and customer review on online purchase choice among Duma fashion brand consumers is the purpose of this study. Using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method, this quantitative research includes 220 respondents who have made online purchases of Duma items. The findings reveal that brand image, price perception, and customer review have positive and significant effects on online purchase decision, indicating that brand reputation, perceived price value, and consumer reviews serve as important components in the evaluation process prior to making a purchase. Consumers' exposure to digital information can boost their impressions of brand identification, as social media is discovered to mitigate the effect of brand image on online purchase choice. However, social media does not moderate the effects of price perception or customer review, demonstrating that considerations related to price and consumer feedback remain dependent on individual evaluations and are not influenced by the intensity of social media use. Brand identification can be enhanced by consumers' exposure to digital information, especially when social media is found to reduce the impact of brand image on online purchase choice.

Keywords: Brand Image, Customer Reviews, Digital Transformation, Price Perception, Purchase Decision, Social Media.

Introduction

Consumer spending habits in Indonesia have been drastically altered by the advent of fast internet and digital transformation. Customers are moving away from traditional shopping and toward online purchasing due to the proliferation of cellphones, internet services, and digital payment systems. E-commerce platforms are widely used because they provide convenience, product variety, easy price comparison, and access to customer reviews. Online shopping, information gathering, and comparison shopping have all been revolutionized by the meteoric rise of digital commerce (1). As a result, buying things online has grown in significance in Indonesian consumer culture and commerce. Indonesia has experienced substantial growth in e-commerce adoption over recent years. In Indonesia, the significance of online purchase has grown due to the fast spread of digital platforms, which has drastically changed consumer behaviour (2). This development indicates the growing role of online platforms in

shaping consumer choices and supporting digital transactions. Among the many parts of Indonesia's digital economy, the fashion industry's share of e-commerce sales has grown substantially in recent years. Fashion products are closely associated with lifestyle, identity, and symbolic value, causing consumers to rely heavily on perceptions and social influence before making purchasing decisions. Consequently, the growing competitiveness of online marketplaces requires fashion brands to develop effective digital marketing strategies that align with consumer behavior and brand perception (3, 4). In online shopping environments, consumers generally cannot physically evaluate products before purchasing. Therefore, they depend heavily on external information cues such as brand image, price perception, and customer reviews to reduce uncertainty and perceived risk. Consumers' views of a product or service's quality, reliability, and emotional investment make up its brand image.

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More trust from customers is possible with a solid brand image and positively influence purchase decisions, especially in online stores where symbolic and emotional assessments are so influential (4–6).

A customer's impression of the price is a major factor when making an online purchase. Buyers typically do some pricing comparisons and weigh the pros and disadvantages of each option before settling on a final purchasing decision. Positive price perception emerges when consumers believe that the value received exceeds the monetary sacrifice incurred (7–9).

Another important factor influencing online purchase decisions is customer review. Customer reviews represent electronic word-of-mouth communication that provides information based on previous consumers' experiences. People place a lot of stock in reviews since they are more likely to be honest and unbiased than advertisements put out by businesses. Positive customer reviews can strengthen trust, reduce uncertainty, and increase purchase confidence (10–13).

Social media's meteoric rise has altered the dynamic between online audiences and companies even more. Through visual content, storytelling, influencer endorsements, and interactive communication, social media can strengthen consumers' perceptions and emotional attachment toward brands (14, 15). Social media is particularly relevant in strengthening brand image because fashion consumers are highly exposed to visual content and symbolic brand representation in digital environments. In contrast, price perception and customer reviews tend to involve more rational and experience-based evaluations that may be less dependent on social media interaction (16, 17).

This study focuses on Duma, a local Indonesian fashion brand that actively utilizes e-commerce platforms and social media as part of its marketing strategy. Indonesian consumers generally exhibit collectivist cultural characteristics, in which internet communities, social recommendations, and peer reviews frequently play a role in shaping consumers' final purchases.

Brand image, price perception, customer reviews, and purchase decisions have all been the subject of

prior research, but the results have been contradictory (18–20). Also, prior research has mostly looked at social media for what it is: a promotional tool (14, 15). The potential moderating effect on the relationships between marketing variables and online purchase decisions has not been taken into account. Unlike previous studies that mainly examine social media as a promotional tool, this study investigates its moderating role in strengthening or weakening the connections between factors in marketing and online purchase decisions in the context of Indonesian local fashion brands.

All of the theoretical pillars of this investigation are based on TPB. Perceived behavioral control, subjective norms, and attitudes all have a role in shaping consumer behavior, according to TPB (21). Customer reviews stand in for subjective standards shaped by social pressure, whereas brand image depicts how people feel about the brand overall and recommendations, while price perception relates to consumers' evaluations regarding affordability and value.

The purpose of this research is to examine how consumers' perceptions of the Duma fashion brand's image, prices, and reviews influence their online purchases of the brand's products, while also exploring the moderating influence of social media on these dynamics.

The study's theory structure is shown in Figure 1. The framework illustrates the direct effects of brand image (X1), price perception (X2), and customer reviews (X3) on online purchase decisions (Y). Social media (Z) is positioned as a moderating variable.

From this study's theoretical framework, the following hypotheses are derived. First, brand image is anticipated to produce a beneficial outcome on online purchase decisions. Second, price perception is expected to positively influence online purchase decisions, as consumers tend to purchase products they perceive as fairly priced. Third, customer reviews are also expected to positively affect online purchase decisions because positive reviews can increase consumer trust. In addition, social media is proposed as a moderating variable that strengthens the influence of brand image, price perception, and customer reviews on online purchase decisions.

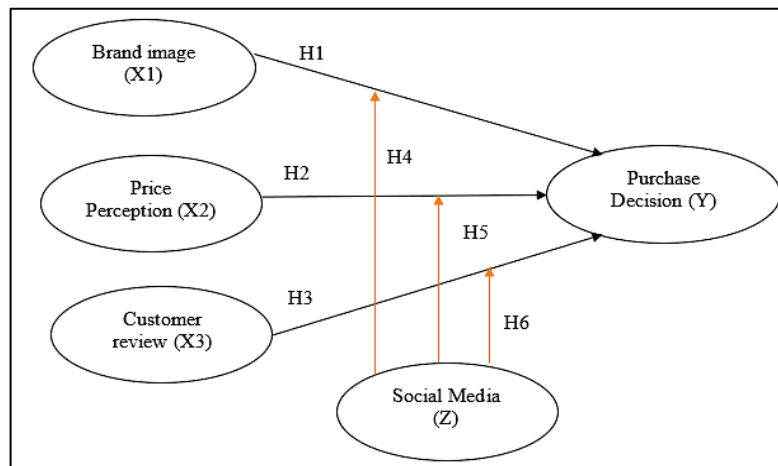


Figure 1: Theory Structure of This Study

Methodology

The findings of this research adopts a positivist paradigm, which emphasizes objective and measurable observations to explain causal relationships among variables by means of scientific investigations and statistical evaluations (22). Furthermore, methodological choices should be clearly justified to ensure research rigor and transparency (23). Considering that the goal of this research is to investigate how social media moderates the relationship between brand image, pricing perception, and online purchase decisions, along with the moderating influence of customer reviews, a positivist methodology seems to be the most applicable.

An explanatory research design and quantitative methods based on surveys form the basis of the study's approach. A cross-sectional strategy was used to gather data, with respondents being given standardized questionnaires to fill out. This approach allows hypothesis testing and objective measurement of relationships among variables related to online purchasing behavior (24).

In this study, as shown in Table 1, brand image (X_1), price perception (X_2), and customer reviews (X_3) are treated as independent variables affecting online purchase decisions (Y) as the dependent variable. As a moderating variable, social media (Z) can either amplify or dampen the associations between the independent factors and online purchase choices.

Table 1: Variable Operationalization

Variable	Dimension	Indicator	References
Brand Image (X_1)	The Power of Associating with Brands	High product quality Reliability and innovation	(25)
	Positive Connotations with Brands	Belief in positive attributes and values Ease of brand recall	
	Uniqueness of Brand Associations	Distinctive characteristics that are difficult to imitate Unique design and customer experience	
Price Perception (X_2)	Price Affordability	Affordable price Price variation matches purchasing power	(26)
	Price–Quality Congruence	Price reflects product quality Price is proportional to materials/features	
	Price Competitiveness	Price comparison with other brands Competitive market price	
	Price–Benefit Suitability	Price is proportional to benefits Perceived value exceeds price	
Customer Review (X_3)	Impression	Reading customer reviews Perceived product quality from reviews	(10)
	Certainty	Confidence in purchase decision Trust in review information	
	Information Gathering	Reviews as the main information source	

Purchase Decision (Y)	Confidence to Make a Purchase	Product information search Confidence to purchase Motivation to proceed with purchase	(27)
	Purchase Intention	Desire to purchase the product	
	Purchase Confidence	Interest in purchasing in the near future Confidence in purchase decision Absence of hesitation in purchasing	
	Repeat Purchase Frequency	Previous purchase experience More than one purchase	
	Ease of Access	Ease of platform access	
Social Media (Z)	Content Sharing	Unlimited access across time and location Ability to upload and share content Fast and wide content dissemination	(16)
	Interactivity and Creativity	Two-way user interaction Creation of creative and original content	

Participants in this research are those who have bought Duma fashion items through e-commerce platforms or social media and have interacted with the brand digitally. Respondents who fulfilled certain criteria were chosen using purposive sampling because the entire population size is unknown. The respondents were required to have previously purchased Duma products, experienced online fashion shopping, and actively interacted with the brand through digital platforms.

The sample size determination followed recommendations commonly applied in Partial Least Squares-Structural Equation Modeling (PLS-SEM) studies. An adequate sample size for PLS-SEM, according to earlier research, should be five to ten times the total number of indicators used in the study (28). A minimum sample size of 170 to 340 respondents was necessary for this study due to the inclusion of 34 indicators. The study succeeded in collecting and analyzing data from 220 participants.

Furthermore, the sample size is sufficient to meet the requirements of the "10-times rule" commonly used in PLS-SEM analysis. This rule states that the minimum sample size should be ten times greater than the maximum number of structural routes directed at a certain model component (28). Therefore, moderation analysis and hypothesis testing were both supported by the study's sample size.

Secondary data is supplemented with primary data in this study. Structured questionnaires using a Likert scale from 1 (strongly disagree) to 5 (strongly agree) were used to gather primary data. The questionnaire measured respondents' perceptions regarding brand image, price perception, customer reviews, social media, and

online purchase decisions related to Duma fashion products. Google Forms was used for the online distribution of the surveys and shared via Instagram direct messages and social media platforms. To make sure that everybody who answered the survey fit the requirements for the study, we used screening questions.

Digital marketing, consumer behavior, e-commerce, and social media were the topics of prior research, which was used to compile secondary data from books, journals, and industry publications. These secondary sources were used to support the theoretical framework and strengthen the interpretation of research findings. Partial Least Squares-Structural Equation Modeling (PLS-SEM) was employed as the analytical technique in this study. PLS-SEM was selected instead of covariance-based SEM (CB-SEM) because this study focuses on prediction-oriented analysis and examines complex relationships involving moderating effects among latent variables. Because of its enhanced flexibility and suitability for research with moderate sample sizes and non-normal data distributions, PLS-SEM is also a good choice for exploratory models that involve many constructs (28). Because it accurately predicts the interaction effects among latent variables in predictive research models, PLS-SEM is also thought to be suitable for moderation analysis.

The data analysis procedure consisted of outer model and inner model evaluations. Composite reliability (CR), indicator loadings, Cronbach's alpha, cross loadings, Average Variance Extracted (AVE), and Heterotrait-Monotrait Ratio (HTMT) were all part of the outer model assessment that looked at validity and reliability. As soon as factor

loadings above 0.70, indicator reliability was deemed satisfactory. Composite reliability values above 0.70 and Cronbach's alpha were used to measure construct reliability, while AVE values exceeding 0.50 were used to assess convergent validity. When the HTMT value was less than 0.90, discriminant validity was considered (28).

With the use of the Variance Inflation Factor (VIF), the coefficient of determination (R^2), the effect size (f^2), the predictive relevance (Q^2), and hypothesis testing with path coefficients and bootstrapping procedures, the structural relationships among variables were examined in the inner model evaluation. At the 1%, 5%, and 10% significance

levels, t-statistics and p-values were used to test the hypotheses.

Results

With social media serving as a moderating variable, this study investigates how online purchase decisions for the Duma fashion brand are impacted by brand image, pricing perception, and customer reviews. Participating in this study were 220 individuals who had made a prior purchase of Duma items through online marketplaces or social media. To get a feel for the kinds of things people tend to buy when they shop online, we looked at the responder profile.

Table 2: Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	69	31.36
	Female	151	68.64
Age	< 20 years	25	11.36
	21–25 years	97	44.09
	26–30 years	50	22.73
	31–35 years	34	15.45
	> 35 years	14	6.36
		42	19.09
Educational Level	Senior High School/ Equivalent	23	10.45
	Diploma (D3)	106	48.18
	Bachelor's Degree (S1)	36	16.36
	Master's Degree (S2)	13	5.91
	Doctoral Degree (S3)	51	23.18
Occupation	Student	101	45.91
	Private Employee	41	18.64
	Entrepreneur	27	12.27
	Others	77	35.00
Monthly Income	< Rp3.000.000	95	43.18
	Rp3.000.000–Rp5.000.000	32	14.55
	Rp5.000.001–Rp8.000.000	16	7.27
	> Rp8.000.000	52	23.64
Frequency of Online Fashion Purchases	< 1 time/month	82	37.27
	1–2 time/month	61	27.73
	3–4 time/month	25	11.36
	> 4 time/month		

Based on Table 2, most respondents were female consumers aged between 21–25 years old, indicating that Duma's market is dominated by young adult consumers who are active users of social media and online shopping platforms. Most respondents held bachelor's degrees and worked as private employees with moderate monthly income levels. In addition, respondents reported relatively frequent online fashion purchases, indicating that online shopping has become part of their regular consumption behavior. The study's usefulness in studying online buying decisions within the digital fashion sector is supported by these qualities.

The associations among latent variables were analyzed in this study utilizing Partial Least Squares-Structural Equation Modeling (PLS-SEM) using SmartPLS. The method was considered appropriate because the study involved multiple constructs, moderating effects, and a medium sample size.

Outer Model Evaluation

All research model constructs were evaluated for convergent validity, discriminant validity, and construct reliability as part of the outer model evaluation.

Inside the suggested PLS-SEM model, Figure 2 shows the structural interactions among brand image, pricing perception, social media, customer

reviews, and online purchase choices. The loading factors and AVE values were used to evaluate the convergent validity.

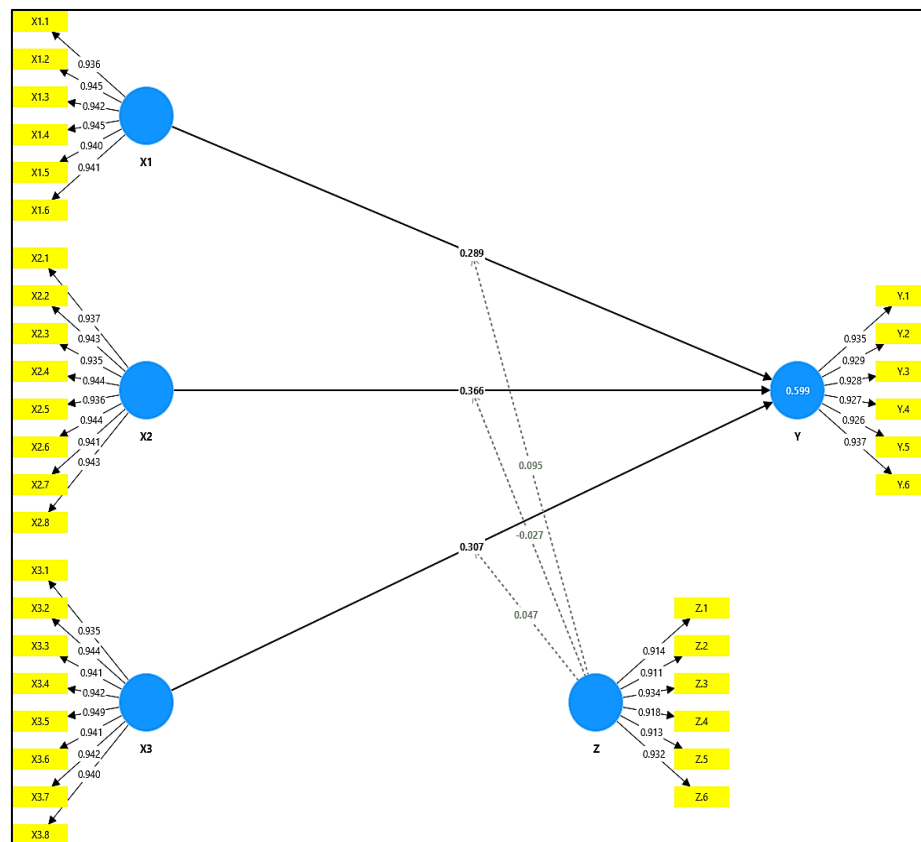


Figure 2: PLS-SEM Algorithm

Table 3: Loading Factor

Indicators	X1	X2	X3	Y	Z	Z x X3	Z x X2	Z x X1
X1.1	0.936							
X1.2	0.945							
X1.3	0.942							
X1.4	0.945							
X1.5	0.940							
X1.6	0.941							
X2.1		0.937						
X2.2		0.943						
X2.3		0.935						
X2.4		0.944						
X2.5		0.936						
X2.6		0.944						
X2.7		0.941						
X2.8		0.943						
X3.1			0.935					
X3.2			0.944					
X3.3			0.941					
X3.4			0.942					
X3.5			0.949					
X3.6			0.941					
X3.7			0.942					
X3.8			0.940					
Y.1				0.935				

Indicators	X1	X2	X3	Y	Z	Z x X3	Z x X2	Z x X1
Y.2				0.929				
Y.3				0.928				
Y.4				0.927				
Y.5				0.926				
Y.6				0.937				
Z.1					0.914			
Z.2					0.911			
Z.3					0.934			
Z.4					0.918			
Z.5					0.913			
Z.6					0.932			
Z x X1								1,000
Z x X3						1,000		
Z x X2							1,000	

Note: X1 = Brand Image; X2 = Price Perception; X3 = Customer Review; Y = Online Purchase Decision; Z = Social Media; Z x X1 = Social Media x Brand Image; Z x X2 = Social Media x Price Perception; Z x X3 = Social Media x Customer Review.

Table 4: Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Brand Image (X_1)	0.886
Price Perception (X_2)	0.885
Customer Review (X_3)	0.887
Online Purchase Decision (Y)	0.866
Social Media (Z)	0.847

All indicators in Table 3 have loading factor values more than 0.70, which means that the measuring items are legitimate and may accurately reflect their respective constructs. Hence, convergent validity is satisfied by all constructs.

The fact that all of the constructs in Table 4 have AVE values more than 0.50 means that they all provide sufficient explanations for the variation in their respective indicators. These findings validate

that all variables are appropriate for further structural model analysis and meet the criteria for convergent validity. The Heterotrait-Monotrait Ratio (HTMT) and cross-loadings were used to assess discriminant validity.

Table 5 shows that all indicators have good discriminant validity, with greater loading values on their respective constructs than on other constructs.

Table 5: Cross Loading

Indicators	X1	X2	X3	Y	Z	Z x X1	Z x X2	Z x X3
X1.1	0.936	-0.047	-0.089	0.372	0.424	0.060	-0.023	-0.014
X1.2	0.945	-0.062	-0.087	0.365	0.424	0.035	-0.079	-0.009
X1.3	0.942	-0.061	-0.100	0.371	0.476	0.059	-0.033	-0.013
X1.4	0.945	-0.003	-0.075	0.385	0.478	0.011	-0.088	-0.031
X1.5	0.940	-0.038	-0.080	0.372	0.455	0.031	-0.080	0.015
X1.6	0.941	-0.050	-0.049	0.362	0.443	0.045	-0.010	0.025
X2.1	-0.039	0.937	-0.022	0.454	0.329	-0.032	0.034	-0.003
X2.2	-0.029	0.943	-0.065	0.406	0.346	-0.039	0.020	-0.049
X2.3	-0.039	0.935	-0.006	0.412	0.346	-0.067	0.021	0.009
X2.4	-0.035	0.944	-0.016	0.435	0.367	-0.055	0.032	-0.030
X2.5	-0.041	0.936	-0.060	0.409	0.301	-0.065	0.072	-0.008
X2.6	-0.075	0.944	-0.007	0.408	0.347	-0.051	0.007	-0.020
X2.7	-0.021	0.941	-0.106	0.386	0.308	-0.090	-0.019	0.011
X2.8	-0.067	0.943	-0.002	0.402	0.324	-0.060	0.033	0.006
X3.1	-0.062	-0.065	0.935	0.345	0.358	0.007	-0.020	-0.001
X3.2	-0.072	-0.001	0.944	0.370	0.350	0.011	0.006	0.007
X3.3	-0.097	-0.055	0.941	0.318	0.273	-0.017	-0.023	-0.019
X3.4	-0.112	-0.011	0.942	0.350	0.274	-0.024	0.014	0.005
X3.5	-0.047	-0.053	0.949	0.359	0.310	-0.010	-0.009	0.005

Indicators	X1	X2	X3	Y	Z	Z x X1	Z x X2	Z x X3
X3.6	-0.087	-0.043	0.941	0.333	0.307	-0.001	-0.006	-0.010
X3.7	-0.091	-0.051	0.942	0.337	0.295	-0.003	-0.039	-0.007
X3.8	-0.074	-0.003	0.940	0.360	0.348	-0.005	-0.011	-0.010
Y.1	0.355	0.377	0.363	0.935	0.647	0.090	-0.063	0.031
Y.2	0.338	0.450	0.326	0.929	0.601	0.076	-0.033	0.005
Y.3	0.376	0.377	0.373	0.928	0.617	0.076	-0.019	0.038
Y.4	0.367	0.429	0.308	0.927	0.602	0.079	-0.056	-0.003
Y.5	0.412	0.434	0.328	0.926	0.642	0.056	-0.048	0.026
Y.6	0.351	0.396	0.361	0.937	0.640	0.061	-0.059	0.017
Z.1	0.457	0.317	0.257	0.592	0.914	0.024	-0.026	-0.008
Z.2	0.426	0.364	0.310	0.616	0.911	0.029	-0.052	-0.047
Z.3	0.438	0.307	0.412	0.653	0.934	0.030	-0.030	-0.031
Z.4	0.447	0.302	0.276	0.595	0.918	0.008	-0.061	-0.058
Z.5	0.433	0.335	0.319	0.631	0.913	0.025	-0.043	-0.052
Z.6	0.442	0.335	0.265	0.620	0.932	0.007	-0.019	0.004
Z x X1	0.042	-0.061	-0.005	0.078	0.022	1,000	-0.021	-0.085
Z x X2	-0.056	0.027	-0.011	-0.050	-0.042	-0.021	1,000	0.010
Z x X3	-0.005	-0.011	-0.004	0.021	-0.035	-0.085	0.010	1,000

Note: X1 = Brand Image; X2 = Price Perception; X3 = Customer Review; Y = Online Purchase Decision; Z = Social Media; Z x X1 = Social Media x Brand Image; Z x X2 = Social Media x Price Perception; Z x X3 = Social Media x Customer Review.

Table 6: Heterotrait–Monotrait Ratio (HTMT)

Indicators	X1	X2	X3	Y	Z	Z x X3	Z x X2	Z x X1
X1								
X2	0.049							
X3	0.087	0.048						
Y	0.405	0.451	0.377					
Z	0.494	0.365	0.342	0.694				
Z x X3	0.019	0.018	0.009	0.022	0.037			
Z x X2	0.056	0.032	0.017	0.051	0.043	0.010		
Z x X1	0.043	0.062	0.010	0.080	0.023	0.085	0.021	

Note: X1 = Brand Image; X2 = Price Perception; X3 = Customer Review; Y = Online Purchase Decision; Z = Social Media; Z x X1 = Social Media x Brand Image; Z x X2 = Social Media x Price Perception; Z x X3 = Social Media x Customer Review.

Table 7: Reliability Measures (Cronbach's Alpha)

Variable	Cronbach's alpha	Composite reliability (rho_c)
X1	0.974	0.979
X2	0.981	0.984
X3	0.982	0.984
Y	0.969	0.975
Z	0.964	0.971

Note: X1 = Brand Image; X2 = Price Perception; X3 = Customer Review; Y = Online Purchase Decision; Z = Social Media; Z x X1 = Social Media x Brand Image; Z x X2 = Social Media x Price Perception; Z x X3 = Social Media x Customer Review.

Table 6 shows that all HTMT values are less than the cutoff of 0.90, which means that all notions are really separate and meet the requirements for discriminant validity. Use of Cronbach's Alpha and Composite dependability values allowed for the evaluation of construct dependability.

Table 7 shows that all constructions have Composite Reliability and Cronbach's Alpha values more than 0.70, which means that they are reliable and have adequate internal consistency. These results prove that each indicator reliably measures the specified constructs.

Inner Model Evaluation

The suggested PLS-SEM model's structural links among latent variables were investigated in the inner model evaluation.

To show the importance and direction of interactions among latent variables in the suggested study framework, Figure 3 displays the bootstrapping results of the structural model. The VIF was used to evaluate the possibility of collinearity.

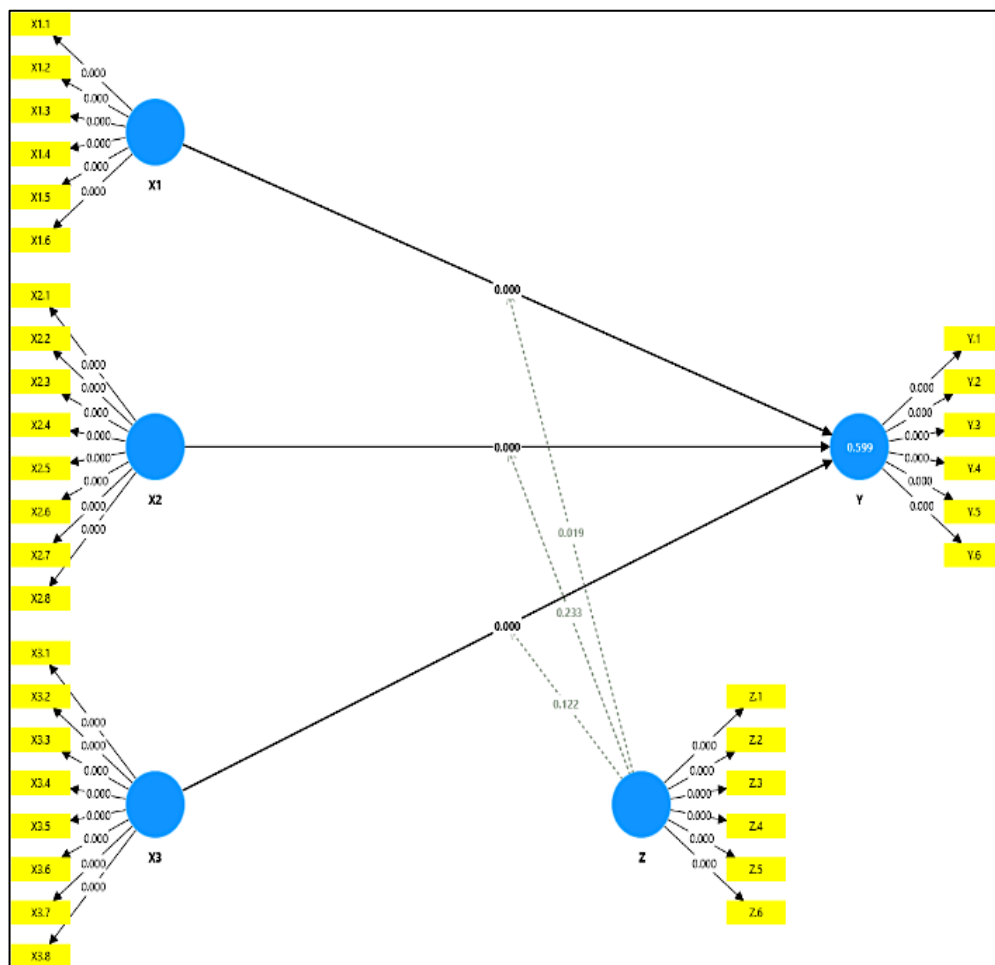


Figure 3: Bootstrapping Model

Table 8: Variance Inflation Factor (VIF)

Indicators	Variance Inflation Factor (VIF)
X1.1	5.761
X1.2	6.682
X1.3	6.281
X1.4	6.513
X1.5	6.063
X1.6	6.229
X2.1	6.345
X2.2	7.399
X2.3	6.313
X2.4	7.249
X2.5	6.769
X2.6	7.605
X2.7	7.226
X2.8	7.068
X3.1	6.533
X3.2	7.131
X3.3	7.122
X3.4	7.345
X3.5	7.863
X3.6	7.025
X3.7	7.053
X3.8	6.724
Y.1	5.588

Indicators	Variance Inflation Factor (VIF)
Y.2	5.351
Y.3	5.252
Y.4	5.113
Y.5	4.889
Y.6	5.784
Z.1	4.402
Z.2	4.275
Z.3	5.400
Z.4	4.883
Z.5	4.252
Z.6	5.470

Note: X1 = Brand Image; X2 = Price Perception; X3 = Customer Review; Y = Online Purchase Decision; Z = Social Media; Z × X1 = Social Media × Brand Image; Z × X2 = Social Media × Price Perception; Z × X3 = Social Media × Customer Review.

Table 8 shows that no VIF values were greater than 10, ruling out the possibility of multicollinearity and making the structural model appropriate for additional investigation.

In Table 9, we can see that the R^2 value is 0.599, which means that brand image, pricing perception,

customer reviews, and social media account for 59.9% of the variation in online purchase decisions. This finding points to the model's moderate-to-strong explanatory power, with the remaining variance being accounted for by factors beyond the scope of the study.

Table 9: Coefficient of Determination (R^2)

Dependent Variable	R-square	R-square adjusted
Online Purchase Decision (Y)	0.599	0.586

Table 10: Effect Size (F^2)

Indicators	X1	X2	X3	Y	Z	Z x X3	Z x X2	Z x X1
X1				0.130				
X2				0.249				
X3				0.175				
Y								
Z				0.106				
Z x X3				0.005				
Z x X2				0.002				
Z x X1				0.018				

Note: X1 = Brand Image; X2 = Price Perception; X3 = Customer Review; Y = Online Purchase Decision; Z = Social Media; Z × X1 = Social Media × Brand Image; Z × X2 = Social Media × Price Perception; Z × X3 = Social Media × Customer Review.

Based on Table 10, price perception demonstrates the strongest effect on online purchase decisions, followed by customer reviews and brand image. Social media shows a relatively smaller direct effect, while the moderating effects of social media

on price perception and customer reviews are weak. These results show that online purchase decisions are primarily influenced by consumers' evaluations of price, brand image, and customer feedback.

Table 11: Path Coefficient

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	p-values
$X_1 \rightarrow Y$	0.289	0.290	0.062	4.688	0.000
$X_2 \rightarrow Y$	0.366	0.366	0.050	7.372	0.000
$X_3 \rightarrow Y$	0.307	0.309	0.053	5.743	0.000
$Z \rightarrow Y$	0.300	0.300	0.071	4.232	0.000
$Z \times X_3 \rightarrow Y$	0.047	0.047	0.040	1.167	0.122
$Z \times X_2 \rightarrow Y$	-0.027	-0.026	0.037	0.730	0.233
$Z \times X_1 \rightarrow Y$	0.095	0.093	0.046	2.068	0.019

Note: X1 = Brand Image; X2 = Price Perception; X3 = Customer Review; Y = Online Purchase Decision; Z = Social Media; Z × X1 = Social Media × Brand Image; Z × X2 = Social Media × Price Perception; Z × X3 = Social Media × Customer Review.

Table 11 shows that, with p-values less than 0.05, brand image, price perception, and customer reviews all significantly impact online purchasing decisions. The three factors that have the most impact on online purchasing decisions are price perception ($\beta = 0.366$), customer reviews ($\beta = 0.307$), and brand image ($\beta = 0.289$). Online buying decisions are also significantly impacted by social media ($\beta = 0.300$).

In terms of moderating effects, the only one that significantly influences online purchase decisions is the interaction between social media and brand image ($\beta = 0.095$; $p = 0.019$). But there is no statistically significant evidence that social media moderates the links between pricing perception, online purchase decisions, and customer reviews. This finding suggests that social media primarily strengthens symbolic and emotional evaluations related to brand image through visual communication, digital engagement, and brand exposure. However, price perception and customer reviews appear to rely more heavily on rational and experience-based evaluations that are less influenced by social media interaction.

Based on the structural model analysis, hypotheses H1, H2, H3, and H4 are accepted, indicating that brand image, price perception, customer reviews, as well as the moderating influence of social media on consumers' perceptions of brands, have a substantial impact on their decisions to shop online. Meanwhile, hypotheses H5 and H6 are rejected because social media does not significantly moderate the relationships between price perception, customer reviews, and online choice of purchasing.

Discussion

The Effect of Brand Image on Online Purchase Decision

A positive and statistically significant relationship between brand image and online purchasing decisions was found in this study. According to the results, people are more inclined to buy things online from reputable brands that they find appealing and whose values and ethos mesh with their own. In online shopping environments, where consumers cannot directly evaluate products physically, brand image becomes an important signal that reduces uncertainty and increases consumer trust toward the products offered.

Brand image, according to TPB, is a reflection of customers' views toward purchasing behavior. Positive perceptions regarding brand quality, reputation, and uniqueness encourage favorable attitudes that ultimately influence purchase decisions. Regarding the fashion business, brand image also functions as a symbolic representation of identity and self-expression, particularly among young consumers who actively engage with digital platforms and social media.

Brand image has a substantial impact on consumers' propensity to make purchases through online channels, according to prior research (4, 29). The consistency of these findings confirms that brand image serves as a strategic asset for local fashion brands competing in highly competitive digital markets. The results also show how the digital revolution is having a bigger impact on the local fashion industry's marketing and customer behavior. Therefore, Duma should maintain a strong and consistent brand identity through visual communication, product quality, and digital engagement to strengthen consumer trust and encourage online purchasing behavior.

The Effect of Price Perception on Online Purchase Decision

The results show that people's perceptions of prices significantly impact their decisions to buy things online. People are more inclined to buy things when they think the prices are reasonable, considering the value they get and how fair they are. In online marketplaces, consumers frequently compare prices across different platforms before making purchasing decisions, causing price evaluation to become an important determinant of consumer behavior.

According to TPB, price perception is closely related to perceived behavioral control, where consumers evaluate their financial capability and perceived value before deciding to make purchases. Consumers tend to proceed with purchases when they believe that the products provide benefits that justify the monetary sacrifice incurred. Therefore, positive price perception may increase consumers' confidence and purchasing intention in online shopping environments.

These findings support previous studies demonstrating that price perception significantly influences online purchase decisions (9, 30, 31). The results also indicate that consumers of local fashion brands remain highly sensitive to price

considerations despite increasing exposure to digital marketing and social media promotions. Consequently, Duma should maintain competitive pricing strategies while ensuring that product quality and perceived value remain aligned with consumer expectations.

The Effect of Customer Review on Online Purchase Decision

The findings demonstrate that customer reviews have a positive and significant effect on online purchase decisions. Customer reviews function as electronic word-of-mouth communication that provides information based on consumers' real experiences, thereby reducing uncertainty and perceived risk during online transactions. Positive customer reviews can strengthen consumer confidence and increase trust toward products offered through digital platforms.

Within the TPB framework, customer reviews may reflect subjective norms because consumers often rely on recommendations, evaluations, and experiences shared by other users before making purchasing decisions. In collectivist societies such as Indonesia, consumers are generally influenced by social proof and peer opinions when evaluating products in online environments. Therefore, customer reviews become an important source of information that shapes consumer behavior in digital marketplaces.

Previous studies also report that customer reviews significantly influence online purchase decisions (12, 30). The findings confirm that consumers perceive customer reviews as more objective and trustworthy than company-generated promotional messages. The findings further suggest that consumers are becoming increasingly selective and rational when evaluating online information, particularly in the fashion industry where trust and authenticity remain important considerations. Therefore, Duma should prioritize the quality and authenticity of customer reviews while maintaining transparent communication with consumers across digital platforms. In addition, fashion brands should strengthen authentic and responsible brand communication to respond to the growing consumer awareness regarding ethical and sustainable fashion practices.

The Role of Social Media in Moderating the Effect of Brand Image on Online Purchase Decision

The findings show that the correlation between positive brand perception and online purchases is greatly attenuated by social media. According to the results, brand image has a greater impact on customers' propensity to make a purchase when they use social media to reinforce their views of the company's identity, reputation, and emotional connection. Building closer ties with consumers in digital environments is made possible through visual material, narrative, influencer collaborations, and interactive communication on social media.

From a TPB perspective, social media may strengthen consumers' attitudes toward purchasing behavior by continuously exposing consumers to brand-related content and symbolic brand representation. In the fashion industry, social media is particularly influential because consumers are highly exposed to visual trends, digital communities, and lifestyle-oriented content that shape their perceptions regarding fashion brands.

Previous studies similarly demonstrate that social media strengthens the influence of brand-related factors on purchase decisions (14, 15, 32). The results highlight the importance of social media for local fashion brands seeking to enhance brand visibility and emotional engagement with consumers. Therefore, Duma should optimize its social media strategies through consistent visual branding, interactive communication, influencer engagement, and digital storytelling to strengthen brand image and encourage online purchasing behavior.

The Role of Social Media in Moderating the Effect of Price Perception on Online Purchase Decision

The results show that there is no moderating effect of social media on the relationship between how people perceive prices and their decisions to buy online. Consumers appear to evaluate prices based primarily on rational and economic considerations rather than emotional or symbolic influences generated through social media interaction.

Consumers tend to focus on affordability, value, and price fairness when making purchasing decisions in online marketplaces.

Within the TPB framework, price perception relates more strongly to perceived behavioral control, which is associated with consumers' financial evaluations and purchasing capability. Consequently, social media exposure may not substantially alter consumers' rational assessments regarding whether a product's price is appropriate relative to the benefits received.

Previous studies also demonstrate that price perception directly influences purchase decisions without requiring moderating variables (9, 30). The findings imply that although social media may enhance product visibility and promotional communication, consumers still prioritize objective price evaluations during online purchasing processes. Therefore, Duma should focus on maintaining transparent pricing strategies and communicating product value clearly to consumers.

The Role of Social Media in Moderating the Effect of Customer Review on Online Purchase Decision

The results show that the association between customer reviews and online purchasing decisions remains unmodified by social media. The findings indicate that the influence of customer reviews depends primarily on the quality, credibility, and informational value of the reviews themselves rather than on the platform used to disseminate them. Consumers appear to place greater emphasis on the substance of customer experiences than on social media exposure.

From the TPB perspective, customer reviews function as subjective norms that directly influence consumer behavior through social recommendations and peer evaluations. However, the moderating role of social media becomes less relevant because consumers may already perceive customer reviews as sufficiently credible and informative without additional reinforcement through social media interaction.

Customer reviews significantly impact online purchasing decisions, according to previous studies (12, 30). These findings indicate that social media primarily strengthens symbolic and emotional evaluations related to brand image, while customer reviews remain strongly influenced by rational and experience-based

evaluations. Therefore, Duma should prioritize the quality and authenticity of customer reviews while maintaining transparent communication with consumers across digital platforms.

Conclusion

This study investigated the impact of social media as a moderator on online purchase decisions for the Duma fashion brand. It also looked at the effects of brand image, price perception, and customer reviews. The results show that brand image, pricing perception, and customer reviews have a favorable and significant impact on online purchase decisions. This was determined using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with data obtained from 220 respondents. These results indicate that consumer purchasing behavior in the digital fashion market is strongly influenced by brand credibility, perceived price fairness, and trustworthy customer feedback.

Even more intriguing is the fact that social media acts as a moderator between consumers' perceptions of brands and their decisions to buy such brands online. This result indicates that exposure to visual content, digital interaction, and brand storytelling on social media strengthens consumers' emotional attachment and perceptions toward fashion brands, thereby increasing purchase decisions. However, social media does not significantly moderate the relationships between price perception or customer reviews and online purchase decisions. This finding suggests that price perception and customer reviews are more strongly influenced by rational evaluations, perceived value, and the credibility of information rather than by social media exposure.

Theoretically, this research lends credence to the idea that TPB is useful for understanding why people buy things online. Brand image reflects consumers' attitudes toward purchasing behavior, customer reviews represent subjective norms through social recommendations, while price perception relates to perceived behavioral control. Furthermore, this research adds to the body of knowledge in digital marketing by demonstrating how social media may function not just as a promotional platform but also as a moderating mechanism, enhancing online shoppers' symbolic and emotional assessments of brand image.

Practically, the findings provide important implications for local fashion brands competing in increasingly competitive digital markets. Duma and other local fashion businesses should strengthen brand image through consistent visual branding, interactive social media engagement, influencer collaboration, and relevant brand storytelling. Fashion brands should also maintain competitive pricing strategies, encourage authentic customer reviews, and strengthen transparent communication to improve consumer trust and online purchase decisions. Digital transformation and responsible brand communication are becoming increasingly important in reacting to the rising consumer awareness of ethical and sustainable fashion practices, according to the research.

Focusing on brand image, price perception, customer feedback, and social media, this study mainly examines consumers of a single local fashion company. This study is limited to consumers of a single local fashion brand and focuses only on brand image, price perception, customer reviews, and social media. Therefore, future research is recommended to expand the sample by including consumers from different local and international fashion brands as well as broader geographical areas. Future studies may also incorporate additional variables such as perceived value, product quality, customer trust, brand loyalty, electronic word-of-mouth (e-WOM), and perceived risk to provide a more comprehensive understanding of online purchase decisions. Furthermore, comparative studies across different social media platforms may offer deeper insights into the moderating role of social media in shaping consumer purchasing behavior.

Abbreviations

AVE: Average Variance Extracted, HTMT: Heterotrait–Monotrait Ratio of Correlations, PLS-SEM: Partial Least Squares Structural Equation Modeling, TPB: Theory of Planned Behavior, VIF: Variance Inflation Factor.

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Author Contributions

Nadia Kirana Sari: Conceptualization, Methodology, Data Collection, Formal Analysis (PLS-SEM), Investigation, Writing—Original Draft Preparation, La Mani: Validation, Resources, Writing—Review and editing, Supervision, Muhammad Aras: Validation, Data Curation, Writing—Review and Editing, Supervision. All authors have read and agreed to the published version of the manuscript.

Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this paper.

Data availability

The data supporting the findings of this study—specifically regarding brand image, price perception, and customer reviews influencing purchase decisions—are derived from the public domain and field observations. Data can be accessed via the official Instagram social media account (@dumaofficial) and through direct in-person data collection at the physical store located in Plaza Indonesia Mall, Jakarta, Indonesia.

Declaration of Artificial Intelligence (AI) Assistance

During the preparation of this work, the author(s) used artificial intelligence (AI) tools solely to assist with language editing, improving readability, and structural phrasing. After using these tools, the author(s) thoroughly reviewed and edited the content as needed, and take(s) full responsibility for the accuracy, originality, and overall content of the publication.

Ethics approval

Ethical review and approval were waived for this study, as the research exclusively involved the observation of public behavior, open-source social media data, and standard consumer interactions that do not pose any physical, psychological, or social risk to the participants.

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