THE INFLUENCE OF BRAND IMAGE, PRICE, AND PROMOTION ON PURCHASE DECISIONS FOR JINISO

Ni Made Dinda Dwi Maharani[1], Ida Ayu Putu Santi Purnamawati[2], Sukmasari Triana Gita Putri[3]
[1,2,3]Faculty of Economics and Business, Warmadewa University, Indonesia
Corresponding author: Ida Ayu Putu Santi Purnamawati
E-mail: idaayusanti.business@gmail.com

Abstract:
Consumer purchase decisions for Jiniso products are not completely stable, as different shopping experiences can influence their level of satisfaction and future repurchase intentions. Many factors, such as brand image, price, and promotion, influence purchase decisions. The research problem in this study is how brand image, price, and promotion influence purchase decisions for Jiniso fashion products on the e-commerce platform Shopee in Denpasar. This study aims to determine the influence of brand image, price, and promotion on purchase decisions. The population in this study was Jiniso fashion product consumers in Denpasar City, a sample of 85 respondents. The research method used was quantitative. Data analysis techniques used Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, F-Test, and t-Test using SPSS version 26. The results showed that brand image, price, and promotion had a positive and significant influence on purchase decisions. Brand image had a positive and significant influence on purchase decisions, price had a positive and significant influence on purchase decisions, and promotion had a positive and significant influence on purchase decisions. The researcher's recommendations include providing honest information about product ingredients, creating promotional policies that are more aligned with product quality, increasing the intensity of promotions on Shopee and striving to provide quality products, aligning promotions with benefits, and implementing attractive promotions.

Keywords: Brand Image, Price, Promotion, Purchase Decisions

INTRODUCTION

In today's digital age, gadget use has become an inseparable part of daily life. Technological advances mean that almost everything can be done using a smartphone, including marketing activities. Digital marketing utilizes various modern media such as social media, websites, and applications to introduce and sell products and services. The advantage of digital marketing lies in its efficiency in reaching a wider market at a relatively low cost compared to conventional promotions such as brochures, billboards, or print media advertising. This development has also driven the growth of e-commerce, which is now a primary channel for consumers to purchase products practically and efficiently.

According to data from the Indonesian Internet Service Providers Association (APJII) released by GoodStats in 2025, Shopee was the most frequently accessed e-commerce platform by Indonesians, with a percentage of 53.22%, far surpassing its closest competitor, TikTok Shop, which came in second with 27.37%. Meanwhile, Tokopedia and Lazada recorded relatively smaller percentages, at 9.57% and 9.09%, respectively, while Blibli, Facebook Marketplace, and other platforms only recorded figures below 1%.

One brand on Shopee that sells fashion products is Jiniso Official Shop. Jiniso is a local brand from North Jakarta founded by Dian Fiona in 2018 and merged with Shopee in 2019. Jiniso utilizes

Shopee's e-commerce platform as an online shopping platform, consistently striving to increase engagement. According to Fluenshion data, Jiniso is the most popular local fashion brand with 1,270,832 product sales in 2023. Despite its top ranking on the Shopee platform, competition in the fashion industry continues to intensify.

Despite receiving numerous positive reviews for its contemporary design and comfortable materials, Jiniso also faced a number of negative reviews on Shopee, highlighting issues with sizing discrepancies, product color differences compared to photos, and differences in price perception. The diversity of these reviews indicates that consumers' purchase decisions for Jiniso products are not yet fully stable, as different shopping experiences can influence their satisfaction levels and future repurchase intentions. A common price issue is that Jiniso products are often perceived as more expensive than other local brands. Some consumers feel that Jiniso's prices do not match the quality offered.

METHODS

This research was conducted in Denpasar City. This city was chosen because it is the capital of Bali Province. As a center of commerce, education, and urbanization for people from other regencies, Denpasar's residents are highly aware of technological developments, particularly internet usage. The subjects of this study were brand image, price, and promotion, which influenced purchase decisions for Jiniso fashion products on the e-commerce platform Shopee in Denpasar.

The population in this study was all consumers residing in Denpasar City who had purchased Jiniso fashion products through the e-commerce platform Shopee. The exact population size was unknown.

The sampling technique used was nonprobability sampling with purposive sampling. Purposive sampling is a sampling method based on specific considerations or criteria relevant to the research objectives. The sample size for this study was 85 respondents, who were consumers of Jiniso fashion products in Denpasar.

RESULT AND DISCUSSION

Table 1. Validity Test Result

No	Variable	Statement Item	Total Item Correlation	Significance	Information
1	Brand Image (XI)	X1.1	0,803	0,000	Valid
		X1.2	0,904	0,000	Valid
		X1.3	0,929	0,000	Valid
2	Price (X2)	X2.1	0,872	0,000	Valid
		X2.2	0,909	0,000	Valid
		X2.3	0,863	0,000	Valid
		X2.4	0,898	0,000	Valid
3	Promotion (X3)	X3.1	0,910	0,000	Valid
		X3.2	0,928	0,000	Valid
		X3.3	0,853	0,000	Valid
		X3.4	0,878	0,000	Valid
		X3.5	0,915	0,000	Valid

		Y.1	0,857	0,000	Valid
4	Purchase Decision (Y)	Y.2	0,877	0,000	Valid
		Y.3	0,899	0,000	Valid
		Y.4	0,861	0,000	Valid
		Y.5	0,891	0,000	Valid

Source: Data Processed 2026

Table 1 shows that all correlation coefficients for the tested indicators of brand image, price, promotion, and purchase decisions are greater than the r value of 0.213, and the significance value is less than 0.05. These results indicate that all indicators in this study are valid.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Information
Brand Image (X1)	0,852	Reliable
Price (X2)	0,907	Reliable
Promotion (X3)	0,935	Reliable
Purchase Decision (Y)	0,922	Reliable

Source: Data Processed 2026

Table 2 shows that the Cronbach's Alpha value for each instrument is greater than 0.6 (Cronbach's Alpha > 0.6). It indicates that all instruments are reliable and can be used for research.

Table 3. Normality Test Result

		Unstandardized Residual
N		85
Normal Parameters[a,b]	Mean	0,0000000
	Std. Devotion	3.09395451
Most Extreme Differences	Absolute	.073
	Positive	.062
	Negative	-.073
Test Statistic		.073
Asymp. Sig (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data
c. Lilliefors Significance correction
d. It is a lower bound of the true significance

Source: Data Processed 2026

Based on the normality test in Table 3, the Asymp. Sig. (2-tailed) The value is 0.200, which is greater than 0.05, indicating that the data used in this study are normally distributed.

Table 4. Multicollinearity Test Result

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Image	.625	1.601
Price	.719	1.391
Promotion	.586	1.708

	a. Dependent Variable: Purchase Decision

Source: Data Processed 2026

Table 4 shows that the independent variable has a tolerance value greater than 0.10, and the independent variable also has a VIF value less than 10. Therefore, the regression model does not exhibit symptoms of multicollinearity.

Table 5. Heteroscedasticity Test Result

	Model	Sig.
1	(Constant)	.568
	Brand Image	.173
	Price	.089
	Promotion	.223
a. Dependent Variable: Absolute Residual		

Source: Data Processed 2026

Based on Table 5, it is shown that each model has a significance value greater than 0.05. It indicates that heteroscedasticity does not occur.

CONCLUSION

Based on the results of data analysis and discussion, the following conclusions were drawn from the research: Brand image, price, and promotion have a positive and significant influence on purchase decisions for Jiniso fashion products on Shopee e-commerce in Denpasar. It means that a better brand image, price, and promotion will increase purchase decisions for Jiniso fashion products on Shopee e-commerce in Denpasar. Brand image has a positive and significant influence on purchase decisions for Jiniso fashion products on Shopee e-commerce in Denpasar.

It means that a better brand image will increase purchase decisions for Jiniso fashion products on Shopee e-commerce in Denpasar. Price has a positive and significant influence on purchase decisions for Jiniso fashion products on Shopee e-commerce in Denpasar. It means that a more appropriate price will increase purchase decisions for Jiniso fashion products on Shopee e-commerce in Denpasar. Promotion has a positive and significant influence on purchase decisions for Jiniso fashion products on Shopee e-commerce in Denpasar. It means that better promotions will increase purchase decisions for Jiniso fashion products on Shopee e-commerce in Denpasar.

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