

THE IMPACT OF PRICE AND PROMOTION TOWARDS PURCHASE DECISION OF FAST FASHION BRAND IN OFFLINE STORE

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Abstract: Since the Covid-19 pandemic, online shopping itself has become more popular, especially in fashion. Hopefully, the following research results can help solve the factors that influence buyers' decisions in fashion offline stores so that they can be a reference in an attempt to deal with the current situation. This research was conducted to analyze the impact of price and promotion on purchase decisions of fast fashion brands in offline stores mediated by brand image. This research is classified as quantitative research and SmartPLS will be used to calculate the statistical data. The population of this research is unknown and by purposive sampling method, the research sample is defined as fast fashion customers in offline stores in the past six months who live in West Surabaya with a total of 102 respondents who fulfilled the criteria through an online questionnaire collection based on 5-point Likert scale measurement. The result shows that price does not significantly affect purchase decisions. Meanwhile, the promotion has a significant effect on purchase decisions. Brand image as the mediator also has a significant effect on purchase decisions. Brand image mediates price and promotion significantly towards purchase decisions.

Keywords: price, promotion, brand image, purchase decision

INTRODUCTION

Currently, digital world is the new era and can not be ignored that it has become a necessity. Regarding this, all the activities become internet centered including shopping which is called online shopping. Since the Covid-19 pandemic, online shopping itself has become more popular. Purchasing behavior has changed since the industry 4.0 era came, it can be seen from traditional retailing into online based because of the technological development this time and easier access to the global market (Lee & Lee, 2020). Clothing, accessories, and footwear shopping about a quarter already occur online and are rapidly growing based on Meena et al. (2018).

Based on data research by Forrester Analytics (Meena n.d.), it predicts the insight of opportunity in the online and offline fashion retail market in five years, the increase in buyers, and the international market dynamic spread into 32 countries from 2007 to 2022 (Global). According to a forecast report (Figure.1) by Meena et al. (2018), it can be seen that online fashion retail sales experienced a significant increase from 2014-2022. Online growth gives a huge impact on offline, where the transaction in offline stores is decreasing and even in offline stores consumers can access online at the same time.

Kyle Jeffery (2020) state that there is an opportunity for offline stores to try to get back

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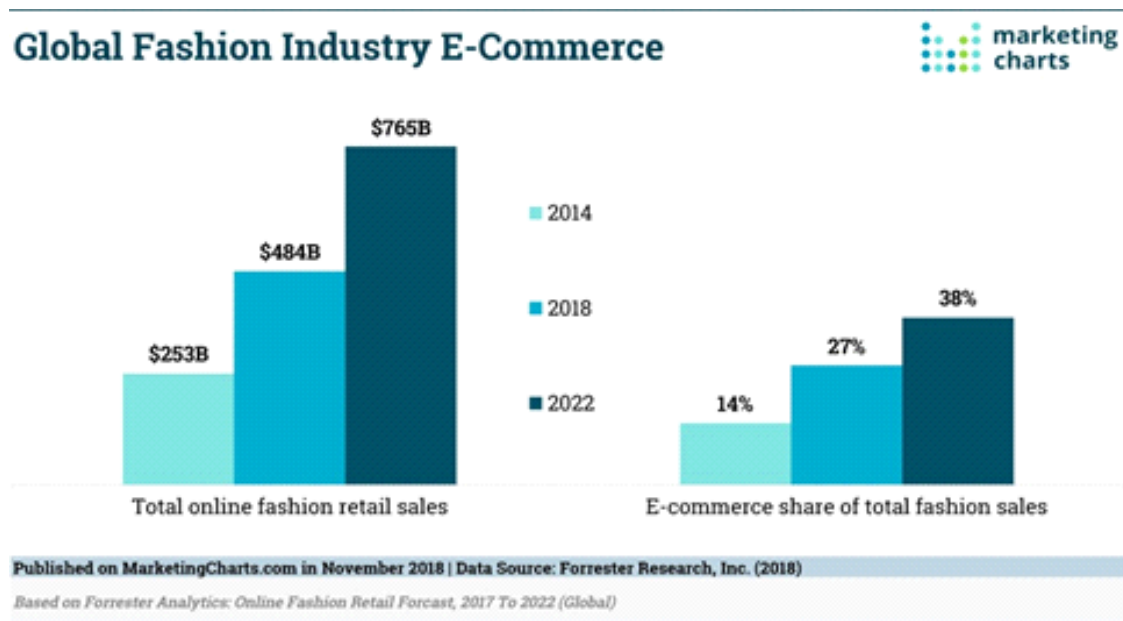


Figure 1 Online Fashion Retail Forecast (Global)
Source: Forrester Research, Inc. (2018)

to the previous places because in this pandemic, consumers need to interact directly with certain brands to shop and the strategic location of that places becomes an essential aspect for them. According to Zhang et al. (2021), success in the fashion industry is dominated by fast fashion because the speed of the fashion product can rotate and the price is also low enough which encourages over-consumption. Meena n.d. (2018) state that an important role in the fashion industry is held by the online and offline environments. Online growth gives a huge impact to offline, where the transaction in offline stores is decreasing and even in offline stores consumers can access online at the same time. The easy accessibility is what makes the consumer interested. But, it is not completely online shopping, somehow offline stores can give an irreplaceable experience.

Asong & Khan (2021) in his paper mention that the offline location creates 90% of retail sales. Even though online growth is so significant, many consumers still prefer to pur-

chase it offline. In the end, online brands will penetrate into an offline place. Due to the issue of environment polluting supply chain operations, tight surveillance occurs in the fashion industry. Besides that, the fashion industry kept growing significantly which was partially affected by the appearance of fast fashion mode. This kind of fashion depends on the firm and tightness of consumption, low-cost manufacturing, and using short-lived garments (Niinimäki et al., 2020). Zhang et al. (2021) mention that success in the fashion industry is dominated by fast fashion because the speed of the fashion product can rotate and the price is also low enough which encourages over-consumption. Starting from that trend, in the middle of the 1970s the urge to create products at the lowest cost, keep updating to duplicate the runaway style, and distribute cheap fashion products in many retail markets by monthly frequency are done by many fashion brands.

Even in the 1980s this fashion business trend continued to reap popularity and was

called the “democratization of fashion”, because the market became broader to access exclusive and luxury products. Next, fast fashion became more stable and led the fashion era in the 1990s such as Zara, H&M and GAP which have established their positions in global fashion markets. In 2005 fast fashion came back to increase their position when the World Trade Organization removed the quota system of outsourcing abroad. According to Zhang et al. (2021), fast fashion is known as the fashion business model that accelerated with the characteristics of short-lived cycle products, imitation of catwalk trends, and offering low prices.

To discover what factors that affect the customer purchase decision of fast fashion brands in an offline store, research conducted a preliminary survey filled by 22 respondents of customers who shopped offline at least 2 times in the last 6 months in fast fashion brands such as Zara, Uniqlo, H&M, or other fast fashion brands.

Based on Figure 2, the researcher can conclude that many factors influenced customers’ purchase decisions of fast fashion brands in offline stores. The top 3 factors are Price with 21% (13 respondents), Promotion with 19% (12 respondents), and Brand Image with 14% (9 respondents). Those were the strong reasons that make some consumers still prefer offline shopping and at a certain moment consumers need the offline based, indeed that can not be replaced easily.

Besides those factors above, Murtiasih et al. (2021) also stated purchasing decision is significantly affected by price. Research results by Utomo (2015), stated that promotion also has a significant effect on the consumer purchase decision. Meanwhile, based on Armayani and Jatra (2019) stated the effect of price and sales promotion variables on consumer purchasing decisions mediated by brand image as the third variable.

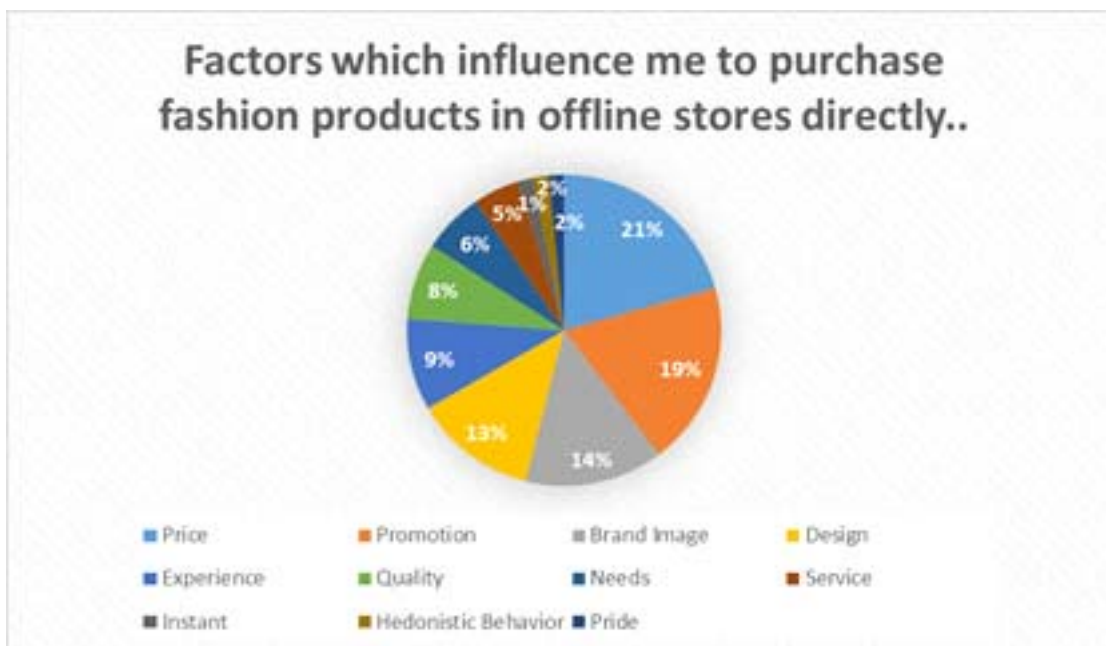


Figure 2 Result of Factors which Influence Customers towards Purchase Decision of Fast Fashion Brand in Offline Store

Source: Data Processed, Preliminary Survey (2022)

In this research, the first independent variable, price, will be based on Kotler and Armstrong (2018). There are 4 indicators of price: price affordability; price competitiveness; price match with benefit and price match with product quality. The second independent variable, promotion, will also be taken from Kotler and Armstrong (2018). There are 4 indicators that will be used: promotion frequency; promotion quality; promotion quantity and suitability of promotional purposes. For brand image variable (as mediation), it will be taken from Kotler and Keller (2012), which are: brand excellent; brand strength and brand uniqueness. As for dependent variable, purchase decision, the indicators will be quoted from Cass (2000). They are: customer engagement; purchase decision due to uniqueness and preferences and Recommendation from other customers.

A previous research conducted by Veronica et al. (2020) with the purpose to examine the role of brand image in mediating promotion of purchasing decisions, the result of the analysis showed that brand image has a positive role in mediating promotion towards the purchase decision and for sure the promotion variable has a positive effect on purchasing decisions. This can be interpreted as the importance of promotion to be considered in purchasing decisions so how the promotion turns out needs to be considered as well. Beside that, from the research analysis it turns out that the promotions have a positive effect towards the 22 brand image as well. This stated that how the promotion run will impact how the consumer will think and remember the image of the brand. Brand image has a positive and significant impact towards the consumers' purchasing decisions so it is essential to create an excellent image to increase the purchasing decision through mediation of the advertisement.

Adirinekso et al. (2021) carried out research to define the impact of sales promotion and price towards purchasing decisions which use the brand image as a mediation variable for the Shopee marketplace. The negative one is the hypothesis about the impact of price towards purchasing decisions which make sense because in this case Shopee does not offer competitive prices among 23 the competition market. Meanwhile the rest of the positive results are many variables that affect purchasing decisions including sales promotion and brand image. Meanwhile, the variables which affect the brand image are price and sale promotion which the brand image itself mediates partially the impact of sales promotion and mediates completely towards the impact of price in consumers' purchasing decision of urban workers in Jakarta.

Albari (2018) was to determine the role of price that affects the consumers' purchase decision. In addition, brand image is also considered as a mediator between price and consumers' purchasing decisions and viewed as an important factor affecting the latter. The result of this research is based on the regression analysis stating the price variable has a positive effect on brand image. This means that consumers consider price as a factor that improves brand image. Meanwhile, discriminant analysis results prove that price and 24 brand image both have a positive influence on consumers' purchasing decisions to buy well-known replicas, either partially or simultaneously. The results also show that the mediation role towards the price in purchasing decisions by brand image. This is indicated by the dominant influence of brand image on consumers' purchasing decision compared with price.

The research by Ningsih & Pradanawati (2021) was to know the influence of brand image, price, and promotion toward the pur-

chase decision of batik in Toko Gea Geo. The result of this research analysis is that purchasing decisions are affected by many variables: price, promotion, and brand image.

Based on the phenomena described previously, the researcher decided to analyze the impact of price and promotion on purchase decisions of fast fashion brands in offline stores mediated by brand image. The research samples are fast fashion brand customers who lived in West Surabaya and purchased at least 2 times in the last 6 months. By analyzing this phenomenon, the researcher can find out whether the price and promotion affect purchase decisions in fast fashion brands in offline stores with a brand image as the mediating variable.

Based on the formulation and previous researches that have been described above regarding the variable price and promotion towards purchase decision mediated by brand image, the analysis model can be described as Figure 3.

Based on the formulation of the problem, the purpose of the research and the theoretical basis above, the hypothesis proposed are as follows:

- H1: Price has a significant effect on the purchase decision.
- H2: Promotion has a significant effect on the purchase decision.
- H3: Price has a significant effect on the brand image.
- H4: Promotion has a significant effect on the brand image.
- H5: Brand image has a significant effect on the purchase decision.
- H6: The effect of price on the purchase decision is affected by brand image.
- H7: The effect of promotion on the purchase decision affected by brand image.

H4: Promotion has a significant effect on the brand image.

H5: Brand image has a significant effect on the purchase decision.

H6: The effect of price on the purchase decision is affected by brand image.

H7: The effect of promotion on the purchase decision affected by brand image.

METHOD

This research is using quantitative methods with price (X1), promotion (X2), purchase decision (Y), and brand image (Z). Based on Ahmad et al. (2019), quantitative research is a form of research that relies on the methods of natural sciences, which produces numerical data and hard facts. It aims at establishing cause and effect relationships between two variables by using mathematical, computational, and statistical methods. So, all the variables are prepared, calculated, and analyzed by statistical methods.

Purposive sampling is the sampling selection according to a researcher's judgment through certain criteria that can be the right representative sample for the research (Steinmetz, 2016). The sampling method in this research is non-probability sampling namely purposive sampling. This research sampling criteria are:

1. Live in West Surabaya

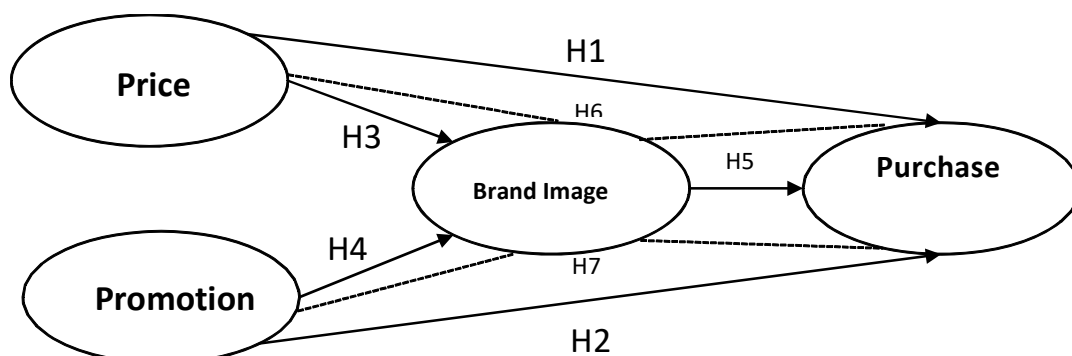


Figure 3 Model of Analysis
Source: Processed Data (2022)

2. Purchased fast fashion brands (Zara, H&M, Uniqlo, and many more) in offline stores at least once in the last six months.

The research data is collected using an online questionnaire which became the primary data and analyzing the data using PLS software. The questionnaire itself, it consists of a statement with Likert Scale as the answer option. In this study, the questionnaire was created using closed questions which is Likert scale. The questionnaire contains questions and answers in the form of Likert scale which 1 means strongly disagree, 2 means disagree, 3 means neutral, 4 means agree, and 5 means strongly agree.

RESULTS

In this research, the convergent validity will be measured by outer loading (Table 1) and average variance extracted (Table 2).

Table 1 shows there are two indicators that do not meet the criteria which should be above 0.7 and Table 2 shows the average from the indicators of outer loadings in which all the variables meet the criteria (>0.5). Hence, all the variables, in general, fulfil the criteria of convergent validity and there is no need to remove them because the AVE result has exceeded and they are still can be used. Based on Hair et al. (2016) stated that the outer loading needs to be removed when the value is below 0.5. Meanwhile, the range 0.5–0.7

Table 1 Outer Loading Value First Testing

	Brand Image(Z)	Price (X1)	Promotion(X2)	Purchase Decision(Y)
X11		0.750		
X12		0.752		
X13		0.823		
X14		0.820		
X21			0.882	
X22			0.892	
X23			0.819	
Y11				0.780
Y12				0.662
Y13				0.823
Y14				0.628
Z11	0.720			
Z12	0.725			
Z13	0.832			
Z14	0.719			
Z15	0.731			

Source: Processed Data (2022)

Table 2 Average Variance Extracted (AVE) First Testing

	Average Variance Extracted (AVE)
Brand Image	0.557
Price	0.620
Promotion	0.748
Purchase decision	0.529

Source: Processed Data (2022)

Table 3 Cross Loading

	Brand Image	Price	Promotion	Purchase Decision
X11	0.504	0.750	0.572	0.515
X12	0.547	0.752	0.403	0.478
X13	0.708	0.823	0.671	0.636
X14	0.704	0.820	0.548	0.474
X21	0.662	0.610	0.882	0.716
X22	0.630	0.675	0.892	0.721
X23	0.566	0.538	0.819	0.639
Y11	0.584	0.465	0.613	0.780
Y12	0.482	0.458	0.546	0.662
Y13	0.617	0.599	0.696	0.823
Y14	0.483	0.418	0.450	0.628
Z11	0.720	0.506	0.435	0.572
Z12	0.725	0.580	0.513	0.500
Z13	0.832	0.693	0.593	0.541
Z14	0.719	0.522	0.597	0.536
Z15	0.731	0.636	0.533	0.639

Source: Processed Data (2022)

will be examined for the next step which is composite reliability (CR) and the average variance extracted (AVE) will be determined.

According to Chin (1998), in Cross Loading, each indicator that correlates to the construct should be greater than the indicator on other constructs and the minimum value is 0.70 for each indicator.

In Fornell-Larcker, the square root of the AVE of each construct should be higher than the correlation with other constructs in the framework. Table 4, it shows that it meets the criteria of Fornell-Larcker and can be concluded as valid.

Based on Hair et al (2020), there are two ways to measure the reliability in this research

Table 4 Fornell-Larcker

	Brand Image	Price	Promotion	Purchase Decision
Brand Image	0.747			
Price	0.792	0.787		
Promotion	0.717	0.705	0.865	
Purchase decision	0.749	0.672	0.802	0.727

Source: Processed Data (2022)

Table 5 Cronbach's Alpha

	Cronbach's Alpha
Brand Image	0.800
Price	0.796
Promotion	0.831
Purchase decision	0.699

Source: Processed Data (2022)

Table 6 Composite Reliability

Composite Reliability	
Brand image	0.863
Price	0.867
Promotion	0.899
Purchase decision	0.816

Source: Processed Data (2022)

Table 7 R-Square

R Square	
Brand image	0.677
Purchase decision	0.705

Source: Processed Data (2022)

Cronbach’s Alpha (α) and Composite Reliability (CR). Both reliability rules should be above 0.70.

In Table 5, it shows Cronbach’s Alpha in which one variable is below 0.70, which means it does not meet the criteria. In this case, the indicators are not equally reliable and the Cronbach’s Alpha is unweighted. Hence, the Composite Reliability needs to be reported which is weighted and more accurate than Cronbach’s Alpha.

Table 6 shows the variables are reliable based on their composite reliability value which fulfill the criteria (>0.70). Therefore, all the

variables in this research are proven in reliability tests.

Based on Table 7, the R-square value of *Brand Image* (Z) as mediation in this research is 0.677 which means included as quite substantial and can be interpreted that *Brand Image* can be explained from 0.677 (67.7%) of *price* and *promotion* and the rest which 32.3% will be explained by other variables in outside of the research.

Table 8 shows that *Brand Image* (Z) towards *Purchase Decision* (Y) is considered as significant based on the t-statistics value of 3.341 (> 0.96) and the p-value of 0.001 (<0.05)

Table 8 Path Coefficient Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand image -> purchase decision	0.349	0.354	0.105	3.341	0.001
Price -> brand image	0.569	0.568	0.089	6.353	0.000
Price -> purchase decision	0.015	0.012	0.114	0.130	0.896
Promotion -> brandimage	0.317	0.320	0.095	3.334	0.001
Promotion -> purchasedecision	0.540	0.544	0.080	6.714	0.000

Source: Processed Data (2022)

Table 9 T-Statistics Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price -> brand image -> purchase decision	0.199	0.202	0.072	2.744	0.006
Promotion -> brand image -> purchase decision	0.111	0.112	0.045	2.474	0.014

Source: Processed Data (2022)

which fulfil the criteria. *Price* (X1) towards *Brand Image* (Z) also has a significant effect with t- statistics value of 6.353 (> 0.96) and a p-value of 0.000 (< 0.05). Meanwhile, *Price* (X1) towards *Purchase Decision* (Y) shows it is not significant with t-statistics 0.130 which means under 0.96, and p-value 0.896 which does not fulfil the maximum value of 0.05. However, in Table 1.9, *Price* (X1) towards *Purchase Decision* (Y) with *Brand Image* (Z) as mediation is resulted as positive and significant with t-statistics value of 2.744 and p-value of 0.006 which considered acting as a full mediation. *Promotion* (X2) towards *Brand Image* also has positive significant effects which are proven by t-statistics value 3.334 and p-value 0.001. *Promotion* (X2) towards *Purchase Decision* (Y) with t-statistics value of 6.714 and p-values of 0.000 is considered positive and significant, so as well *Promotion* (X2) to *Brand Image* (Z) to *Purchase Decision* (Y) is a positive and proven act as partial mediation with t-statistics value of 2.474 and p-values of 0.014.

DISCUSSION

Relationship Between Price (X1) towards Purchase Decision (Y)

Based on this research result, indicates that there is no significant effect between price

(X1) towards purchase decision (Y) in this case. It was proven by the t-statistics 0.130 which means under 0.96 and p-value 0.896 that does not fulfil the maximum value of 0.05. This means the first hypothesis is rejected. This study output shows irrelevant to the previous research by Harahap et al. (2018) stating that variable price and consumer purchase decision has a positive and significant relationship. Besides that, according to Tulangow et al. (2019), price is the aspect that has the power to give effect consumers in making purchase decisions.

In this case, there is a finding that supported the study result which by Mbete & Tanamal (2020) stated price has no significant effect on purchasing decisions. Wahyuni & Ginting (2017) stated that price does not significantly affect consumer purchasing decisions. The sixth hypothesis in this research about the relationship between the brand image that mediates price towards purchase decision is accepted which can prove that in this case brand image is the consideration towards a decision to purchase fast fashion products. For example, customers want to purchase Zara's products because the brand image is excellent, prestigious, trustworthy. It affects the customer to think it is worth purchasing and be confident towards the purchase decision and price becomes the second consideration.

Relationship between Promotion (X2) towards Purchase Decision (Y)

The result of this study shows the relationship between promotion (X2) and purchase decision (Y) has positive and significant effects which means the second hypothesis can be considered valid. This output is based on the criteria in t-statistics which the result is fulfilled. This hypothesis means with the help of promotion, it will affect the consumer to make the purchase decision in this case. As stated in the previous chapter before, the promotion has many kinds which consist of door prizes through challenges or games, marketing-fun events, discounts, distribution coupons, and many more (Adirinekso et al., 2021).

With the help of many promotion types, it will influence consumer behavior while in the purchase process. It is not only about the promotion types, but according to Kotler & Keller (2009) the indicators of promotion are promotion frequency, promotion quality, the quantity of promotion, and provision or suitability of promotional purposes will give a huge impact on the promotion roles in this case. This study results in this hypothesis also supported by Leksono and Herwin (2017), because it shows that there is a significant effect of sales promotions on purchasing decisions through promotional activities such as buy one get one edition, discounts, and free shipping.

Relationship Between Price (X1) towards Brand Image (Z)

From the result discussion above, it proved the positive and significant relationship between price (X1) towards brand image (Z) as mediation. This means the third hypothesis is also valid and can be stated that price affects brand image. In this case, the price of the fast fashion

products can give an impact to build a certain brand image of the company. The price itself consists of many indicators which are price affordability, price competitiveness, price match with benefit, and price match with product quality (Kotler & Armstrong, 2016). It shows the importance of price roles which consists of several indicators that need to be considered towards the brand image and in order to combine them, it can be seen in Tajdar et al. (2015) recommended how important the affordability in pricing to be implemented in a brand. This study results are also supported by Albari (2018) research result that determined the price variable has a positive effect on brand image which means price is the factor as consideration to improve the brand image.

Relationship between Promotion (X2) towards Brand Image (Z)

The result stated that there is a positive and significant relationship between promotion (X2) and brand image (Z) as mediation. This can prove the fourth hypothesis is valid. This result is interpreted that promotion affects the brand image as mediation in this case. It means how fast fashion brands promote their products will affect what customers will think about them. The promotion consists of many indicators such as frequency, quality, quantity, provision or suitability of promotional purposes by Kotler & Keller (2009). Those indicators need to be considered how the promotion roles towards the brand image.

According to Veronica & Wardana (2020), promotion has a positive and significant impact on the brand image which means promotion has an essential role in this case and needs to be considered in its creation and implementation because it will affect the way consumers think

about the products. The previous research supported this study result in this hypothesis that stated there is positive and significant relationship between promotion towards the brand image as the mediation.

Relationship between Brand Image (Z) towards Purchase Decision (Y)

The result of this study indicates the positive relationship between brand image as the mediation towards the purchase decision. This shows that the fifth hypothesis is accepted. It will be interpreted that brand image has a positive role as mediation towards purchase decisions. The correlation starts from the great brand image of a company will affect what customers think about the product which makes them confident about the product quality then influenced to buy the product which means the purchase decision. It is supported by the statement that a brand that has a positive image gets a higher chance to be chosen by consumers and to be purchased (Rommy et al., 2018). Adirinekso et al. (2021) also stated that brand image gives effect significantly on purchasing decisions.

Relationship between Brand Image (Z) Mediate Price (X1) towards Purchase Decision (Y)

The result of this research states that brand image (Z) has a positive relationship in mediating the price (X1) towards purchase decision (Y). It means that this sixth hypothesis is approved. These study results are supported by Armayani and Jatra (2019) that stated the role of the brand image towards price factors for consumer purchasing decisions. The flow is when a fast fashion product suits the customers then they will consider the brand image of the

company which will make them more confident and takes a risk to make the purchase decision. A great brand image will affect the customer's mind about the product. So, those variables (brand image and price) are correlated with each other towards the purchase decision.

Relationship between Brand Image (Z) Mediate Promotion (X2) towards Purchase Decision (Y)

The result about the relationship between brand image (Z) mediate promotion (X2) towards purchase decision (Y) is positive. This indicates the seventh hypothesis is true and valid. The result of this finding is relevant to the previous research by Adirinekso et al. (2021), Armayani and Jatra, 2019 stated brand image is known as mediation to sales promotion elements towards consumer purchasing decisions. This is also reinforced in the research by Purnamasari (2015) stated that the brand image is able to give effect to promotions, pricing and consumer attitudes as a mediation variable toward the purchase decision, which means the case is brand image also able to mediate the sale promotion towards the purchasing decision. So, it can conclude the positive relationship between brand image mediates the promotion and purchase decisions.

The result of this study states that price (X1) does not significantly influence purchase decisions (Y). This finding stated customers feel the price is not affordable. For further improvement, fast fashion brands need to focus on providing the best deals and facilities to make customers feel they can afford to buy the products. First of all, try to reduce production costs and recalculate prices taking into account product quality and brand image. Second, trying to establish cooperation with banks to offer customers credit payments (installments). Third,

offering customers to collect purchase notes in order to get points that can be exchanged for discounts in the next transaction with applicable conditions.

The result of this study states that promotion (X2) significantly influences purchase decisions (Y). It shows that the promotion frequency of fast fashion brands is not sufficient in the customer's view. Fast fashion brands need to focus on doing a promotion with the right frequency to maximize the performance towards purchase decisions. First of all, create a creative campaign every month in a suitable concept that describes the month. For example, in February there will be a valentine campaign which consists of special discounts, a valentine short movie in which the wardrobe is from the brand itself (soft-selling), and many challenges or events related. Second, create a seasonal sale in a certain time frame which can be implemented frequently such as new-year sale, world fashion day discount, black friday sale and many others.

The result of this study states that brand image (Z) significantly influences purchase decisions (Y). It stated that brand strength needed to be improved. Fast fashion brands need to focus on enhancing their brand strength by knowing about the target customers well. First, create personalized campaigns through the brand color selection that will be an essential part of communication to customers and create collaboration with trending public figures that suit the brand image for a certain time. For example, the collection H&M x Billie Eilish. Second, great customer service and friendly in-store employees. Third, provide special facilities for customers such as exchange and return, do-it-yourself custom products, reject product storefronts, and free-alteration service with

terms and conditions applied. Those ideas will hit directly the target based on their needs and personalities. Therefore, customers can keep the brand in their minds unconsciously because of the accuracy and appropriateness of the brand in expressing its identity and values which in the end become the strength.

In this research, there are several limitations that affect the study analysis. First of all, due to the Covid-19 pandemic situation, the survey is required to be online based which the researcher can not control optimally whether the respondents understand the questions well or not. Second, the research is focused only on West Surabaya which means the result of this study does not embrace consumer characteristics across cities and cultures. It indicates that the data results are less accurate for a larger scope.

According to the research results, it concludes that price has no significant effect on purchase decisions. Meanwhile, with the help of brand image as a mediator, there is a positive and significant relationship between price towards a purchase decisions. Besides that, the brand image also mediates the promotion towards purchase decisions. That shows the role of mediating by the brand image in this case and brand image have significant relationships as well towards purchase decisions. Different from price, the promotion has a significant effect on purchase decisions. So, from seven hypotheses, only one is rejected and the rest is accepted.

Based on the result of the research, the researchers provide some suggestions below.

For Fast Fashion Brand

Based on research results, there are indicators that need to be improved for the future. In the price aspect, the lowest indicator is price

affordability which means the customer views that the price offered is not affordable. It can be a consideration for the brand in order to set the right price according to company view and customer view (win-win solution). Meanwhile, about promotion respondents feel that the frequency which has been done by the fast fashion brand is not sufficient yet. The suggestion about it for the company, in the future fast fashion brands can do more promotions but still based on budget analysis at the same time.

The brand image of fast fashion brands is not strong enough because respondents still do not think about the brand when they need to purchase fashion things. Based on this, fast fashion brands need to improve their brand strength and it can be through promotion. Then, in order to decide on purchasing a fast fashion brand the most influential is the unique product style of the brand. So, it is important to consider the taste and style of the offered products. All the variables are related to each other in the purpose of the purchase decision stage.

For Other Researchers

This research result can be used as a reference for other researchers who will bring up similar topics which talk about the impact of price and promotion on purchase decisions of fast fashion brands in offline stores mediated by brand image. For future research, the researchers can choose other variables besides price and promotion and different mediating variables other than brand image towards a purchase decision. For example, product quality is based on research by Muliasari (2020) and service quality stated by Dyatmika & Firdaus (2021). The scope of the respondents also can be broader from this research which means using larger locations and demographics, not only West Surabaya. Therefore, the result of the research can be deeper, richer, and more accurate in future about this topic. Besides that, the respondent characteristic data needs to be considered carefully in this case the monthly spending range option is too high so it will affect the research result.

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