

PERCEIVED PRODUCT QUALITY AND BRAND EXPERIENCE ON PURCHASE DECISION: THE MEDIATING ROLE OF BRAND IMAGE AT ERIKA EXOTICBAG

Jovanka Fauzia Mantiri
Universitas Udayana, Denpasar
jovankafauzia@gmail.com

I Wayan Santika
Universitas Udayana, Denpasar
iwayansantika@unud.ac.id

Anak Agung Gede Agung Artha Kusuma
Universitas Udayana, Denpasar

Komang Agus Satria Pramudana
Universitas Udayana, Denpasar

Abstract

This study investigated the influence of perceived product quality and brand experience on purchase decisions, with brand image treated as a mediating variable, among consumers of Erika Exoticbag, an Indonesian premium fashion label built on exotic reptile leather. A total of 150 respondents who had purchased or were otherwise familiar with the brand were recruited through purposive sampling. Data will be collected using a five point Likert scale questionnaire and processed with Partial Least Square Structural Equation Modeling (PLS SEM) through SmartPLS. The measurement model confirmed that every indicator met the required standards of validity and reliability. The structural model further showed that perceived product quality and brand experience each produced a positive and significant effect on both purchase decisions and brand image. Brand image itself also exerted a positive and significant effect on purchase decisions and functioned as a complementary partial mediator linking the two exogenous variables to purchase decisions. These results reinforce the relevance of the Stimulus Organism Response framework for explaining purchasing behavior toward niche, exotic fashion products. From a managerial standpoint, the findings underline the importance of strengthening product durability and cultivating brand experiences that encourage repeat purchases, both of which are essential for the continued growth of Erika Exoticbag. **Keywords:** perceived product quality; brand experience; brand image; purchase decision; reptile leather fashion product.

INTRODUCTION

The premium fashion industry has expanded rapidly alongside a growing consumer awareness of product quality, exclusivity, and the symbolic meaning attached to personal belongings. Today's consumers no longer purchase products merely to satisfy functional needs; buying decisions increasingly serve as a means of self expression and a marker of social standing. Nareswari and Suprpto (2023) found that among affluent young consumers, the positional and symbolic value of a fashion product often outweighs purely functional considerations as a signal of social prestige. A 2025 report by McKinsey