



Brand Image, Price Perception, and Their Impact on Consumer Purchase Intention in Culinary MSMEs

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ABSTRACT

Keywords:

Brand Image; Price Perception; Purchase Intention

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This study aims to analyze the influence of brand image and price perception on consumer purchase intention in the culinary MSME sector. A quantitative approach with descriptive and verificative methods was employed. Data were collected through questionnaires distributed to 126 consumers selected using purposive sampling. The analysis involved validity and reliability testing, classical assumption tests, multiple linear regression, and hypothesis testing. The findings indicate that brand image has a positive and significant effect on purchase intention ($t = 5.565$, $p < 0.001$), while price perception demonstrates a stronger positive influence ($t = 7.423$, $p < 0.001$). Simultaneously, both variables significantly affect purchase intention and explain 92% of its variance ($F = 709.8$; $R^2 = 0.920$). These results imply that strengthening brand credibility and implementing appropriate pricing strategies are essential for increasing consumer purchase intention and enhancing the competitiveness of culinary MSMEs.

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INTRODUCTION

The food and beverage industry has become one of the most dynamic sectors supporting economic growth and employment generation in many developing countries, particularly through the expansion of Micro, Small, and Medium Enterprises (MSMEs) (Azmy & Chrismardani, 2024). In Indonesia, culinary MSMEs play a central role in strengthening local economies because they create jobs, encourage entrepreneurship, and preserve regional food culture. However, increasing market competition and rapid changes in consumer behavior have intensified the need for MSMEs to strengthen their competitiveness (Apriana & Riofita, 2024). Consumers are no longer solely concerned with product availability; instead, they increasingly evaluate brand reputation, product value, and price suitability before making purchasing decisions (Budianto et al., 2024; Hernikasari et al., 2022). This condition highlights

the importance of understanding the determinants of consumer purchase intention, particularly in the culinary sector where differentiation is difficult to sustain. Purchase intention reflects a consumer's tendency to buy after evaluating available alternatives and perceived value (Asri & Julisman, 2022). Previous studies have demonstrated that brand image and price perception significantly influence consumer attitudes and behavioral intentions (Foroudi, 2020; Nguyen et al., 2021). Therefore, examining these variables is important not only for academic purposes but also for supporting the sustainability and competitiveness of culinary MSMEs in increasingly saturated markets (Jalilvand et al., 2023).

This study employs several marketing and consumer behavior theories to explain the relationship between brand image, price perception, and purchase intention. Brand image theory explains that consumers develop perceptions and associations toward a brand through accumulated experiences, promotional exposure, and product performance (Aaker, 2021; Junianto & Ruswanti, 2025). A strong brand image contributes to consumer trust, emotional attachment, and differentiation from competitors. In addition, consumer behavior theory states that purchasing decisions are influenced by both psychological and external factors, including perceptions of quality, value, and brand credibility (Creswell & Creswell, 2022). Price perception theory further explains that consumers evaluate whether the benefits received from a product are proportional to the cost paid (Dodds et al., 2020). When consumers perceive prices as fair and aligned with product quality, purchase intention tends to increase. Conversely, prices perceived as unreasonable may reduce willingness to buy despite positive product evaluations. These theoretical perspectives support the assumption that purchase intention is shaped by cognitive and emotional evaluations of a product, particularly in culinary MSMEs where consumers often compare multiple alternatives before making purchasing decisions (Panda et al., 2024; Kotler & Keller, 2021).

Despite the rapid growth of culinary MSMEs, many traditional food businesses continue to face challenges in maintaining consumer interest and long-term competitiveness (Kharisma & Haryono, 2024; Leba & Gunawan, 2024). The emergence of modern food concepts, aggressive digital marketing strategies, and highly competitive pricing practices have changed the structure of consumer preferences (Pratama & Handoyo, 2024; Robiudin et al., 2025). Traditional culinary businesses often rely heavily on product consistency and word-of-mouth promotion while neglecting strategic brand development and consumer-oriented pricing approaches (Safira & Astuti, 2023). As a result, many MSMEs struggle to attract new customers and retain existing ones in highly competitive environments. Bapau Langgeng Sari represents a relevant example of this

condition (Sondari et al., 2024; Spears & Singh, (2020). Although the business is recognized for maintaining product quality and consistency, its promotional activities remain limited compared with competing brands that actively utilize digital platforms and integrated marketing communication. Furthermore, its pricing strategy is perceived by some consumers as relatively higher than similar products offered by competitors. Such conditions may weaken consumers' perceptions of value and reduce their willingness to purchase. This issue becomes increasingly important because purchase intention directly affects business sustainability, revenue generation, and long-term market positioning for traditional culinary MSMEs (Mochtar et al., 2022).

Previous studies have consistently examined the influence of brand image and price perception on consumer purchase intention across various industries. Brand image positively affects consumer trust and purchase behavior because consumers tend to prefer brands perceived as credible and reliable (Foroudi, 2020). Similarly, positive brand associations strengthen consumers' willingness to buy products by reducing uncertainty and increasing emotional attachment (Imaaduddin et al., 2022). Research also revealed that price perception significantly influences consumer purchase intention because consumers compare perceived benefits with monetary sacrifice before making decisions (Nguyen et al., 2021). Additional studies further confirmed that favorable price perception and perceived value increase purchase intention across different product categories (Bawana & Mugiono, 2022; Putri & Juwita, 2023). These findings collectively indicate that brand image and price perception are important determinants of consumer behavior. However, most previous studies have focused on large-scale businesses (Wang & Li, 2024), digital marketplaces, retail products, or modern service industries. Consequently, empirical evidence regarding how these variables operate within traditional culinary MSMEs remains relatively limited (Dodds et al., 2020).

Although previous research generally supports the positive relationship between brand image, price perception, and purchase intention, several inconsistencies remain unresolved. In highly price-sensitive markets, consumers may prioritize affordability over brand-related considerations, thereby weakening the influence of brand image on purchasing decisions. Meanwhile, competitive food markets create situations where consumers evaluate prices more critically due to the abundance of alternatives. These contrasting findings indicate that contextual differences may influence the relative importance of brand image and price perception. Furthermore, many prior studies have concentrated on digital commerce, retail brands, and urban lifestyle products, while traditional food-based MSMEs have received less scholarly attention despite their cultural and economic significance. This study offers novelty by

examining the simultaneous influence of brand image and price perception within the context of a traditional culinary MSME, where consumer evaluations are strongly shaped by authenticity, perceived value, and emotional familiarity. The research therefore contributes to extending consumer behavior literature into a more localized and culturally embedded business context that remains underexplored.

Based on the identified research gap, this study seeks to analyze the extent to which brand image and price perception influence consumer purchase intention in the culinary MSME sector. The research specifically addresses the problem of whether consumers place greater emphasis on brand-related perceptions or price evaluations when deciding to purchase traditional culinary products. The study argues that both variables significantly affect purchase intention, although price perception is expected to exert a stronger influence due to increasing consumer sensitivity toward value and affordability in competitive food markets. This argument is supported by the perspective that purchasing behavior emerges from consumers' evaluations of value, credibility, and expected satisfaction. By empirically testing these relationships, the study contributes theoretically to the development of consumer behavior and marketing literature in MSME contexts. Practically, the findings are expected to provide strategic insights for culinary MSME owners in designing branding and pricing strategies that strengthen competitiveness, improve consumer attraction, and encourage sustainable business growth.

RESEARCH METHODS

This study employed a quantitative approach with a causal-associative research design to examine the influence of brand image and price perception on consumer purchase intention. The quantitative approach was selected because the study focuses on numerical data analyzed statistically to test relationships among variables objectively (Joseph et al., 2025; Maulidy et al., 2025). Meanwhile, the causal-associative design was considered appropriate because it enables the identification and measurement of the influence of Brand Image (X1) and Price Perception (X2) on Purchase Intention (Y) (Hassan & Laval, 2024). The research adopted a cross-sectional time horizon, where data were collected at a single point in time during 2026. The study was conducted within the context of a traditional culinary MSME, namely Bapau Langgeng Sari, because the business represents a relevant example of a traditional food enterprise operating in a competitive culinary market environment (Tjiptono, 2020).

The population of this study consisted of consumers who had purchased from or were familiar with Bapau Langgeng Sari products (Belle & Chemen, 2025; Tohet et al., 2025). Respondents were selected using a purposive sampling technique because the study required participants who met specific criteria relevant to the research objectives. The criteria included individuals aged 17 years

and above who possessed prior knowledge or purchasing experience related to the business. The minimum sample size was determined using the recommendation proposed by Mochtar, Hidayat & Nugroho, (2022), resulting in a total of 126 respondents. Data were collected primarily through self-administered questionnaires distributed both directly and digitally to facilitate wider respondent participation. Each research variable was operationalized into several indicators measured using a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5).

Data analysis was conducted using IBM SPSS Statistics. Prior to hypothesis testing, all questionnaire items were evaluated through validity and reliability testing to ensure measurement accuracy and consistency. Item validity was assessed using Pearson Product Moment correlation, while reliability was examined using Cronbach's Alpha with a minimum acceptable threshold of 0.60. Furthermore, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests were performed before conducting multiple linear regression analysis. The hypotheses were tested using partial t-tests and simultaneous F-tests to determine both individual and simultaneous effects of the independent variables on purchase intention. In addition, the coefficient of determination (R^2) was calculated to measure the proportion of variance in purchase intention explained by brand image and price perception (Chaffey, 2022).

RESULTS AND DISCUSSION

Results

Respondent Profile

A total of 126 respondents participated in this study, all of whom were consumers who had purchased from or were familiar with Bapau Langgeng Sari products. Respondent characteristics were analyzed to provide an overview of the demographic composition of the sample, including gender, age, and occupation. Understanding these characteristics is important because demographic factors may influence consumer perceptions and purchase intention. The detailed respondent profile is presented in Table 1.

Table 1. Respondent Characteristics

Gender	Male	48	38.1
	Female	78	61.9
Age	17–25 years	39	31.0
	26–35 years	36	28.6
	36–45 years	23	18.3
	> 45 years	28	22.2
Occupation	Employee	36	28.6
	Student	25	19.8

Self-employed	59	46.8
Other	6	4.8

Source: Primary data processed, 2026

Table 1 shows that female respondents dominated the sample, accounting for 61.9% of the total participants, while male respondents represented 38.1%. In terms of age distribution, most respondents were between 17 and 35 years old, indicating that the majority belonged to the productive and active consumer segment. Regarding occupation, self-employed individuals constituted the largest proportion of respondents at 46.8%, followed by employees and students. These findings suggest that the respondents were largely consumers with independent purchasing power and active consumption behavior, making them relevant for analyzing purchase intention toward culinary MSME products.

Validity and Reliability Test Results

Before conducting the main analysis, the research instrument was tested to ensure that all questionnaire items were valid and reliable for measuring the research variables. Validity testing was performed using Pearson Product Moment correlation, while reliability testing employed Cronbach's Alpha to assess the internal consistency of the instrument. The results of the reliability test for each variable are presented in Table 2.

Table 2. Reliability Test Results

1	Brand Image (X1)	0.914	12	Reliable
2	Price Perception (X2)	0.928	12	Reliable
3	Purchase Intention (Y)	0.946	18	Reliable

Source: SPSS output, 2026

Table 2 shows that all research variables obtained Cronbach's Alpha values above the minimum acceptable threshold of 0.60, indicating that the questionnaire items have strong internal consistency and are considered reliable. The Purchase Intention variable recorded the highest reliability coefficient (0.946), followed by Price Perception (0.928) and Brand Image (0.914). In addition, all questionnaire items were declared valid because each item's r-count value exceeded the r-table threshold of 0.197 ($n = 126, \alpha = 0.05$). These findings confirm that the research instrument was suitable for further statistical analysis.

Descriptive Statistics

Descriptive analysis was conducted to identify respondents' perceptions of the research variables, namely Brand Image, Price Perception, and Purchase Intention. The analysis focused on the mean scores of each variable to determine the general tendency of respondents' evaluations toward the statements presented in the questionnaire. The summary of the descriptive statistics for each variable is presented in Table 3.

Table 3. Summary of Descriptive Statistics per Variable

Brand Image (X1)	3.206	3.460	X1.12	X1.9	Moderate– Good
Price Perception (X2)	3.190	3.405	X2.11	X2.7	Moderate– Good
Purchase Intention (Y)	3.071	3.468	Y.4	Y.1	Moderate– Good

Source: SPSS output, 2026

Table 3 indicates that all research variables fall within the “Moderate–Good” category, reflecting generally positive consumer perceptions. Brand Image recorded mean scores ranging from 3.206 to 3.460, suggesting that respondents perceived the brand relatively positively, although some aspects still require improvement. Price Perception showed mean values between 3.190 and 3.405, indicating that consumers generally accepted the pricing of the products without expressing very strong agreement. Meanwhile, Purchase Intention obtained mean scores ranging from 3.071 to 3.468, demonstrating a moderate positive tendency among respondents toward purchasing the products. Overall, these findings suggest that consumers have favorable yet not fully optimal perceptions regarding the brand, pricing, and intention to purchase.

Classical Assumption Tests

The normality assumption was evaluated using the Normal Q-Q Plot of standardized residuals; data points followed the diagonal reference line closely, indicating an approximately normal distribution. The Durbin-Watson statistic of 2.088 ($p = .665$) confirmed the absence of problematic autocorrelation. Inspection of the residuals-versus-predicted-values plot revealed no systematic pattern, confirming homoscedasticity. The Variance Inflation Factor (VIF) of 8.668 for both predictors indicates the presence of multicollinearity; however, given the high R^2 (0.920) and the significant t-values of both variables, the regression model remains both stable and interpretable for the purposes of hypothesis testing.

Multiple Linear Regression and Hypothesis Testing

Multiple linear regression analysis was conducted to examine the effect of brand image (X1) and price perception (X2) on consumer purchase intention (Y). The regression equation derived from the analysis is as follows:

$$Y = 2.003 + 0.611 X1 + 0.827 X2$$

The regression coefficients indicate that every one-unit increase in brand image is associated with a 0.611-unit increase in purchase intention, while every one-unit increase in price perception results in a 0.827-unit increase in purchase

intention, with other variables held constant. The intercept value of 2.003 represents the baseline purchase intention when both predictors are zero. The full results of the partial hypothesis testing (t-test) are presented in Table 4.

Table 4. Regression Coefficients and Partial Hypothesis Test (t-test)

(Intercept)	2.003	–	1.287	.200	–	–
Brand Image (X1)	0.611	0.417	5.565	< .001	8.668	H1 Accepted
Price Perception (X2)	0.827	0.556	7.423	< .001	8.668	H2 Accepted

Source: SPSS output, 2026

Table 4 shows that both independent variables have positive and statistically significant effects on consumer purchase intention. Brand Image (X1) obtained a regression coefficient of 0.611 with a t-value of 5.565 and a significance value below 0.001, indicating that Brand Image positively and significantly influences Purchase Intention; therefore, H1 was accepted. Similarly, Price Perception (X2) recorded a regression coefficient of 0.827 with a t-value of 7.423 and a significance value below 0.001, confirming that Price Perception also has a positive and significant effect on Purchase Intention, leading to the acceptance of H2. Furthermore, the standardized beta coefficient for Price Perception ($\beta = 0.556$) is higher than that of Brand Image ($\beta = 0.417$), indicating that Price Perception exerts a more dominant influence on consumer purchase intention. The simultaneous hypothesis test (F-test) and the coefficient of determination are presented in Table 5.

Table 5. ANOVA (F-test) and Coefficient of Determination (R²)

Regression	4,912.14	2	2,456.07	709.8	< .001	0.920	0.919
Residual	424.86	123	3.454	–	–	–	–
Total	5,337.00	125	–	–	–	–	–

Source: SPSS output, 2026

Table 5 demonstrates that Brand Image and Price Perception simultaneously have a significant effect on consumer Purchase Intention. This result is indicated by the F-value of 709.8 with a significance value below 0.001, meaning that the regression model is statistically significant and supports H3. In addition, the coefficient of determination (R²) value of 0.920 indicates that 92.0% of the variation in Purchase Intention can be explained by Brand Image and Price

Perception, while the remaining 8.0% is influenced by other variables outside the scope of this study. The adjusted R² value of 0.919 further confirms that the model possesses strong explanatory power in predicting consumer purchase intention.

Discussion

The findings of this study demonstrate that Brand Image has a positive and significant effect on consumer Purchase Intention. The regression analysis showed that Brand Image significantly influences consumers' willingness to purchase culinary products, indicating that stronger brand associations and positive consumer perceptions contribute to higher buying interest. These findings are consistent with previous studies stating that a credible and recognizable brand enhances consumer trust and reduces uncertainty before purchasing decisions are made. Consumers tend to prefer brands that are perceived as reliable, memorable, and capable of delivering expected value. Therefore, Brand Image functions not only as a symbolic identity but also as an important psychological factor influencing consumer behavior in competitive culinary markets (Foroudi, 2020).

The descriptive analysis further revealed that consumer perceptions of Brand Image remained within the moderate-to-good category, suggesting that although respondents generally viewed the brand positively, the brand identity had not yet become strongly differentiated from competitors. This finding indicates a partial gap between brand recognition and brand attachment among consumers. In contrast to studies emphasizing the dominant role of Brand Image in shaping purchase intention, this research found that Brand Image contributes significantly but is not the strongest determinant of consumer intention. Such differences may occur because consumers in traditional culinary markets tend to prioritize functional and economic considerations over symbolic brand value. This condition supports the argument that contextual and market characteristics influence the relative strength of Brand Image in affecting purchasing behavior.

The study also confirms that Price Perception exerts a positive and significant influence on consumer Purchase Intention and emerges as the most dominant variable in the regression model. Consumers are more likely to purchase products when they perceive the price as fair, reasonable, and aligned with the value received. This finding supports the theory explaining that consumers evaluate prices by comparing expected benefits with monetary sacrifice before making purchasing decisions. In highly competitive culinary markets where many substitute products are available, consumers become increasingly price-sensitive and tend to prioritize affordability and value suitability. Consequently, Price Perception serves as an important evaluative mechanism that directly shapes consumer willingness to buy products from culinary MSMEs (Dodds et al., 2020; Nguyen et al., 2021).

The descriptive findings also indicate that consumer evaluations of Price Perception remained at a moderate level, meaning that respondents generally accepted the product pricing but were not fully convinced that the prices completely reflected the value offered. This condition is important because a neutral perception toward price may weaken long-term purchase commitment. Compared with previous studies emphasizing promotional factors or product quality as dominant predictors, this study highlights that price evaluation plays a more central role within traditional culinary MSMEs. Such findings reinforce the argument that consumers in traditional food markets are highly sensitive to value-for-money considerations, especially amid increasingly competitive food and beverage industries. Therefore, culinary MSMEs must communicate product value more effectively by emphasizing product authenticity, ingredient quality, and consistency to strengthen positive price perceptions among consumers (Wang & Li, 2024).

Simultaneously, Brand Image and Price Perception were found to significantly influence Purchase Intention, with the regression model explaining 92% of the variance in consumer buying intention. This finding demonstrates that both variables operate in a complementary manner rather than functioning independently. Brand Image strengthens credibility and emotional attachment, while Price Perception reinforces rational evaluations regarding value and affordability. The findings support consumer behavior theories suggesting that purchasing decisions are shaped by both emotional and cognitive evaluations simultaneously. Theoretically, this study contributes to expanding marketing and consumer behavior literature by demonstrating that the integration of symbolic and economic factors is highly relevant in explaining consumer behavior within traditional culinary MSME contexts, which remain relatively underexplored in previous studies (Aaker, 2021).

From a practical perspective, the findings imply that culinary MSME owners should not manage branding and pricing strategies separately because both variables jointly influence consumer Purchase Intention. Strengthening Brand Image through consistent communication, visual identity, and promotional activities may increase consumer confidence and brand differentiation. At the same time, pricing strategies should emphasize fairness and value suitability to maintain consumer trust and competitiveness. The remaining unexplained variance also indicates that other variables, such as product quality, promotional effectiveness, social influence, and service quality, may contribute to shaping consumer behavior and should therefore be explored in future research. Expanding future studies into broader geographical contexts and different culinary MSME categories would further enrich understanding regarding the determinants of consumer Purchase Intention in traditional food markets.

CONCLUSION

This study examined how brand image and price perception shape consumer purchase intention at Bapau Langgeng Sari, a traditional culinary MSME in Bandung. The findings consistently confirm that both variables hold a positive and statistically significant relationship with purchase intention, either individually or in combination. Price perception emerged as the stronger driver ($\beta = 0.827$, $t = 7.423$, $p < .001$), indicating that consumers in this context place greater weight on price-value judgments than on brand-related impressions when forming their buying intent, while brand image also made a meaningful independent contribution ($\beta = 0.611$, $t = 5.565$, $p < .001$). Taken together, the two predictors explain 92% of the variance in purchase intention ($R^2 = 0.920$, $F = 709.8$, $p < .001$), demonstrating the strong explanatory power of the research model. Despite these significant effects, descriptive results reveal that both brand image and purchase intention remain at a moderate level, suggesting that Bapau Langgeng Sari has not yet fully leveraged its brand potential or communicated the value behind its pricing to convert consumer interest into firm purchase commitment. Future research is encouraged to incorporate additional variables — such as product quality, promotional effectiveness, consumer trust, and word-of-mouth — and to extend the geographic scope to enhance the generalizability of findings across different MSME culinary contexts.

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