
THE INFLUENCE OF BRAND IMAGE AND PRICE PERCEPTION ON PURCHASE DECISION FOR LUX BATH SOAP PRODUCT IN SURABAYA CITY



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Abstract

The tight competition in the soap industry has caused Lux to experience a decline between 2020 and 2024 due to various factors. The purpose of this research is to examine the impact of Brand Image and Price Perception on consumers' choices when buying Lux brand soap products in Surabaya City. Employing a quantitative methodology, 110 participants were carefully chosen via a purposive sampling technique. The collected data underwent analysis using Structural Equation Modeling (SEM), specifically the Partial Least Square (PLS) approach. The study's outcomes demonstrate a notable positive effect of both Brand Image and Price Perception on the purchasing behavior for Lux soap products in Surabaya City.

Keywords: Brand Image, Price Perception, Purchase Decision

INTRODUCTION

In the era of globalization, companies across various sectors are facing increasingly intense competition due to the growing needs of society both primary and secondary. As consumer needs expand, competition within the consumer goods industry intensifies in every region. This can be observed through the rising demand for essentials such as food, beverages, shampoo, and soap. One of the most competitive sectors is the bath soap industry, which continues to grow as public demand for personal hygiene products increases. To remain relevant, companies must formulate effective strategies to attract and retain consumers amid this ever-evolving market landscape.

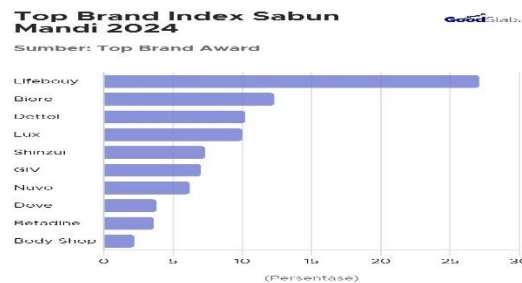


Figure 1
Top Brand Index of Bath Soap 2024

The level of competition in the bath soap industry is escalating, marked by the emergence of numerous new brands offering diverse shapes, scents, prices, and quality. This presents a significant challenge for the Lux brand, which currently ranks fourth in consumer preference in Indonesia, behind Lifebuoy, Biore, and Dettol. This ranking suggests that Lux's brand image is still less influential compared to its competitors in driving consumer purchasing decisions (Mahiri, 2020).

Brand image plays a critical role in shaping consumer buying behavior. It has been shown to have a significant and positive impact on purchase decisions. According to (Freddy Rangkuty, 2020) brand image is defined as a set of associations formed in the consumer's mind, reflecting the product's characteristics. In essence, a strong and positive brand image can boost consumer trust and purchase intention.

Lux, a beauty soap brand owned by PT Unilever Indonesia Tbk., has been widely recognized since its introduction in 1925. Known for its luxurious fragrance and glamorous image, Lux has continually sought to maintain its market presence. However, in today's dynamic market, brand image alone is insufficient without being complemented by price perceptions that align with consumer expectations.

Price perception also plays a vital role in consumer decision-making. Peter and Olson, as cited in (Mulyani et al., 2024) define price perception as the consumer's understanding of price information that they consider fair and meaningful. When consumers perceive that a product's price matches its quality, their likelihood of making a purchase increases.

Looking at consumer reviews on the Shopee e-commerce platform, several negative reviews about Lux soap have emerged. These reviews often mention that the product's price does not align with consumer expectations, leading to dissatisfaction. Some consumers commented that the price of Lux soap has become too high relative to its perceived quality,

with multiple 1- to 3-star ratings indicating lower satisfaction levels. While some users find the price acceptable in relation to the quality, others view it as too expensive.

Consumer purchase decisions are influenced by factors such as brand image and price perception. (Ramadhani & Ahmadi, 2024) emphasize that a positive brand image can foster customer loyalty, while an appropriate price perception enhances satisfaction and consumer confidence. Schiffman and Kanuk (2022) describe purchase decisions as a cognitive process in which consumers assess various options and choose the product that best fits their expectations and budget.

Tabel 1.
Top Brand Index

Brand	2021	2022	2023	2024
Lifebuoy	35,0%	34,7%	30,2%	27,1%
Dettol	10,4%	11,6%	13,1%	10,2%
Lux	18,5%	12,2%	11,4%	10,0%
Biore	-	8,0%	11,5%	12,3%

Source: topbrand-award

According to the Top Brand Index, Lux experienced a 2.8% decline in sales during the 2022–2024 period. Increasing competition and the emergence of new brands pose significant challenges for Lux. Moreover, the wide array of bath soap options in the market enables consumers to easily compare prices and quality, which directly affects their perception of Lux products.

As the largest city in East Java, Surabaya with its high population represents a promising market for consumer goods, including bath soaps. The growing needs of the local population demand that companies like Lux gain a deeper understanding of local market dynamics and craft targeted strategies to reclaim and grow their market share.

In light of these phenomena, theoretical perspectives, and inconsistencies in prior research, this study aims to examine the influence of brand image and price perception on consumer purchasing decisions for Lux bath soap products in Surabaya.

REVIEW OF LITERATURE

Brand Image according to (Kotler & Keller, 2021) is the overall picture of a brand's attributes in the minds of consumers. Brand image represents the overall perception, influenced by information and past experiences, and closely related to the beliefs and preferences that drive purchasing decisions (Setiadi, 2020). According to (Tjiptono, 2019) the main goals of brand image are to create a unique identity, strengthen loyalty so that consumers remain loyal, increase perceived value so that the product is more appreciated, support the effectiveness of marketing strategies, and reduce purchasing uncertainty by providing a sense of security.

According to Schiffman and Kanuk (Mahiri, 2020), the factors that shape brand image include quality, trust, benefits, service, consequences, and costs. According to (Keller, 2020) brand image indicators include association strength (how strongly the brand sticks in consumers' minds), association advantage (how easily it is remembered, liked, and how it

matches expectations), and association uniqueness (features that differentiate the brand from competitors, thus creating a competitive advantage).

Price perception according to Keller & Hansen (2019) refers to the amount of money a consumer pays to obtain a product or service, or the value exchanged in return for benefits, ownership, or usage of the product. Peter and Olson, as cited in (Sari & Soebiantoro, 2022), further explain that price perception involves the consumer's understanding of the price information presented, which significantly influences how they evaluate the product's value before making a purchase decision.

(Tjiptono, 2019) outlines the main objectives of pricing strategies, which include maximizing profit, achieving sales volume targets, establishing a strong corporate image, and maintaining price stability in line with market conditions. Several factors influence price perception, including the final selling price, the perceived fairness between price and quality, and price comparisons with competing products. (Kotler & Armstrong, 2024) identifies several indicators of price perception, including price affordability, alignment with product quality, competitiveness relative to similar products, and the extent to which the price reflects the perceived benefits factors that ultimately drive purchasing decisions.

Purchase decision is the process consumers go through to select and buy a product or service based on certain considerations. According to (Kotler & Keller, 2021), a purchase decision is the final stage where the consumer actually makes the purchase, while Schiffman and Kanuk (2020) state that it involves all activities related to searching, evaluating, and buying whether impulsive or deliberate. Solomon (2021) adds that this decision is also influenced by emotions, values, and consumer attitudes.

The purchase decision process, as outlined by (Kotler & Keller, 2021), includes problem recognition, information search, evaluation of alternatives, the actual purchase decision, and post-purchase behavior. According to Sangadji and Sopiah (F. H. Putra et al., 2024), the factors influencing purchase decisions include psychological, situational, and social factors. (Kotler & Armstrong, 2024) identify the indicators of a purchase decision as confidence in buying after obtaining sufficient information, choosing a product based on a preferred brand, alignment of the product with consumer needs, and the influence of recommendations from others.

RESEARCH METHOD

The research employed a quantitative approach. The sampling technique used was non-probability sampling, specifically through a purposive sampling method. According to (Sugiyono, 2020) purposive sampling involves selecting participants based on specific predetermined criteria. In this study, the criteria for respondents included: (1) being at least 17 years old, (2) residing in Surabaya, and (3) having purchased Lux brand body soap at least once. A total of 110 respondents were selected as the sample. Data collection was carried out by distributing online questionnaires via Google Forms, which served as the primary data collection tool. Secondary data were obtained from books, academic journals, and online sources. The collected data were analyzed using Structural Equation Modeling (SEM) with a Partial Least Square (PLS) approach (Ghozali, 2018).

Research Hypothesis

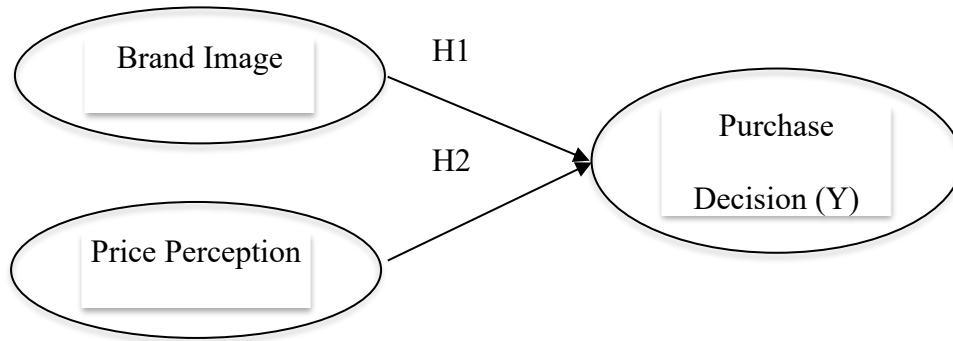


Figure 2.
Conceptual Framework

The hypothesis proposed in this study is:

H1 : It is hypothesized that Brand Image positively affects on the Purchase Decision of Lux brand bath soap in Surabaya.

H2 : It is hypothesized that Price Perception positively affects on the Purchase Decision of Lux brand bath soap in Surabaya.

RESULTS AND DISCUSSION

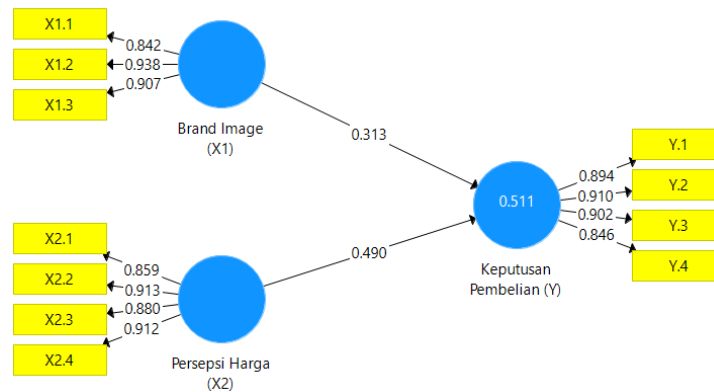


Figure 2
Outer Model with Factor Loading, Path Coefficient, R-Square

From the PLS output diagram above, the factor loading values for each indicator can be observed above the arrows connecting variables to their respective indicators. Additionally, the path coefficient indicating the strength of the relationships between exogenous and endogenous variables are displayed above the arrows connecting those variables. The R-Square value, representing the proportion of variance explained, is also shown inside the circle of the endogenous variable (Purchase Decision).

Outer Loading

Tabel 2.
Outer Loadings

Indicator	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)
X1.1 <- Brand Image (X1)	0,842	0,838	0,046	18,424
X1.2 <- Brand Image (X1)	0,938	0,936	0,018	52,260
X1.3 <- Brand Image (X1)	0,907	0,909	0,020	44,364
X2.1 <- Price Perception (X2)	0,859	0,854	0,039	21,906
X2.2 <- Price Perception (X2)	0,913	0,909	0,023	40,220
X2.3 <- Price Perception (X2)	0,880	0,879	0,019	45,726
X2.4 <- Price Perception (X2)	0,912	0,912	0,019	48,901
Y.1 <- Purchase Decision (Y)	0,894	0,895	0,018	50,853
Y.2 <- Purchase Decision (Y)	0,910	0,909	0,029	31,393
Y.3 <- Purchase Decision (Y)	0,902	0,904	0,025	35,462
Y.4 <- Purchase Decision (Y)	0,846	0,844	0,029	28,890

Source: Data processing 2025

An instrument is considered to have good validity if the factor loading exceeds 0.5 and the t-statistic is greater than the critical value of Z at $\alpha = 0.05$ (5%), which is 1.96. Based on the outer loading table, all reflective indicators for variables X1, X2, and Y fulfill these conditions, with factor loadings above 0.5 and t-statistics greater than 1.96. This confirms that the instrument's validity in this study has been appropriately achieved.

Validity Test

Discriminant validity for reflective indicators is assessed through cross-loading analysis and by comparing the square root of the AVE with the correlations between constructs. The AVE value is used to evaluate convergent validity, where an AVE of 0.5 indicates that the construct explains more than half of the variance of its indicators. A construct meets the validity criteria if its AVE value exceeds 0.5. The following are the research results obtained from the analysis using SPSS, namely:

Tabel 3.
Average Variance Extracted (AVE)

	AVE
Brand Image (X1)	0,804
Purchase Decision (Y)	0,789

Price Perception (X2)	0,794
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Source: Data processing 2025

The test results show that all variables Brand Image (X1) with an AVE of 0.804, Price Perception (X2) with an AVE of 0.794, and Purchase Decision (Y) with an AVE of 0.789 have AVE values above 0.5. Therefore, all constructs in the model fulfill the criteria for good convergent validity.

Reliability Test

Composite Reliability measures the internal consistency of an instrument in representing the same construct. An instrument is considered reliable if it produces stable results in repeated measurements of a similar phenomenon.

Tabel 4.
Composite Reliability

	Composite Reliability
Brand Image (X1)	0,925
Purchase Decision (Y)	0,937
Price Perception (X2)	0,939

Source: Data processing 2025

A construct is deemed reliable when its Composite Reliability value is 0.70 or higher, indicating consistent indicators in representing the latent variable. The test results show that all variables Brand Image, Price Perception, and Purchase Decision meet this reliability criterion.

Correlation Test

Table 5.
Latent Variable Correlation

	Brand Image(X1)	Purchase Decision(Y)	Price Perception(X2)
Brand Image (X1)	1,000		
Purchase Decision (Y)	0,589	1,000	
Price Perception (X2)	0,564	0,667	1,000

Source: Data processing 2025

The analysis results indicate that all variables are positively correlated, although the strength of the correlations varies. The strongest correlation is found between Price Perception (X2) and Purchase Decision (Y), with a value of 0.667. This suggests that among the variables included in the research model, the relationship between Price Perception (X2) and Purchase Decision (Y) is stronger than the relationships among the other variables.

Inner Model (Structural Testing Result)

Tabel 6.
R-Square

	R-Square
Brand Image (X1)	
Purchase Decision (Y)	0,511
Price Perception (X2)	

Source: Data processing 2025

An R² value of 0.511 indicates that the model is able to explain 51.1% of the variance in Purchase Decision, influenced by the independent variables Brand Image and Price

Perception. The remaining 48.9% is accounted for by other variables not included in this study (outside of Brand Image and Price Perception).

Hypothesis Testing

Tabel 7.
Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image (X1) -> Purchase Decision (Y)	0,313	0,316	0,084	3,717	0,000
Price Perception (X2) -> Purchase Decision(Y)	0,490	0,492	0,093	5,266	0,000

Source: Data processing 2025

Based on the table above, it can be concluded that the following hypotheses are accepted:

Hypothesis 1: It is proposed that brand image has a positive influence on the purchase decision of Lux brand bath soap in Surabaya. This hypothesis is supported by a path coefficient of 0.313 and a T-statistic value of 3.717, which is greater than 1.96 (based on the Z-table value at $\alpha = 0.05$), and a P-value of $0.000 < 0.05$, indicating a significant positive effect.

Hypothesis 2: It is proposed that price perception has a positive influence on the purchase decision of Lux brand bath soap in Surabaya. This hypothesis is supported by a path coefficient of 0.490 and a T-statistic value of 5.266, which exceeds 1.96 (based on the Z-table value at $\alpha = 0.05$), and a P-value of $0.000 < 0.05$, also indicating a significant positive effect.

The Effect of Brand Image on Purchase Decision

Based on the research conducted, it was found that the brand image variable has a positive and significant influence on the purchase decision of Lux brand bath soap in Surabaya. This indicates that the better the brand image of Lux in the eyes of consumers, the more likely they are to purchase the product.

Analysis of factor loadings reveals that the most dominant indicator within the brand image variable is the favorability of brand association. Lux bath soap has successfully built a positive, memorable, and well-liked brand image among consumers. This strong brand image helps consumers to easily recognize and trust Lux products, which ultimately drives their purchasing decisions. Consumers tend to choose products with a good reputation and high recognizability, as these attributes provide a sense of security and added value during purchase. A strong brand image fosters positive perceptions that indirectly boost customer loyalty and purchase intention for Lux bath soap.

These findings are consistent with the results of (Ramadhani & Ahmadi, 2024) who found that brand image positively affects purchase decisions. When consumers hold a favorable view of a brand, they are more inclined to choose it over competing brands. Similarly, (Carneli & Nurwahyudi, 2025) concluded that a strong brand image significantly enhances purchasing decisions. Products perceived positively by the public are generally more trusted and preferred by consumers. In the same vein, (Rosa Indah et al., 2020) emphasized that brand image contributes positively to influencing purchase decisions. A

strong and easily recalled brand image provides consumers with a sense of comfort and shapes a favorable public perception. In conclusion, brand image has a positive impact in encouraging consumer purchase decisions, especially for Lux brand bath soap.

The Effect of Price Perception on Purchase Decision

Based on the research conducted, the findings indicate that the price perception variable has a positive and significant influence on the purchase decision of Lux brand bath soap in Surabaya. This means that when the product's price is perceived as affordable and aligned with consumer expectations, consumers are more likely to purchase the product.

The factor loading analysis reveals that the most dominant indicator in price perception is the alignment between price and product quality. This highlights the importance of setting a price that reflects the value or benefits offered by Lux soap. When consumers perceive the price to be fair, they feel satisfied and more motivated to make a purchase. The match between price and perceived quality plays a crucial role in influencing purchase decisions. A reasonable and expected price makes consumers feel that the product is worth buying, thereby increasing their purchase intention toward Lux bath soap.

This finding is in line with the study by (Riliantika et al., 2023) which showed that price perception positively affects purchase decisions. Consumers tend to evaluate the price-to-quality ratio when making buying choices. Similarly, (M. S. Putra & Aminah, 2022) found that the better the price perception, the stronger its influence on purchase decisions. A comparable result was also found by (Simatupang et al., 2024) who stated that price perception has a positive and significant impact on the purchase decision of bath soap. In conclusion, price perception plays a significant positive role in shaping consumer decisions to purchase Lux brand bath soap.

CONCLUSION

Based on the results obtained through PLS analysis, the findings indicate that: 1.) Brand Image contributes to the Purchase Decision of Lux bath soap in Surabaya. The better the brand image, the more likely consumers are to make a purchase decision regarding Lux bath soap; 2.) Price Perception also contributes to the Purchase Decision of Lux bath soap in Surabaya. A more favorable price perception leads to a higher likelihood of consumers purchasing the product. Based on these findings, it is recommended that Lux should focus on strengthening its brand image, maintaining a positive brand reputation, and continuing to innovate to ensure that pricing aligns with product quality, thereby increasing consumer purchase interest. For future researchers, it is suggested to include additional variables not examined in this study to enrich and expand research in the future.

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