

DOES 'MADE IN INDONESIA' MATTER? A STUDY ON BRAND ORIGIN PERCEPTION ON INDONESIA'S FASHION BRAND: CASE STUDY SUKO



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Abstract

This study examines how the country-of-origin (COO) effect influences Indonesian consumers' purchase intentions toward the local fashion brand SUKO, under Matahari Department Store. Despite SUKO's competitive strengths broad retail presence in 142 stores across 79 cities and full supply chain control the brand faces a perception-quality gap caused by consumer biases that favor foreign brands. Using a quantitative explanatory approach with PLS-SEM, the research tests a model integrating COO theory, the Theory of Planned Behavior, and the marketing mix (4Ps) to analyze how perceived COO, marketing elements, and product quality shape attitudes and purchase intentions. Data from 230 respondents in Greater Jakarta indicate that reliability and convergent validity are strong across constructs, though HTMT results suggest conceptual overlap between marketing and brand attributes. The structural model identifies which intrinsic and extrinsic cues most influence consumer perceptions and intentions. Theoretically, this research advances COO literature in emerging markets by explaining how attitude toward purchase mediates quality perceptions. Managerially, it provides strategies for Matahari to reduce COO bias and promote SUKO's credibility. Findings show that most respondents learn about SUKO via social media (Instagram and TikTok) and consist mainly of price-conscious millennials and Gen Z who shop frequently but spend modestly. Recommendations emphasize digital marketing optimization, product quality signaling, and omnichannel integration to strengthen SUKO's brand positioning in Indonesia's fast fashion market.

Keywords: Country-Of-Origin Effect, Marketing Mix, Perceived Quality, Purchase Intention, Fast Fashion, Consumer Xenocentrism

INTRODUCTION

The era The global fashion industry is characterized by intense competition and constant evolution, driven by digitalization and the rapid growth of e-commerce platforms (Silalahi et al., 2025). Within this landscape, the fast fashion model has emerged as a dominant business strategy that emphasizes quick and cost-efficient production to bring current trends to market faster than ever before. Consumers now play an essential role as regulators of the global value chain through their purchasing decisions, shaping demand and influencing corporate sustainability practices (Nachum et al., 2025). Given this environment of abundant choices, consumers increasingly rely on extrinsic cues such as brand reputation, price, and Country of Origin (COO) when evaluating products (Abalkhail, 2023). COO perceptions can significantly impact judgments of quality, prestige, and trust, which in turn shape consumer buying behavior (Mulyaningsih et al., 2025). Consequently, understanding COO effects in emerging markets such as Indonesia is critical for both global and local brands competing in the same consumer space.

Indonesia represents an intriguing case study because of its rapidly growing middle class and increasing exposure to global fashion brands. Over the last decade, millennial and Gen Z consumers have become major drivers of fashion consumption, often associating Western brands with higher quality and status (Aprianingsih et al., 2023). These younger consumers, shaped by global media and online retail experiences, are digitally literate and trend-conscious, with aspirations often linked to global cultural symbols (Amarullah et al., 2025). However, local brands are simultaneously gaining traction amid a movement toward fashion localism,^{||} encouraging pride in Indonesian-made products and cultural heritage (Munawaroh et al., 2025). Social media platforms such as Instagram have amplified these localism narratives, helping domestic labels gain visibility and consumer trust (Ariestya et al., 2024). This evolving tension between global brand prestige and local authenticity frames the key context for understanding the challenges faced by local fast fashion entrants like SUKO.

Matahari Department Store, a long-standing Indonesian retail leader, has faced declining performance despite its extensive reach across 142 stores in 79 cities. Financial data reveal that in 2023, merchandise sales reached Rp12.6 trillion, a modest 1.1% increase, followed by a 2.0% decline in 2024 to Rp12.3 trillion, alongside negative Same-Store Sales Growth of -1.7%. This downturn, compounded by economic pressures and intensified competition from global fast fashion players, has forced the closure of underperforming outlets in major urban centers (Izzuddin, 2024). To adapt, Matahari launched SUKO, a premium private label in April 2023, designed to compete with international brands by offering locally relevant, minimalist, and climate-appropriate fashion. However, despite its distribution advantage and control over production quality, SUKO struggles to convert awareness into actual purchase intentions. This suggests that perceptual factors, rather than product deficiencies, may be the key obstacle in SUKO's market penetration.

The urgency of this research lies in addressing the perception-quality gap that hinders local brand competitiveness. While SUKO's products are comparable in quality and design to international alternatives, many Indonesian consumers undervalue local offerings due to entrenched COO biases (Sulhaini et al., 2019). Moreover, the phenomenon of consumer xenocentrism the belief that foreign products are superior may distort consumer evaluations

even when local brands perform equally well. Such biases limit the success of domestic labels and challenge Indonesia's broader goal of strengthening its creative economy. Understanding how COO perceptions interact with marketing factors and consumer attitudes is therefore essential for improving brand equity among local fashion companies. By analyzing these relationships, the study contributes to strategies that enhance brand trust and mitigate negative COO effects in emerging markets. This urgency also aligns with Indonesia's economic vision to promote local value creation and sustainable consumption.

Previous studies have consistently shown that COO significantly influences perceived product quality and purchase intention. Research by Martins et al. (2023) emphasizes that COO effects are often mediated by perceived quality rather than directly determining buying behavior. Similarly, Abalkhail (2023) found that positive COO perceptions enhance trust and perceived prestige, particularly in fashion consumption. In contrast, Mulyaningsih (2025) highlighted that in emerging economies, consumers often equate foreign origins with superior innovation and craftsmanship. Studies on Indonesian consumers indicate that COO interacts with marketing mix elements such as promotion and price sensitivity, shaping attitudes toward both local and international fashion brands (Aprianingsih, 2023). Nonetheless, few studies have empirically examined these dynamics using local premium labels as the focal point, leaving a gap in understanding how local identity, marketing, and perception interact within Indonesia's fast fashion sector.

The novelty of this research lies in integrating COO theory, the Theory of Planned Behavior, and the marketing mix framework to analyze how perceptual and attitudinal variables shape purchase intentions toward a local fast fashion brand. Unlike prior studies that focused on global brands or macro-level comparisons, this study specifically investigates SUKO, a local brand under Matahari, within a real competitive retail setting. It adopts a structural modeling approach (PLS-SEM) to quantify the relationships between COO perception, perceived quality, and consumer attitudes. The study uniquely explores how cognitive (quality perceptions) and affective (attitude toward purchase) mechanisms mediate the influence of COO on purchase intention. By focusing on the interplay between foreign brand admiration and local brand potential, this research fills an empirical gap in Indonesian consumer behavior studies. It also contributes to managerial understanding of how domestic retailers can reposition themselves effectively within a market dominated by global players. This research focuses on examining how perceived COO, product superiority/inferiority beliefs, and marketing mix elements influence perceived quality, attitude, and purchase intention toward SUKO. The study aims to identify the most influential psychological mechanisms affecting Indonesian millennial consumers' purchase behavior in the local fast fashion segment. By doing so, it seeks to offer actionable insights for Matahari to strengthen SUKO's strategic positioning against global competitors such as UNIQLO. The results are expected to guide improvements in communication strategy, brand storytelling, and product presentation to overcome COO-related perception gaps. Furthermore, the study aspires to support broader national branding efforts that promote pride in Indonesian-made products. Ultimately, this research aims to advance theoretical understanding of consumer perception in emerging markets while providing practical implications for local fashion brand development.

REVIEW OF LITERATURE

Country of Origin (COO) and Consumer Perception

The Country of Origin (COO) serves as a key extrinsic cue that influences how consumers evaluate a product's quality and brand image (Mulyaningsih, 2025). Consumers often use COO as a heuristic to simplify decision-making, associating certain countries with superior design, technology, or craftsmanship (Martins, 2023). In emerging markets like Indonesia, this bias can lead to xenocentric tendencies, where foreign brands are perceived as better than domestic alternatives (Balabanis et al., 2019). Consequently, local brands such as SUKO face a perceptual disadvantage, as consumers may undervalue product quality merely because of its domestic origin.

Theory of Planned Behavior (TPB) and Attitude Formation

The Theory of Planned Behavior (TPB) is widely applied to explain the relationship between consumer attitudes, beliefs, and behavioral intentions (Ajzen, 2020). This theory posits that perceived quality strongly shapes attitude toward purchase, which in turn influences purchase intention (Magwegwe & Shaik, 2024). In the fast-fashion context, consumers who believe a product has high quality are more likely to view purchasing it as a positive and rational act (Spears, 2004). Thus, attitude functions as a central mediator linking cognitive evaluations such as perceived quality to the conative aspect of purchase intention.

The Halo Effect and Brand Image Formation

The Halo Effect describes a cognitive bias where an overall impression of a brand or its origin shapes perceptions of its individual products (Furukawa, 2024). In this context, a strong and positive country image creates a favorable —halo— that enhances perceived quality and trust in the brand (Sulhaini, 2019). Conversely, a negative or weak country image can distort consumer evaluations, making local brands appear less desirable despite equivalent product standards (Gutiérrez, 2025). Therefore, managing the halo created by COO perceptions becomes essential for local fashion brands to strengthen brand equity and compete with foreign rivals.

Conceptual Framework

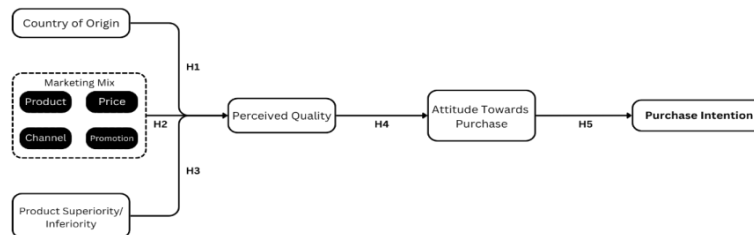


Figure 1.
Conceptual Framework

Source: Author

- (1) H1: Perceived country of origin has a significant positive influence on perceived quality.
- (2) H2: Product superiority/inferiority has a significant positive influence on perceived quality.
- (3) H3: The perceived marketing mix (4Ps) has a significant positive influence on perceived quality.

(4) H4: Perceived quality has a significant positive influence on attitude toward purchase.

(5) H5: Attitude toward purchase has a significant positive influence on purchase intention.

RESEARCH METHOD

This research employs a quantitative explanatory design to examine the determinants of Indonesian millennials' purchase intentions toward local and global fast-fashion brands. The study uses Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze cause-and-effect relationships among variables, including country of origin, perceived marketing mix, product superiority/inferiority, perceived quality, and attitude toward purchase (Hair et al., 2019). Data will be collected through a structured online questionnaire distributed to at least 200 respondents residing in Greater Jakarta (Malhotra, 2017). The research process follows a sequential structure, starting from identifying the business problem, developing research questions, conducting a literature review, collecting and analyzing data, to generating managerial recommendations (Amarullah, 2025). The PLS-SEM analysis includes measurement model assessment evaluating reliability, validity, and discriminant validity and structural model assessment testing hypotheses, predictive relevance, and explanatory power.

RESULTS AND DISCUSSION

Marketing Environment Analysis

The marketing environment represents the comprehensive ecosystem in which SUKO operates, encompassing both internal capabilities and external forces that shape the brand's competitive positioning and strategic opportunities (Kotler & Keller, 2018). Understanding this environment is critical for SUKO to identify competitive advantages and develop targeted marketing strategies that resonate with Indonesian consumers. This section provides a detailed analysis of SUKO's internal marketing capabilities through STP analysis, followed by an assessment of the external macroenvironmental forces using PESTEL analysis.

1) Internal Analysis (Segmenting, Targeting, and Positioning)

The STP framework helps SUKO clearly define its market approach by identifying the right consumers and creating a strong brand position in Indonesia's fast fashion industry. Based on segmentation, SUKO primarily appeals to urban millennials and Gen Z aged 18–33, who are digitally active, fashion-conscious, and price-sensitive, with most discovering the brand via social media. Their purchase frequency and moderate spending levels indicate a focus on affordability and value-for-money appeal. Targeting efforts should center on price-conscious value seekers while gradually nurturing quality-focused aspirants who appreciate locally made, high-quality fashion. SUKO's positioning Local Quality, Global Appeal: Fashion Designed for You, Made for Indonesia aims to shift perceptions by emphasizing Indonesian craftsmanship, local relevance, and sustainable practices as competitive strengths against international brands.

2) External Analysis (PESTEL Analysis)

The PESTEL analysis highlights how Indonesia's external environment shapes both opportunities and challenges for SUKO in the fast fashion sector. Politically, stable

governance and government initiatives supporting local industries benefit SUKO, though labor regulations raise production costs. Economically, steady GDP growth and a rising middle class expand the market, but inflation and low purchasing power among young consumers increase price sensitivity. Socially, trends like fashion localism, digital influence, and sustainability awareness favor SUKO's local identity, yet xenocentrism still biases perceptions toward foreign brands. Technological advances in digital marketing, AI, and supply chain systems present strong growth potential through enhanced personalization and omnichannel retail. Environmentally and legally, SUKO can leverage sustainable production and ethical compliance as differentiators, positioning itself as a responsible and locally relevant alternative to global competitors.

3) SWOT and TOWS Analysis

Based on the internal (STP) and external (PESTEL) analyses, the SWOT and TOWS frameworks illustrate SUKO's strategic position within Indonesia's fast fashion industry (Kotler, 2018). SUKO's main strengths lie in its extensive retail network (142 stores), high perceived quality ($R^2 = 0.793$), and strong value-based pricing coupled with product innovation tailored to the tropical climate. However, its key weaknesses include a gap between attitude and purchase intention (ATT 3.527 \rightarrow PI 3.303), moderate perception of innovation (3.380), limited omnichannel integration, and a relatively weak brand heritage. Major opportunities arise from the rise of fashion localism and sustainability awareness (Munawaroh, 2025), the expanding middle class (Ariestya, 2024), and the rapid growth of e-commerce penetration (Silalahi, 2025). Conversely, threats include consumer xenocentrism toward foreign brands (Balabanis, 2011), economic pressure (Niinimäki, 2020), and fast-paced digital disruption (Sulhaini, 2019). Through the TOWS matrix, four strategic directions are proposed: innovation-driven fashion localism leadership, digital-retail convergence to close the intention gap, sustainable differentiation through local supply chains, and operational resilience via quality certification (Abalkhail, 2023) to strengthen SUKO's competitiveness amid global and economic volatility.

Although

Consumer Analysis

1) Descriptive Statistics of Respondents

The final sample of 230 respondents, validated through a screening process, consisted predominantly of young consumers aged 18–33 (81.3%), with a slight female majority (52.6%). Most respondents resided in the Greater Jakarta area (97.8%) and were mainly students (54.3%) or employees (23.5%). Financially, 39.6% had monthly expenses below Rp1,000,000, and 53% purchased fashion items one to two times per month, reflecting active yet price-sensitive behavior. Social media played a key role in brand awareness, with 87.5% discovering SUKO online primarily via Instagram (35.7%) and TikTok (29.1%) indicating the brand's strong digital presence among young, urban consumers.

2) Descriptive Statistics Per Item

The descriptive analysis shows that respondents generally hold positive perceptions toward SUKO and Indonesia's local fashion industry. The Country-of-Origin variable scored high (mean = 3.558), indicating national pride and favorable views of Indonesian fashion. Product Superiority/Inferiority was moderate (3.358), showing some remaining preference for foreign brands but also opportunity for local trust-building. SUKO's Product (3.575), Price (3.649), Place (3.598), Promotion (3.511), Attitude (3.527), and Perceived Quality

(3.590) all received high ratings, reflecting strong performance in key marketing mix elements particularly pricing, store experience, and quality perception. However, Purchase Intention was only moderate (3.303), suggesting that while attitudes toward SUKO are positive, the conversion from favorable perception to repeated purchase remains an area for strategic improvement.

3) Pilot Test

The pilot test involving 30 qualified respondents confirmed that the research instrument was both valid and reliable. Using the PLS-SEM approach in SmartPLS 4, all indicators achieved outer loadings above 0.708, demonstrating strong convergent validity. Reliability analysis also showed robust results, with Cronbach's Alpha and Composite Reliability values exceeding 0.70 across all constructs, indicating internal consistency. The Average Variance Extracted (AVE) for each variable was above 0.50, confirming that each construct explained more than half of its indicators' variance. The lowest alpha recorded was 0.769 (Price) and the lowest AVE was 0.682, both within acceptable ranges. These findings collectively affirm that the questionnaire items accurately measured their intended constructs, establishing a solid foundation for the main data collection phase.

4) Outer Model Evaluation

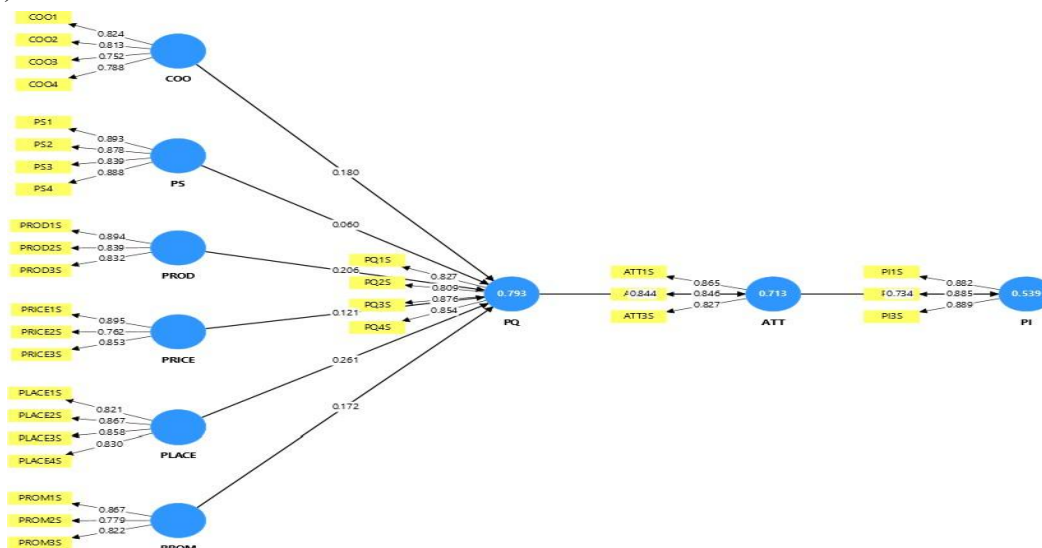


Figure 2.
 Outer Model Evaluation

1) Internal Consistency Reliability

The reliability assessment confirmed that all constructs demonstrated strong internal consistency and measurement accuracy. Indicator reliability was established through outer loadings exceeding 0.708, ensuring each indicator effectively represented its respective latent construct (Hair, 2019). Internal consistency reliability, evaluated using Cronbach's Alpha and Composite Reliability (CR), showed all nine constructs surpassing the minimum threshold of 0.70, with the lowest Alpha at 0.761 and CR at 0.762. These results indicate that all constructs in the model exhibit excellent reliability and stability, confirming the robustness of the measurement scales for further analysis.

2) Convergent Validity

Convergent validity was assessed using the Average Variance Extracted (AVE) to determine how well the indicators of each construct correlate and share common variance (Fornell & Larcker, 1981). All constructs recorded AVE values above the 0.50 threshold, with the lowest at 0.631, confirming that each construct explains more than half of the variance of its respective items. These results demonstrate strong convergent validity, indicating that the measurement items within each construct are closely related and effectively represent the same underlying concept.

3) Discriminant Validity (Heterotrait-Monotrait)

Discriminant validity was evaluated using the Heterotrait–Monotrait (HTMT) ratio of correlations to ensure each construct was empirically distinct (Cheung et al., 2024). According to Henseler et al. (2015b), HTMT values below 0.90 indicate acceptable discriminant validity. The results show that several construct pairs particularly among Attitude (ATT), Country of Origin (COO), Place (PLACE), Perceived Quality (PQ), Price (PRICE), Product (PROD), and Promotion (PROM) exceeded the 0.90 threshold, with some even surpassing 1.00, indicating notable conceptual overlap. In contrast, Purchase Intention (PI) and Product Superiority/Inferiority (PS) demonstrated HTMT values below 0.90, confirming clearer distinctions from other constructs. Overall, discriminant validity was not fully achieved across most constructs, suggesting considerable interrelatedness among key marketing variables. Therefore, subsequent structural model interpretations should be approached cautiously, acknowledging the limited discriminant validity in the measurement model.

Model Evaluation

1) Structural Model Evaluation

The structural model analysis evaluated the hypothesized relationships among constructs and the model's explanatory and predictive power following Hair et al. (2021). All Variance Inflation Factor (VIF) values ranged from 1.39 to 2.99, indicating no multicollinearity among predictors and ensuring unbiased path estimates. The coefficient of determination (R^2) values were 0.793 for perceived quality (PQ), 0.713 for attitude toward purchase (ATT), and 0.539 for purchase intention (PI), reflecting substantial to moderate explanatory power. Predictive relevance (Q^2) results of 0.780 (PQ), 0.755 (ATT), and 0.487 (PI) confirmed strong predictive accuracy, supported by low RMSE and MAE values. Regarding effect sizes (f^2), the path from ATT to PI showed a very large effect (1.167), identifying ATT as the strongest predictor of purchase intention, while the effects of COO, PLACE, PRICE, PROD, PROM, and PS on PQ were small (0.011–0.056), indicating limited additional contributions. Overall, the model demonstrated robust explanatory and predictive performance, emphasizing the central role of attitude toward purchase in driving purchase intention.

Hypothesis testing was carried out using the bootstrap procedure in SmartPLS with 5,000 resamples. Because the hypothesized relationships specified the direction of the effects in advance, a one-tailed significance test was applied. In line with the guidelines of (Hair et al., 2021), a path was regarded as statistically significant when its bootstrap t -value exceeded 1.645 for a one-tailed test and the corresponding p -value was less than 0.05.

Table 1.
Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
ATT -> PI	0.734	0.734	0.031	23.815	0
COO -> PQ	0.18	0.182	0.072	2.506	0.012
PLACE -> PQ	0.261	0.264	0.081	3.218	0.001
PQ -> ATT	0.844	0.843	0.026	32.304	0
PRICE -> PQ	0.121	0.119	0.061	1.974	0.048
PROD -> PQ	0.206	0.202	0.077	2.677	0.007
PROM -> PQ	0.172	0.171	0.056	3.07	0.002
PS -> PQ	0.06	0.063	0.042	1.442	0.149

The structural path results from SmartPLS bootstrapping show that several factors significantly enhance Perceived Quality (PQ). Specifically, Country of Origin ($\beta = 0.180$, $p = 0.012$), Place ($\beta = 0.261$, $p = 0.001$), Price ($\beta = 0.121$, $p = 0.048$), Product ($\beta = 0.206$, $p = 0.007$), and Promotion ($\beta = 0.172$, $p = 0.002$) all have positive and significant effects on PQ. In contrast, Product Superiority ($\beta = 0.060$, $p = 0.149$) does not significantly affect PQ, indicating that consumer perceptions of superiority or inferiority do not directly influence quality perceptions.

Furthermore, Perceived Quality strongly and positively affects Attitude toward Purchase ($\beta = 0.844$, $p < 0.001$), and Attitude toward Purchase strongly drives Purchase Intention ($\beta = 0.734$, $p < 0.001$). These findings suggest that improving consumers' perception of quality is crucial, as it directly strengthens their attitude and ultimately increases their purchase intention. Overall, the results highlight that PQ and ATT serve as the key mediators, while COO and marketing mix elements (Place, Price, Product, and Promotion) play essential supporting roles in shaping positive purchase behavior.

Discussion

The findings demonstrate that perceived country-of-origin exerts a modest yet statistically significant influence on perceived quality, aligning with longstanding COO research showing that origin cues serve as heuristic signals in consumer judgment. This pattern supports prior evidence that consumers from emerging markets use COO to form cognitive associations about manufacturing capabilities and design expertise (Mulyaningsih et al., 2025). The results also show that COO influences purchase intention only indirectly through perceived quality and purchase attitude, consistent with contemporary COO theory emphasizing mediated pathways (Martins et al., 2023). These findings reflect the competitive reality for Indonesian fashion brands, where country image can enhance credibility but cannot substitute for tangible quality performance. For SUKO, the implication is that Indonesian origin can be strategically leveraged only when paired with strong signals of product quality and innovation.

The descriptive COO indicators reveal that Indonesian consumers perceive local brands as creative and capable but lacking in prestige, indicating a partial but evolving form of country- of-origin advantage. This mirrors recent studies showing growth in fashion localism among Indonesian millennials, who increasingly appreciate cultural authenticity yet still view global brands as more aspirational (Munawaroh et al., 2025). These mixed perceptions help explain the modest effect size found for COO in the structural model, suggesting a need for refined positioning strategies. For SUKO, communicating strengths tied to local expertise such as climate-appropriate materials and designs tailored to Indonesian body types may strengthen quality perceptions more effectively than competing on prestige narratives. The mediation results further support the conclusion that COO-based communication will only influence purchase behavior if it first enhances perceived quality.

The non-significant effect of product superiority/inferiority on perceived quality highlights a shift in Indonesian consumer cognition regarding foreign versus domestic brands. Although xenocentrism theory suggests that consumers in developing countries often favor foreign-made products (Balabanis et al., 2019), the results indicate that this predisposition does not substantially influence SUKO's evaluation. Recent evidence suggests that younger Indonesian consumers, especially those active on social media, increasingly recognize the competitiveness of local brands and no longer rely exclusively on foreign-origin cues for quality assessment (Ariestya et al., 2024). This shift may also reflect the moderating role of brand familiarity, where actual product experience overrides generalized foreign-product bias, in line with dual-process judgment theory. For SUKO, the absence of xenocentric disadvantage indicates that the brand competes on relatively even perceptual ground and must focus on differentiating through controllable marketing actions.

The results strongly confirm the importance of the marketing mix in shaping perceived quality, with Place emerging as the most influential element followed by Product, Promotion, and Price. This aligns with established marketing theory asserting that consumers infer product quality from a holistic set of marketing cues delivered across retail environments, product features, communication channels, and pricing (Kotler & Keller, 2018). The strong effect of Place reflects the importance of retail atmosphere in fashion purchasing, consistent with evidence that store layout, design, and accessibility shape quality perceptions for experiential products. SUKO's presence in Matahari stores provides extensive accessibility advantages, yet the findings imply that in-store presentation quality is critical for sustaining positive perceptions. The significant effects of Product and Promotion further indicate that fashion innovation, design relevance, and professional digital communication are key drivers of perceived quality among Indonesian millennial consumers.

The final results confirm that perceived quality and purchase attitude form the core of the consumer decision-making mechanism, with perceived quality demonstrating an exceptionally strong influence on attitudes, and attitudes strongly predicting purchase intentions. This structure aligns directly with the Theory of Planned Behavior, which holds that attitudes formed from salient beliefs such as quality perceptions serve as the proximal determinant of behavioral intention (Ajzen, 1991). The mediation pathways reveal that all marketing elements affect purchase intention primarily by enhancing perceived quality, which subsequently strengthens purchase attitudes. This sequential structure confirms the centrality of quality as a strategic anchor for SUKO's competitive positioning in the fast fashion sector. For managerial application, the findings emphasize that improving store

presentation, enhancing product innovation, strengthening digital promotions, and maintaining strong value-for-money will collectively elevate perceived quality, thereby building favorable attitudes and ultimately increasing purchase intentions.

CONCLUSION

Perceived quality is the most influential factor shaping Indonesian millennials' attitudes and purchase intentions toward SUKO, driven mainly by controllable marketing mix elements rather than country-of-origin cues or xenocentric beliefs. The findings highlight that store environment, product attributes, and brand communication play the strongest roles in forming positive quality perceptions. This indicates that SUKO's competitiveness against global fast-fashion brands depends on creating consistent, high-quality retail and digital experiences. Management should therefore enhance product innovation, strengthen value-based pricing communication, and shift promotional strategies toward quality storytelling instead of discount-driven messaging. Ensuring coherence across all touchpoints, especially within SUKO's omnichannel ecosystem, is crucial for sustaining favorable brand evaluations. Future research is recommended to broaden the sample, compare local and global brands, incorporate additional theoretical variables, and use longitudinal or behavioral data for deeper insight.

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