THE EFFECT OF PERCEIVED PRICE, PERCEIVED QUALITY, AND PRESTIGE TOWARDS LOCAL FASHION BRAND LOYALTY

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Abstract

The purpose of this study is to explain the effect of perceived price, perceived quality, and prestige on local fashion brand loyalty. The method of determining the sample used is non probability sampling with a purposive sampling technique. The sample size in this study were 105 respondents. The data analysis method used is descriptive analysis and inferential statistical analysis. The tool used in this study is Warp PLS 3.0. The results of this study are all variable relationships have positive and significant results. Prestige is a partial mediation variable that affects perceived price and perceived quality towards brand loyalty. The practical implications that can be given from the findings of this study are that perceived price in this study can encourage brand loyalty because consumers form a perceived price attributes based on sensitivity to other people's perceptions of status signs at more expensive prices. Perceived quality can encourage brand loyalty because if consumers have a good perceive quality of fashion brand, it will encourage consumers to be loyal to the brand. Prestige can encourage brand loyalty because the brand gives a prestigious impression and has good quality. The theoretical implications of this finding are enriching references regarding consumer behavior in marketing, especially on consumer perceptions in increasing brand loyalty and also strengthening and supporting the results of previous studies related to the local fashion brand loyalty.

Keywords: Perceived Price, Perceived Quality, Prestige, Brand Loyalty

INTRODUCTION

The high demand for fashion products in Indonesia has caused the fashion industry to progress very rapidly. The fashion industry has significantly improve Indonesia's creative economy and fashion industry is one of the sectors that generate half of the income of the creative industry (Primus, 2016; Julianto, 2017). In addition, Indonesian people have a high consumptive level to support more than half of national economic growth. The high consumptive level of Indonesian society makes many global brands enter and sell their products to the domestic market (Haryn, 2016; Chandra, 2017). The presence of global brands in the Indonesian market has led to competition between global brands and local brands, causing local marketers to raise their local brand products. The consumer feels that buying global brand products will give their own prestige, besides that the consumer considers that global brands have better quality goods (Andarini and Kurnia, 2014; Setiawan, 2014).

In Bali, the fashion market still dominated by global brand fashion products. Local products cannot compete with global products due to limited business capital, lack of entrepreneurial knowledge, and still lack of understanding of fashion trends even though the creativity of local products is not less competitive with global products. Before conducting further research, researchers conducted a preliminary study of local fashion products consumers in Denpasar as 30 respondents. A total of 26 respondents expressed loyalty to local clothing products. Most respondents stated that local clothing products have attractive designs and qualities that are not inferior to global brands so they are loyal to local products.

Some studies have shown that most consumers consider global brands to have greater prestige and quality (Steenkamp et al., 2003; Nguyen et al., 2005). Global brands have a mature readiness compared to local brands in clothing design that is in accordance with fashion trend, stock items, market analysis, and funds. This is in accordance with the research of Schuiling and Kapfener(2004), where global brands have efficiency in the process of making products, R & D, logistics, and there is potential in reducing the cost of packaging and communication to consumers. So that global brands can compete more effectively with prices, perceived quality and higher prestige. Global brands also have a greater chance to charge premium prices.

Many researchers have paid attention to studying the characteristics of consumer fashion because the fashion industry is a large and competitive industry. According to Ismail et al. (2012), factors that cause consumers to choose global brands rather than local brands are quality, country of origin, price, social status, and reference groups such as family and friends. Beristain and Zorrilla (2011), Beneke and Zimmerman (2014), and Piri and Lotfizadeh (2016) state that perceived price have a significant positive relationship with perceived quality. Prices

also have a significant positive relationship to prestige (Beneke and Zimmerman, 2014). Whereas perceived quality also has a significant positive relationship to prestige (Heath et al., 2011). However, according to Bao and Mandik (2004), consumer decisions to buy prestige brands are not driven by perceived quality but by the inherent social meaning of brands that convey their self-image and socio-economic status. Research conducted by Erdogmus and Turan (2012) , Mathew et al. (2014), Saleem et al. (2015), Das (2015), and Esmaeilpour (2015) state that there is a positive relationship between perceived quality and brand loyalty. Some studies that examine the relationship of the influence of brand perception and brand loyalty (Erdogmus and Turan, 2012; Esmaeilpour, 2015; Ahn, 2015), that there is a positive relationship between prestige and brand loyalty

Seeing this problem, researchers conducted research on local brand loyalty related to factors that can affect loyalty such as perceived price, perceived quality, and prestige. By understanding these factors, it is expected to be able to help local brand clothing businesses in developing their business strategies that will enhance local brand clothing products in Bali

LITERATURE REVIEW

Price is the amount of money that must be paid by consumers to get a product (Kotler and Armstrong, 2008). This perception is formed by consumer expectations for a product if consumers make a purchase. Thus the valuation of the price of a product is said to be expensive, cheap or ordinary from each consumer does not have to be the same, because it depends on consumer perceptions against the background of the environment and the condition of the individual. In fact consumers in assessing the price of a product are very dependent not only on absolute value but through their perception on prices (Nagle & Holden, 1995). According to Nagle and Holden (1995), consumers use price as an indicator of quality, with conditions if consumers believe there is a difference in quality between various brands in a product category, consumers believe that low quality can carry greater risk, and consumers have no other information except famous brands as a reference in evaluating quality before making a purchase.

To obtain social benefits, the price of goods can be a signal to form prestige so that there is a positive relationship between price and prestige. Consumers are price oriented because of their intention to influence others by buying goods at higher prices and gaining respect from others (Tellis and Gaeth, 1990; Lichtenstein et al., 1993 in Acikalin et al., 2009).

Quality is a product or service that has gone through the stages of the process by calculating the value of a product or service and producing products or services that are in accordance with consumer expectations (Kotler and Keller, 2009). According to Suprapti (2009),

consumers often assess the quality of a product or service based on variations of the information they get. Such information can be intrinsic in that it relates to the physical characteristics of the product such as size, color, taste, or aroma so that the results of consumer evaluations can be objective. According to Mullin et al. (2005), the classification dimensions of product quality which consist of: performance, durability, conformity with specifications, and product design.

Prestige is a form of attitude based on individual interactions with society, property objects, and hedonic values (Vigneron and Johnson in Wong and Zhou, 2005). Prestige is synonymous with hedonic consumers where consumers like luxury products and are more interested in the pleasure that comes from using luxury products. Vigneron and Johnson (1999) define five values of prestige behavior, namely: veblen effects, bandwagon effects, snob effects, hedonic effects, and perfectionism effects.

Brand loyalty is a consumer preference consistently to make purchases on the same brand for specific products or certain service categories. Customer satisfaction comes from the customer's assessment of a product or service that results in a level of satisfaction. In fashion, retail considers customer satisfaction related to the services, prices, and products they offer so it is very important in building customer loyalty (Hui and Yee, 2015). Brand loyalty is related to consumers who have loyalty to a particular brand will have the following characteristics (Giddens, 2002): have a commitment to the brand, dare to pay more on the brand, recommend the brand to others, do not consider when buying products, and always follow the information relating to the brand.
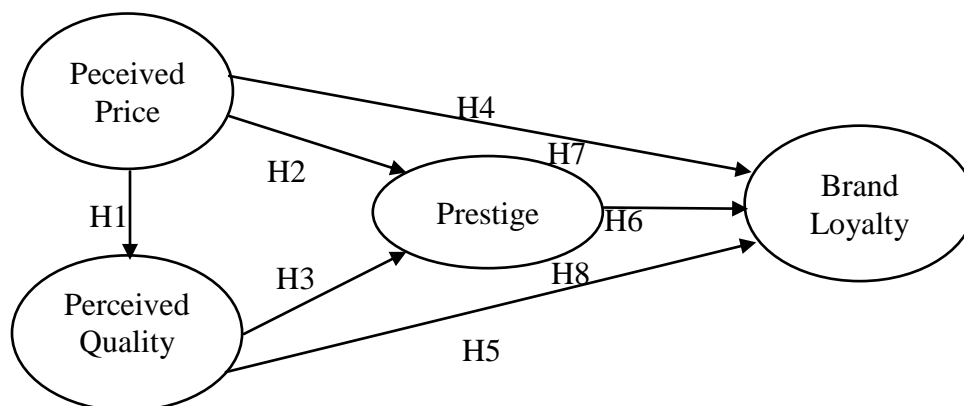
HYPOTHESES

Figure 1. Conceptual framework

H1: Effect of perceived price on perceived quality

H2: Effects of perceived price on prestige

H3: Effect of perceived quality on prestige

H4: Effect of perceived price on brand loyalty

H5: Effect of perceived quality on brand loyalty

H6: Effect of prestige on brand loyalty

H7: Role of prestige in mediates the effect of perceived price on brand loyalty

H8: The role of prestige in mediating the effect of perceived quality on brand loyalty

RESEARCH METHODOLOGY

This study uses an associative quantitative approach that aims to determine the effect or relationship of a variable or more (Sugiyono, 2016; 11). This research was conducted to obtain empirical evidence and analyze the effect of perceived price, and perceived quality of local brand clothing products on brand loyalty mediated by prestige. Data collection was conducted by questionnaire method with 105 respondents. The subjects of this study are consumers who have purchased, and have made purchases at least once a year on Furious Bali clothing products in Denpasar City. The objects studied in this study were perceived price, perceived quality, prestige, and brand loyalty. The method of determining the sample used in this study is non probability sampling with purposive sampling technique where the researcher has certain considerations in determining the sample (Rahyuda, 2016; 145). In this study measured by Likert scale that uses five numbers that represent opinions or answers. The type of testing of the research instrument used is the validity test and reliability test. While the data analysis method used is descriptive statistical analysis and inferential statistical analysis with the approach Partial Least Square (PLS) using Warp-PLS 3.0 software. To analyze mediation variables in this study using the examination method.

RESULTS

Based on the results of the respondents' characteristics, the age group of the respondents with the highest percentage was found in the age group of 17 to 20 years, which was 5.2 percent. Judging from gender, male respondents dominate that is equal to 75.2 percent compared to female respondents at 24.8 percent. While based on the last education level of respondents, high school student has the highest percentage of 62.9 percent. Based on the type of work, students have the highest percentage of 45.7 percent. The results of the validity test show that 15 indicators used have a correlation value greater than 0.3 so that the entire indicator is declared valid. Whereas the reliability test results are declared reliable because each

cronbach's alpha value is greater than 0.60. Based on the results of the Warp-PLS output, the results of APC, ARS, and AVIF are obtained where the results of this study are acceptable because they meet the criteria of goodness of fit.

Table 1 Goodness of Fit

Fit model	Index	p-value	Criteria	Description
Average path coefficient (APC)	0.386	P <0.001	P <0.050	Accepted
Average R-Squared (ARS)	0.525	P <0.001	P <0.050	Accepted
Average Block Variance Inflation Factor (AVIF)	2,013		<5	Accepted

In evaluating the path coefficient, two tests were conducted, namely testing the direct effect without entering the mediating variable (perceived price towards brand loyalty) and conduct testing by entering the prestige mediation variable into the model. The following is the result of testing direct effect without entering the mediating variable, namely perceived price towards brand loyalty as follows.

Table 2 Inter-Variable Coefficient Relations

			Path coefficients	P values
Perceived Price	--->	Brand Loyalty	0.481	<0.001

Then perform testing by entering the prestige mediating variable into the model, the following results will be obtained.

Table 3 Inter-Variable Coefficient Relations

			path coefficients	P values
Perceived Price	--->	Perceived Quality	0.689	<0.001
Perceived Price	--->	Prestige	0.241	0.035
Perceived Price	--->	Brand Loyalty	0.172	0.050
Perceived Quality	--->	Prestige	0.564	<0.001
Perceived Quality	--->	Brand loyalty	0.430	0.042
Prestige	--->	Brand Loyalty	0.222	0.013

Evaluate combined loadings and cross loadings

The results of the evaluation of combined loadings and cross loadings to test the convergent validity of the measurement instrument (questionnaire) are presented in Table 4. Based on

these results, the overall value of cross loading on perceived price variables, perceived quality, prestige, and brand loyalty is valid with the p value of each indicator <0.001.

Table 4 Output Combined Loading and Cross-Loading Results

Variables	Indicator	Cross Loading	SE	P value	Result
Perceived Price	Price of Bali Furious clothes is expensive ($X_{1.1}$)	0.805	0.106	<0.001	Valid
	Price of Furious Bali clothes according to quality ($X_{1.2}$)	0.827	0.100	<0.001	Valid
	Price considerations for Furious Bali clothing ($X_{1.3}$)	0.852	0.074	<0.001	Valid
	Consumers spend more for shopping Furious Bali clothes ($X_{1.4}$)	0.793	0.092	<0.001	Valid
Perceived Quality	Bali Furious clothing products is durable ($Y_{1.1}$)	0.885	0.091	<0.001	Valid
	Bali Furious clothing products have the latest fashions ($Y_{1.2}$)	0.798	0.079	<0.001	Valid
	Furious Bali clothing products have quality materials ($Y_{1.3}$)	0.892	0.114	<0.001	Valid
	Furious Bali clothing products have an attractive design ($Y_{1.4}$)	0.845	0.128	<0.001	Valid
Prestige	Increased prestige from the use of Furious Bali clothing products because they reflect the economic level ($Y_{2.1}$)	0.690	0.126	< 0.001	Valid
	Enhancement of prestige from the use of Furious Bali clothing products because it reflects the level of quality ($Y_{2.2}$)	0.789	0.078	<0.001	Valid
	Purchases of Furious clothing products Bali in order to impress others (Y2.3)	0.750	0.097	<0.001	Valid
	Wearables Furious Bali reflects the social status (Y2.4)	0.852	0.091	<0.001	Invalid
brand loyalty	Purchasing repeatedly Furious Bali products (Y3.1)	0.813	0.091	<0.001	Valid
	Referencing in total the existence of Furious Bali clothing products ($Y_{3.2}$)	0.863	0.095	<0.001	Valid
	Following the information related to Furious Bali clothing products ($Y_{3.3}$)	0.777	0.082	<0.001	Valid

Based on the evaluation test of the latent variable coefficients values were obtained R-squared construct variable research. In Table 5, the value of R-squared constructs of perceived quality equal to 0.474 indicates that the variance is perceived quality can be explained by 47.4% by the variance in price perception. R-squared prestige construct amounting to 0.565 shows that prestige variance can be explained by 56.5% by the variance in perceived price and perceived quality. R-squared brand loyalty construct amounting to 0.535 indicates that brand loyalty variance can be explained by 53.5% by variance perceived price, perceived quality, and prestige.

Table 5 Latent Variable Coefficients Output Results

	Price	Quality	Prestige	Loyalty
R-squared coefficients		0.474	0.565	0.535
Composite reliability coefficients	0.891	0.916	0.855	0.859
Cronbach's alpha coefficients	0.837	0.877	0.772	0.753
Average variances extracted	0.671	0.732	0.597	0.670
Full collinearity VIFs	2.215	2.135	2.082	1.657
Q-squared coefficients		0,482	0,567	0,527

The results of data analysis on each indicator have met the size of the composite reliability and cronbach's alpha which is> 0.70. The four constructs have met the criteria convergent validity because the AVE value for each indicator is more than 0.50. The value of full collinearity VIF for each indicator is less than 3.3, so the data is stated to be free from the problem of vertical collinearity. The model estimation results show good predictive validity of 0.482, 0.567 and 0.527 as the value is above zero.

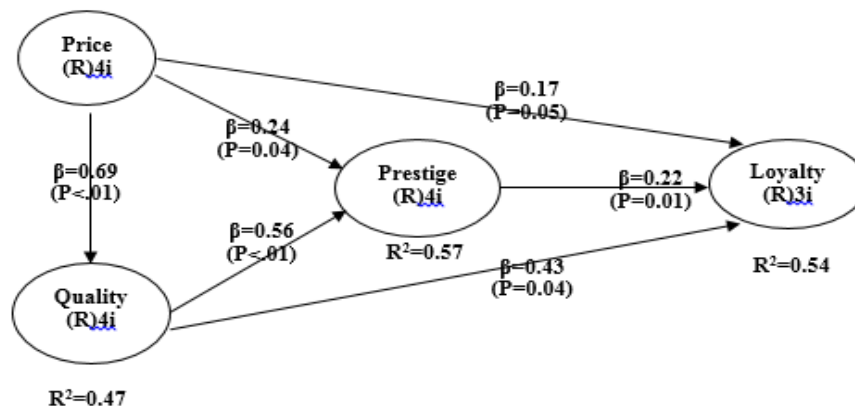**Evaluation of indirect output and total effect**

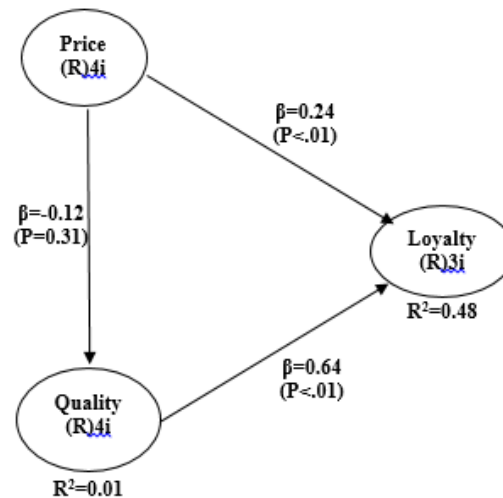Figure 2 Model Testing Results with Mediation

Figure 3 Model Without Mediation Test Results

Based on Figures 2 and 3, it can be seen the path coefficient on the perceived price to brand loyalty is significant and the path coefficient on the perceived quality of brand loyalty is significant. In Figure 2, perceived price of brand loyalty and perceived quality towards brand loyalty, the path coefficient value is greater than Figure 2. So the prestige variable can be said to be partially mediated.

DISCUSSION OF RESULTS

Effect of perceived price on perceived quality

Based on the results of the first hypothesis test, it was found that perceived price has a positive and significant effect on perceived quality. These results give meaning to the higher consumer perceived price of Furious Bali products, the higher the quality of the products consumers will feel when using Furious Bali products. This indicates that consumers tend to use the price of a product to estimate the quality of a product (Kardes et al. 2004a, 2004b and Cronley et al. (2005) in Lalwani and Forcum, 2016). This can happen because consumers have less product knowledge such as knowledge of product attributes and product benefits. In this study, the majority of respondents were 17-20 years old and their last education is in high school so it could be estimated that respondents' knowledge or references about the products they were going to buy were still lacking. Several studies conducted by Beristain and Zorrilla (2011), Beneke and Zimmerman (2014), and Piri and Lotfizadeh (2016) state that price perceptions have a significant positive relationship with perceived quality.

The effect of price perception on prestige

The results of the second hypothesis test found that perceived price have a positive and significant effect on prestige. These results give a meaning that the higher perceived price of Furious Bali products, the higher prestige that consumers will get when using Furious Bali products. To obtain social benefits, the price of goods becomes a signal not only in quality but also in prestige. Consumers are price oriented because of their intention to influence others by buying goods at higher prices and getting respect from others.

In addition, there is prestige behavior in consumers, namely the veblen effect, this effect causes consumers to make purchases where consumers are more concerned with prices as an indicator of prestige, the purpose of which is to impress others. Generally what can be exhibited in consuming a product is the price. The higher the price, the higher the veblen value, so that these consumers will increase their purchases even though the price increases. This is consistent with previous research from Beneke and Zimmerman (2014) where the perceived prices has a significant positive relationship with prestige. According to Blattberg and Neslin (1990); Garretson et al. (2002) in Ferreira and Coelho (2015), high prices can also be a better marker of prestige.

Effect of perceived quality on prestige

Based on the results of the third hypothesis test, it was found that perceived quality has a positive and significant effect on prestige. These results give the meaning of the higher consumer satisfaction with the quality of Furious Bali products, the higher the prestige that consumers will feel when using Furious Bali clothing products. Vigneron and Johnson (1999) believe that consumers choose brands that have prestige because they are looking for quality. The effect of perfectionism on prestige behavior also causes consumers to depend on their perception of product quality as a determinant of prestige. In addition, this study is supported by research conducted by Heath et al. (2011) who get the same results, namely the perception of quality has a significant positive relationship with prestige.

Effect of price perceptions on brand loyalty

Based on the results of the fourth hypothesis test found that perceived prices has a positive and significant effect on brand loyalty. This result gives the meaning of the higher consumer perceived price of Furious Bali products, the higher the brand loyalty of Furious Bali products. The price that consumers feel can be very different from the actual price because of consumers' trust in the feasibility of a product. This perception is formed by consumer expectations for a product if consumers make a purchase.

In fashion, retail considers customer satisfaction related to the services, prices, and products they offer so it is very important in building customer loyalty (Hui and Yee, 2015). This is supported by several studies conducted by Shih (2012), Beneke and Zimmerman (2014), Dewi and Anggraeni (2015), Tomida and Satrio (2016), stating that prices have a significant positive effect on brand loyalty.

Effect of perceived quality on brand loyalty

Based on the results of the fifth hypothesis test it was found that perceived quality has a positive and significant effect on brand loyalty. These results give a meaning of the higher perception of the quality of consumers of Furious Bali products, the higher the consumer loyalty on Furious Bali products. Customer satisfaction comes from the customer's assessment of a product or service that results in a level of satisfaction. Customer satisfaction is also related to the services, prices, and products they offer so it is very important in building loyalty. There are results of several studies from Erdogmus and Turan, 2012; Mathew et al., 2014; Esmaeilpour, 2015; Saleem, 2015 where there is a positive influence between perceived quality and brand loyalty.

The influence of prestige on brand loyalty

Based on the results of the sixth hypothesis test found that prestige has a positive and significant effect on brand loyalty. These results give the meaning of the higher prestige of consumers of Furious Bali products that will directly lead to loyalty of Furious Bali products by consumers. Brand prestige can influence consumers purchase intentions through increasing consumer confidence during brand selection, and their social status and confidence after purchasing a brand. This is supported by research conducted by Erdogmus and Turan, 2012; Esmaeilpour, 2015; Ahn, 2015, which states that there is a positive effect on brand loyalty. Brand prestige can influence consumers buying intentions through quality improvement, increasing consumer confidence during brand selection, and social status and their self-confidence after brand purchases (Baek et al, 2010).

The effect of price perception on brand loyalty mediated by prestige

Based on the results of hypothesis testing, it was found that prestige mediates partially influence perceived prices towards brand loyalty. This means that the higher the consumer perceived price, the higher the brand loyalty of Furious Bali products through the prestige that consumers get from using Furious Bali products. Consumers are price oriented because of their intention to

influence others by buying goods at higher prices and getting respect from others. So that consumers' perceptions of prices appear where high prices can be a better marker of prestige.

Then, prestige about the brand can affect consumers purchase intention through increasing consumer confidence during brand selection, and their social status and confidence after purchasing a brand. This is because the perception of consumer prices where high prices can be a better marker of prestige (Blattberg and Neslin, 1990; Garretson et al., 2002 in Ferreira and Coelho, 2015). Vigneron and Johnson (1999) believe that consumers choose brands that have prestige because they are looking for quality. Brand prestige can influence consumers' buying intentions through quality improvement, increasing consumer confidence during brand selection, and social status and their self-confidence after brand purchases (Baek et al, 2010). Esmaeilpour (2015) states that prestige has a positive effect on brand loyalty.

The effect of perceived quality on loyalty mediated by precision

Based on the results of hypothesis testing, it was found that prestige partially mediating the influence of perceived quality on loyalty. This means that the higher consumer perceived quality of Furious Bali products, the higher the brand loyalty through the prestige gained by consumers from Furious Bali products. Then, Prestige regarding brands can influence consumers purchase intentions through quality improvements that can increase consumer confidence during brand selection, and their social status and confidence after brand purchases. Customer satisfaction is also related to the services, prices, and products they offer so it is very important in building customer loyalty. These results are supported by research from Heath et al. (2011) get the same results, namely the perception of quality has a significant positive relationship with prestige. Saleem (2015) states that there is a positive influence between perceived quality and brand loyalty. Research conducted by Das (2015), states that quality has a positive influence on consumers' purchase intentions.

CONCLUSIONS

Based on the results of the discussion of the research that has been conducted, it can be concluded that perceived price have a positive and significant effect on perceived quality. This means that the higher the consumer perceived price, the higher the consumer perceived quality of the product. Price perception has a positive and significant effect on prestige. This means that the higher consumer perceived price will increase consumer prestige in consuming the product. Perceived quality has a positive and significant effect on prestige. This means that the consumer's perceived quality of a product is high, so the consumer prestige in consuming the

product will be higher. Perceived price has a positive and significant effect on brand loyalty. This means that the higher consumer perceived price will directly lead to loyalty to the product.

Perceived price has a positive and significant effect on consumer loyalty. This means that the higher consumer perceived quality will directly lead to loyalty to the product. Prestige has a positive and significant effect on consumer loyalty. This means that the higher the prestige of the product, it will directly lead to loyalty to the product. Prestige mediates the influence of perceived price on brand loyalty partially and significantly. This means that the higher the consumer perceived price, the higher consumer loyalty to the product. Prestige mediates the influence of perceived quality on customer loyalty partially and significantly. This means that the higher the consumer perceived quality, the higher consumer loyalty to the product.

This research only done on local fashion consumers who shop for casual-style clothing in the city of Denpasar. So the results of the study cannot be generalized to local fashion consumer with clothing that has a different style in other regions. The results of the study do not necessarily represent the entire population of consumers who shop for local fashion products in Indonesia. In addition, this research is only limited in proving the relationship of the influence of perceived price, perceived quality, and prestige towards brand loyalty. For further research, it is recommended to use research objects that can better represent the consumer population of local fashion products such as using more than one type of local brand as the object of research. Further researchers can also use other variables that can influence brand loyalty such as perceived trust, brand image, and store image.

SUGGESTIONS

Based on the findings, some suggestions are made: Based on the results of the study, all variables used in this study have a high score so that what the company needs to do is to continue to maintain the existing conditions and improve this condition in a better direction. This can be done by paying attention to the factors that influence brand loyalty such as price, quality, and prestige. The company continues to maintain product quality that is good in the eyes of consumers so that it matches the price paid by consumers. That way will continue to create a prestige and increase brand loyalty to consumers.

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