

THE EFFECTS OF DIGITAL MARKETING, PRICE PERCEPTION, AND BRAND IMAGE ON CONSUMER PURCHASE INTENTION ON YULI KEBAYA BALI

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ABSTRACT

This study aims to determine the influence of digital marketing, price perception, and brand image on consumer purchase intent toward Yuli Kebaya Bali. The increasingly fierce business competition in the traditional Balinese clothing sector, as well as fluctuations in consumer purchasing power affecting Yuli Kebaya Bali, make consumer purchase intent a critical factor in business sustainability. Therefore, an appropriate marketing strategy is needed to boost consumer purchase intent. This study employs a quantitative approach using a survey method. The population consists of all Yuli Kebaya Bali consumers. The sampling technique utilized accidental sampling, with a sample size of 105 respondents. Data were collected through the distribution of questionnaires and analyzed using multiple linear regression analysis. The results of the study indicate that digital marketing has a positive and significant effect on consumer purchasing interest in Yuli Kebaya Bali. Price perception has a positive and significant effect on consumer purchasing interest in Yuli Kebaya Bali. Brand image has a positive and significant effect on consumer purchasing interest in Yuli Kebaya Bali. Based on the results of the study, it can be concluded that digital marketing, price perception, and brand image play a crucial role in increasing consumer purchasing interest.

Keywords: brand image, digital marketing, consumer purchase intention, price perception

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1. INTRODUCTION

Indonesia is a country with a rich and diverse culture, one aspect of which is reflected in the preservation of traditional Balinese attire that continues to this day. The kebaya, as part of traditional Balinese attire, holds symbolic and religious significance; thus, its use is not merely aesthetic but also represents the identity and cultural values of the Balinese people. The implementation of Bali Governor Regulation No. 79 of 2018, which encourages the wearing of traditional Balinese attire every Thursday and on religious holidays, has increased the frequency of kebaya use and established it as a routine necessity for the community, thereby creating a relatively stable and sustainable market demand. This situation has opened opportunities for traditional clothing businesses, including Yuli Kebaya Bali, which specializes in the production and sale of kebayas with a wide variety of designs and price points to cater to diverse consumer segments.

In line with technological advancements and shifts in consumer behavior, Yuli Kebaya Bali has implemented a digital marketing strategy by leveraging social media platforms such as Instagram and TikTok, as well as the e-commerce platform Shopee, as channels for online transactions. Digital marketing is a marketing strategy that utilizes digital media and online technology to promote products and influence consumer purchasing decisions (Dewi et al., 2025), so its implementation is expected to increase consumer interest and purchasing intent toward the kebaya products offered.

Several previous studies indicate that digital marketing has a positive and significant impact on consumer purchase intent (Yusnidar et al., 2023; Francis et al., 2023), suggesting that the more effective the digital marketing strategy implemented, the greater the likelihood of consumers making a purchase. However, other studies have found that digital marketing does not always have a significant effect on purchase

intent (Febrianti et al., 2023), suggesting that its effectiveness is influenced by the business context, consumer characteristics, and the marketing strategies employed.

In addition to digital marketing, price perception is also a key factor influencing consumer purchase intent, defined as consumers' subjective assessment of the alignment between price and the quality and benefits of the product received (Sandala et al., 2021). Previous research indicates that price perception has a positive effect on purchase intention (Panjaitan et al., 2024; Agustin & Amron, 2022), although some findings suggest the opposite (Purnamawati et al., 2020), so pricing aspects must be managed carefully.

Brand image also plays a crucial role in shaping consumer perceptions and purchase intent, as brand image is formed from consumers' experiences, information, and evaluations of the product (Oisina, 2022). The brand image of Yuli Kebaya Bali, which features classic kebaya with modern design touches as well as a variety of styles and price points, strengthens its position in consumers' minds, and empirically, brand image has been proven to have a positive and significant influence on purchase intent (Pramesti & Wardhana, 2022), although some studies show different results (Wilyan, 2022).

This study was conducted at Yuli Kebaya Bali, a kebaya retail business. In 2024, kebaya sales experienced fluctuations, indicating dynamic shifts in consumer purchasing interest. This situation requires Yuli Kebaya Bali to continuously evaluate and innovate its marketing strategies to maintain and increase consumer purchasing interest. Yuli Kebaya Bali's 2024 sales data is presented in Table 1.1 below.

Table 1. Sales Volume at Yuli Kebaya Bali Period: 2024

Month	Sales (Units)
January	450
February	800
March	600
April	300
May	200
June	210
July	250
August	350
September	600
October	500
November	300
December	250

Source: Yuli Kebaya Bali Sales Report (2025)

Based on Table 1, it is evident that kebaya sales increased during February–March and September–October, coinciding with the Galungan and Kuningan festivals. This suggests that cultural and traditional factors continue to exert a strong influence on consumer purchasing behavior. Outside of these periods, sales tend to remain stable, indicating the need for a consistent marketing strategy throughout the year.

Purchase intention is a consumer's desire for a product that is formed through a process of observation and learning (Shafitri et al., 2021), and develops into a strong impulse to make a purchase (Wibowo et al., 2025). Purchase intent does not arise suddenly but is influenced by various factors, such as digital marketing, price perception, and brand image. Therefore, a comprehensive understanding of consumer behavior and the implementation of appropriate marketing strategies are key for Yuli Kebaya Bali in enhancing the business's competitiveness.

Based on the observed phenomena and the inconsistencies in previous research findings, the researcher was motivated to conduct a study titled "The Influence of Digital Marketing, Price Perception, and Brand Image on Consumer Purchase Intentions for Yuli Kebaya Bali."

2. LITERATURE AND HYPOTHESES

Digital Marketing

Digital marketing is a marketing activity that utilizes digital media and the internet to promote products and reach consumers in a broad and interactive manner. Dewi et al. (2025) state that digital marketing uses various digital platforms to influence consumer behavior. In line with this, Masyithoh and Novitaningtyas (2021) explain that digital marketing helps companies establish two-way communication with consumers more effectively. Puryanti et al. (2024) add that digital marketing aims to attract consumer interest through online media to encourage them to use or purchase products. In this study, digital marketing is understood as Yuli Kebaya Bali's efforts to market kebaya products through social media and digital platforms to increase consumer purchasing interest. Digital marketing indicators include the ease with which consumers can find product information through digital media, the use of social media as a promotional tool, and the delivery of product information in an engaging and interactive manner through digital platforms (Wiranata et al., 2021).

Price Perception

Price perception is a consumer's assessment of a product's price based on the alignment between the price paid and the quality and benefits received. According to Sandala et al. (2021), price perception reflects consumers' views on whether a product's price is considered expensive, cheap, or reasonable. Darma (2020) states that price perception relates to the appropriateness of a product's price for consumption. Kotler and Armstrong (2019) emphasize that price perception significantly influences consumers' purchasing decisions. In the context of Yuli Kebaya Bali, price perception relates to how consumers evaluate the price of the kebaya compared to the quality of the materials and design offered. Indicators of price perception include price affordability, price competitiveness compared to similar products, the alignment of price with product quality, and the alignment of price with the benefits perceived by consumers (Kotler & Armstrong, 2019).

Brand Image

Brand image is the perception or mental picture formed in consumers' minds regarding a brand based on their experiences and evaluations. Oisina (2022) states that brand image reflects a brand's positive or negative image in society. Amin and Johansen (2022) explain that brand image is formed through consumers' comparisons of the brand with others in the same product category. In this study, the brand image of Yuli Kebaya Bali is understood as the image of a modern classic kebaya brand that is trusted and favored by consumers. Brand image indicators include brand reputation, brand credibility, consumers' positive attitudes toward the brand, and brand appeal reflecting the product's aesthetic and economic value (Bejiani et al., 2022).

Consumer Purchase Interest

Consumer purchase intent is the desire or tendency of consumers to make a purchase of a particular product. Shafitri et al. (2021) state that purchase intent arises as a result of consumers' observation and learning processes regarding a product. Wibowo et al. (2025) explain that purchase intent is a psychological drive that motivates consumers to make a purchase. Pramiandari (2024) emphasizes that purchase intent is reflected in consumers' intentions to buy, recommend, and seek information about the product. In this study, consumer purchase interest refers to consumers' desire to purchase Yuli Kebaya Bali kebaya products. Indicators of consumer purchase interest include transactional interest, referential interest, preferential interest, and exploratory interest (Pramiandari, 2024).

Hypotheses

The Effect of Digital Marketing on Consumer Purchase Interest

Digital marketing is the use of the internet as a technology that facilitates two-way communication between sellers and buyers. Digital marketing helps companies market their products and services, making it easier for consumers searching for those products to find them. Through digital marketing,

sellers can create products that offer high quality and excellent service, while providing a better experience for consumers (Masyithoh & Novitaningtyas, 2021). Digital marketing is a marketing activity that utilizes internet-based media (Instagram, Facebook, Twitter, TikTok, and websites) in its marketing efforts with the aim of making consumers interested in using the services or consuming the products produced by the company (Puryanti et al., 2024). Therefore, the better the digital marketing, the higher the consumers' purchase interest will be. The influence of digital marketing on purchase intent can be explained through the Theory of Planned Behavior (TPB). In this theory, purchase intent is influenced by attitude, subjective norms, and behavioral control. Effective digital marketing can foster a positive attitude toward a product, influence social norms through marketing, and strengthen consumers' beliefs and purchase intent. This aligns with the findings of studies conducted by Yusnidar et al. (2023), Francis et al. (2023), Oryza et al. (2022), Masyithoh & Novitaningtyas (2021), and Toar (2024), which state that digital marketing has a positive influence on consumer purchase intent. Based on the above explanation, the following research hypotheses can be formulated:

H₁: Digital marketing has a positive and significant effect on consumers' purchase interest for Yuli Kebaya Bali

The Effect of Price Perception on Consumer Purchase Intention

Price perception is one of two key factors in enhancing consumer satisfaction (Wijaya and Sujana, 2020). Each individual's assessment of whether a product's price is high, low, or moderate varies because it depends on their personal perception, which is shaped by their environment and personal circumstances. Consumers who are satisfied with the service provided will develop a positive perception of the company. Perception is defined as the process by which individuals select, organize, and interpret stimuli into meaningful and coherent pictures of the world. According to Darma (2020), price perception refers to how consumers view whether a product's price is reasonable or not for consumption. Therefore, the better the price perception, the higher the consumer's purchase interest will be. The influence of price perception on purchase interest can be explained through the Theory of Planned Behavior (TPB). In this theory, purchase behavior is influenced by attitudes, subjective norms, and behavioral control. A positive price perception can foster a positive attitude toward a product, influence social norms through appropriate price perceptions, and reinforce consumers' beliefs and purchase interest.

This is consistent with the findings of studies conducted by Panjaitan et al. (2024), Haitao (2022), Agustin & Amron (2022), Utami et al. (2024), and Tonce et al. (2020), which indicate that price perception has a positive effect on consumer purchase intent. Based on the above explanation, the following research hypotheses can be formulated:

H₂: Price perception has a positive and significant effect on the purchasing interest of consumers in Yuli Kebaya Bali

The Effect of Brand Image on Consumer Purchase Intention

Brand image is a combination of a name, term, sign, symbol, or design used to identify the goods or services of a particular seller or group of sellers and to differentiate them from those of competitors (Alfarizy, 2019). Brand image is also the result of customers' views or perceptions of a specific brand, based on considerations and comparisons with other brands within the same product category (Amin & Johansen, 2022). A business's competitive advantage over rivals creates added value for that business, which in turn shapes its brand image. A positive brand image naturally influences consumers' purchasing decisions. The influence of brand image on purchase intention can be explained through the Theory of Planned Behavior (TPB). In this theory, purchase intention is influenced by attitude, subjective norms, and behavioral control. A positive brand image can foster a positive attitude toward a product, influence social norms through a brand's image, and strengthen consumers' beliefs and purchase intentions. This aligns with the findings of studies conducted by Pramesti & Wardhana (2022), Adaby & Nurhadi (2022), Adella et al. (2024), Zulfikar et al. (2022), and Utama and Ambarwati (2022), which state that brand image has a positive influence on consumer purchase intent. Based on the above explanation, the following research hypotheses can be formulated:

H₃ : Brand image has a positive and significant effect on consumer purchase intention for Yuli Kebaya Bali

3. RESEARCH METHOD

This study was conducted at Yuli Kebaya Bali, a retail business specializing in the sale of traditional Balinese clothing located in the province of Bali. The subjects of this study were Yuli Kebaya Bali customers, focusing on digital marketing, price perception, and brand image in relation to consumer purchasing intent. The population of this study consisted of all Yuli Kebaya Bali customers, the exact number of whom is unknown. The research sample was determined using accidental sampling, with a sample size of 105 respondents, calculated according to Hair's formula. The data collection methods used in this study were observation, interviews, and questionnaires. The data analysis techniques used include research instrument testing (validity and reliability testing), descriptive statistical analysis, classical assumption testing, multiple linear regression analysis, determination coefficient testing (Adjusted R²), multiple correlation testing, F-test, and hypothesis testing (t-test).

4. RESULTS AND DISCUSSION

Research Instrument Validation

a. Validity Test

Table 1 Results of Instrument Validity Testing

Indicator	Pearson Correlation	Significance	Minimum r	Notes
Consumer Purchase Interest (CPI)				
CBI ₁	0.741	0.000	0.30	Valid
CBP ₂	0.558	0.000		Valid
MBK ₃	0.650	0.000		Valid
MBK ₄	0.621	0.000		Valid
Digital Marketing (DM)				
DM ₁	0.684	0.000	0.30	Valid
DM ₂	0.743	0.000		Valid
DM ₃	0.611	0.000		Valid
Price Perception (PP)				
PH ₁	0.634	0.000	0.30	Valid
PH ₂	0.721	0.000		Valid
PH ₃	0.761	0.000		Valid
PH ₄	0.646	0.000		Valid
Brand Image (BI)				
BI ₁	0.707	0.000	0.30	Valid
BI ₂	0.758	0.000		Valid
BI ₃	0.674	0.000		Valid
BI ₄	0.720	0.000		Valid

Source: Data processed in 2025

Table 1 shows that the corrected item values are above 0.30, so it can be concluded that all research instruments used are valid

b. Reliability Test

Table 2. Results of the Instrument Reliability Test

Variable	Cronbach's Alpha	Standard	Scale
Purchase Intention (PI)	0.629	0.60	Reliable
Digital Marketing (DM)	0.622		Reliable
Price Perception (PP)	0.632		Reliable
Brand Image (BI)	0.680		Reliable

Source: Data processed in 2025

Based on the analysis results in Table 2, the Cronbach's Alpha values for each variable were found to be greater than 0.60. This indicates that the instrument is valid and the research can proceed.

Classical Assumption Test

a. Normality Test

Table 3. Results of the Normality Test

Unstandardized Residual	
N	105
Asymp. Sig. (2-tailed)	0.200

Source: Data processed in 2025

Table 3 shows that the Asymp. Sig. (2-tailed) value is 0.200. This value is greater than 0.05, which means that the variable in question can be said to be normally distributed.

b. Multicollinearity Test

Table 4. Results of the Multicollinearity Test

Independent Variables	Tolerance	VIF Value
Digital marketing	0.800	1.250
Price perception	0.708	1.413
Brand image	0.805	1.243

Source: Data processed in 2025

Table 4 shows that the value is greater than 0.10 and the VIF value is less than 10. Therefore, it can be concluded that there is no multicollinearity in the regression model.

c. Heteroscedasticity Test

Table 5. Results of the Heteroscedasticity Test

Independent Variables	Sig.
Digital Marketing	0.902
Price Perception	0.460
Brand Image	0.209

Source: Data processed in 2025

From Table 5, it can be seen that the significance value between the independent variables and their absolute residual values (ABS_RES) is greater than 0.05. This means that there is no heteroscedasticity in the regression model.

Data Analysis Results

Table 6. Results of Multiple Linear Regression Analysis

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.771	2,048		1,841	0.069
Digital marketing	0.485	0.127	0.343	3.827	0.000
Price perception	0.053	0.098	0.052	2.542	0.039
Brand image	0.372	0.092	0.362	4.050	0.000

a. Dependent Variable: Purchase Intention

Source: Data processed in 2025

Based on the values in Table 6, the multiple linear regression equation will be:

$$MBK = 3.771 + 0.485DM + 0.053PH + 0.372BI + e$$

Based on the multiple linear regression equation above, the regression equation provides the following information:

- α = The known constant value of 3.771 implies that if the variables digital marketing (DM), price perception (PH), and brand image (BI) are 0 (zero), then consumer purchase intent (MBK) will increase by 3.771.
- β_1 = A regression coefficient of 0.485 indicates that the digital marketing variable has a positive effect on consumer purchase intent. If digital marketing (DM) increases, while price perception (PH) and brand image (BI) remain constant, consumer purchase intent (MBK) will increase.
- β_2 = A regression coefficient of 0.053 indicates that there is a positive effect of the price perception variable on purchase intention. If price perception (PP) increases, while digital marketing (DM) and brand image (BI) remain constant, consumer purchase intention (CPI) will increase.
- β_3 = A regression coefficient of 0.372 indicates that the brand image variable has a positive effect on purchase intention. If brand image (BI) increases, while digital marketing (DM) and price perception (PH) remain constant, then consumer purchase intention (MBK) will increase.

Coefficient of Determination Test

Table 7. Coefficient of Determination and Multiple Correlation Test Model Summary^b

Model	R	R-Square	Adjusted R-Square	Standard Error of the Estimate
1	0.593 ^a	0.552	0.532	1.12692

a. Predictors: (Constant), Brand Image (BI), Digital Marketing (DM), Price Perception (PH)

b. Dependent Variable: Consumer Purchase Intention (CPI)

Source: Processed data, 2025

Based on the results of the analysis in Table 7, the value of the adjusted R-squared is 0.532. This means that digital marketing, price perception, and brand image account for 53.2% of the variation in purchase intention, while the remaining 46.8% is influenced by other factors outside the scope of the study.

Multiple Correlation Test

Table 7 shows that the R value is 0.552, which means that the relationship between digital marketing, price perception, and brand image and purchase intention is 55.2%.

Model Fit Test (F-Test)

Table 8. Model Fit Test (F-Test)

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	69.584	3	23,195	18,264	0.000 ^b
	Residual	128,264	101	1,270		
	Total	197,848	104			

a. Dependent Variable: Purchase Intention (PI)

b. Predictors: (Constant), Brand Image (X3), Digital Marketing (X1), Price Perception (X2)

Source: Processed data, 2025

Based on the results of the F-test in this study, which was used to test the significance of the simultaneous effects of digital marketing, price perception, and brand image on consumer purchase intention. Based on Table 8, the calculated F-value is 18.264 and the significance level of the F-test is $0.000 < 0.05$; therefore, it can be concluded that digital marketing, price perception, and brand image simultaneously influence consumer purchase intention.

Hypothesis Testing (t-test)

Table 9. Results of the t-Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.771	2,048		1,841	0.069
Digital marketing	0.485	0.127	0.343	3.827	0.000
Price perception	0.053	0.098	0.052	2.542	0.039
Brand image	0.372	0.092	0.362	4.050	0.000

a. Dependent Variable: Purchase Intention

Source: Processed data, 2025

The results of the analysis in Table 9 are as follows:

- 1) The effect of digital marketing on consumer purchase intent
The analysis yielded a *calculated* t-value of 3.827 for digital marketing, a regression coefficient of 0.485, and a significance level of $0.000 < 0.05$. This indicates that digital marketing has a positive and significant effect on consumer purchase intent. This also means that the first hypothesis (H_1) stating that digital marketing has a positive and significant effect on consumer purchase intent at Yuli Kebaya Bali can be accepted.
- 2) The effect of price perception on consumer purchase intention
The analysis yielded a *calculated* t-value of 2.54 for price perception, a regression coefficient of 0.053, and a significance level of $0.039 < 0.05$. This indicates that price perception has a positive and significant effect on consumer purchase intent. This also means that the second hypothesis (H_2) stating that price perception has a positive and significant effect on consumer purchase intention for Yuli Kebaya Bali products can be accepted.
- 3) The effect of brand image on consumer purchase intention
The results show that the *calculated* t-value for brand image is 4.050, with a regression coefficient of 0.372 and a significance level of $0.000 < 0.05$. This indicates that brand image has a positive and significant effect on consumer purchase intent. This also means that the third hypothesis (H_3), which states that brand image has a positive and significant effect on consumer purchase intention for Yuli Kebaya Bali, can be accepted.
- 4) The brand image variable is the most dominant variable in influencing consumer purchase intent for Yuli Kebaya Bali.
This is indicated by a standardized coefficient (Beta) value of 0.362, which is higher than those of the digital marketing and price perception variables. According to Ghazali (2018: 102), an independent variable is considered dominant if its standardized coefficient value is higher than that of the other independent variables. significantly larger than that of other independent variables. Furthermore, a significance value of $0.000 < 0.05$ and a *calculated* t-value of 4.050 indicate that brand image has a strong and significant influence on consumer purchase intent.

Discussion

The Impact of Digital Marketing on Consumer Purchase Intention

The results of this study show that digital marketing has a positive and significant effect on consumer purchase intention for Yuli Kebaya Bali. This finding indicates that the more effective the digital marketing strategy implemented by the business, the stronger consumers' intention to purchase its kebaya products. Digital marketing enables Yuli Kebaya Bali to present product information, design variations, fabric details, prices, promotional offers, and customer testimonials through platforms such as Instagram, Facebook, TikTok, and the official website. These media make it easier for consumers to access information, compare products, and develop confidence before making a purchase.

In the context of kebaya fashion, visual presentation is highly important because consumers often evaluate products based on design, color, motif, fit, and suitability for cultural or ceremonial events. Attractive digital content, consistent branding, interactive communication, and responsive online service can strengthen consumer interest and create a positive perception of the brand. Based on the Theory of Planned Behavior, digital marketing influences purchase intention by shaping favorable attitudes toward the product, strengthening subjective norms through reviews and social media interactions, and increasing perceived behavioral control through easy access to information and ordering channels.

These findings are consistent with Yusnidar et al. (2023), Dewi et al. (2024), Francis et al. (2023), Oryza et al. (2022), Masyithoh and Novitaningtyas (2021), and Toar (2024), who found that digital marketing positively influences consumer purchase intention. Therefore, Yuli Kebaya Bali should continue improving digital content quality, platform consistency, and online customer engagement to increase purchase intention sustainably among potential consumers in Bali's fashion market.

The Effect of Price Perception on Consumer Purchase Intention

The results of this study indicate that price perception has a positive and significant effect on consumer purchase intention for Yuli Kebaya Bali. This finding means that the more favorable consumers' perception of the product price, the stronger their intention to purchase. Price perception is formed when consumers assess whether the price offered is fair, affordable, competitive, and consistent with the quality, design, craftsmanship, fabric, and cultural value of the kebaya. In fashion products such as kebaya, consumers do not only consider the nominal price, but also compare the price with the benefits, aesthetic value, comfort, durability, and suitability for traditional or formal events.

A positive price perception can make consumers feel confident that the product provides appropriate value for the money spent. When consumers consider the price reasonable and proportional to the product advantages, they are more likely to develop interest, trust, and willingness to purchase. Darma (2020) explains that price perception is a consumer's view of price fairness, which may be influenced by individual conditions and the surrounding environment. Based on the Theory of Planned Behavior, positive price perception can shape favorable attitudes, strengthen subjective norms through recommendations or social comparison, and increase perceived behavioral control because consumers feel financially capable of making a purchase.

These findings support Panjaitan et al. (2024), Sari et al. (2023), Haitao (2022), Agustin and Amron (2022), Utami et al. (2024), and Tonce et al. (2020), who found that price perception positively influences purchase intention. Therefore, Yuli Kebaya Bali should maintain transparent pricing, value communication, and consistent product quality.

The Influence of Brand Image on Consumer Purchase Intention

The results of this study indicate that brand image has a positive and significant influence on consumer purchase intention for Yuli Kebaya Bali products. This variable is identified as the most dominant factor affecting purchase intention, meaning that consumers' intention to buy is shaped by how they perceive the brand. A positive brand image makes Yuli Kebaya Bali easier to recognize, remember, and differentiate from competitors. It also strengthens consumer trust because the brand is associated with quality, elegance, uniqueness, and suitability for traditional and formal occasions.

Brand image is important in kebaya fashion because consumers often consider not only product function, but also symbolic value, design identity, cultural relevance, and personal appearance. When consumers perceive Yuli Kebaya Bali as a reputable and distinctive brand, they are more likely to develop interest and confidence in purchasing its products. Alfarizy (2019) explains that brand image refers to consumers' perceptions of a brand that distinguish it from competing brands. Based on the Theory of Planned Behavior, a strong brand image can create favorable attitudes toward the product, shape subjective

norms through positive recommendations and social recognition, and strengthen perceived behavioral control by increasing confidence in the purchase decision.

These findings are consistent with Pramesti and Wardhana (2022), Adaby and Nurhadi (2022), Puspaningrum et al. (2024), Adella et al. (2024), Zulfikar et al. (2022), and Utama and Ambarwati (2022), who found that brand image positively affects consumer purchase intention. Therefore, Yuli Kebaya Bali should maintain consistent branding, product quality, visual identity, and customer trust to increase purchase intention sustainably.

5. CONCLUSIONS AND LIMITATIONS

Based on the results of the data analysis and discussion in the previous chapter, it can be concluded that digital marketing, price perception, and brand image play a significant role in influencing consumer purchase intent. Digital marketing has been proven to have a positive and significant effect on purchase interest, indicating that the better the digital marketing strategy implemented by a company, the higher the consumers' interest in the products offered. The appropriate use of digital media can increase consumers' interest, attention, and desire to make a purchase.

In addition, price perception also has a positive and significant effect on consumer purchase intent. This indicates that when consumers have a favorable perception of price—particularly regarding the alignment between price and product quality and benefits—their purchase intent increases. A price perception that is considered reasonable and competitive is a key factor in driving purchasing decisions.

Furthermore, brand image has been shown to have a positive and significant influence on consumer purchase intent. The better a company's brand image, the greater the consumer's interest in purchasing its products. A positive brand image builds trust, reinforces perceptions of quality, and creates a favorable impression in consumers' minds, thereby encouraging them to choose and purchase the company's products.

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