The Role of Brand Image and Price Perception in Purchasing Intention of Onix Perfume on TikTok Shop (Survey of Gen Z in Bandung City)

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Abstract

The development of short video-based social media, particularly TikTok, has changed consumer purchasing behavior for sensory products such as perfume. In the context of online purchases, brand image and price perception are crucial factors because consumers cannot evaluate the product directly. This study aims to analyze the influence of brand image and price perception on purchase intention for local perfume, Onix, through TikTok in Bandung City. The study used a quantitative approach with a survey method of 100 Generation Z respondents who had been exposed to Onix perfume content on TikTok. Data were analyzed using multiple linear regression with the help of SPSS. The results showed that brand image and price perception had a positive and significant effect on purchase intention, both partially and simultaneously. Price perception had a more dominant influence than brand image. The coefficient of determination (R^2) value of 0.670 indicates that both variables can explain 67% of the variation in consumer purchase intention. This finding emphasizes the importance of integrating brand communication strategies and appropriate pricing in increasing purchase intention for local perfume products on social media platforms. This research contributes to digital marketing studies, particularly in understanding consumer behavior towards sensory products on short video-based social media.
Keywords: Brand Image, Price Perception, Purchase Intention, TikTok, Local Perfume.

Introduction

The development of digital technology and social media has transformed consumer behavior, particularly in the perfume industry, which is increasingly reliant on online channels. Perfume functions not only as a personal care product but also as a means of building consumer image and confidence. Data shows that perfume sales in Indonesia are dominated by e-commerce and social commerce, with TikTok being a key platform. In the context of online purchases, brand image and price perception are key factors because consumers cannot try the product in person. Previous research has shown that a strong brand image and positive price perception significantly influence purchase intention for local perfumes, particularly through digital content. TikTok's short-video-based nature and interactive algorithms make it a strategic medium for building brand image and driving purchase decisions, particularly among Generation Z. Studying the influence of brand image and price perception through TikTok on purchase intention for local perfumes is relevant in the current digital marketing context.

Table List of Top 10 Perfumes and Competitive Price Ranges in Indonesia

No	Brand Perfume	Price Range
1	Hmns	175 - 490 RB

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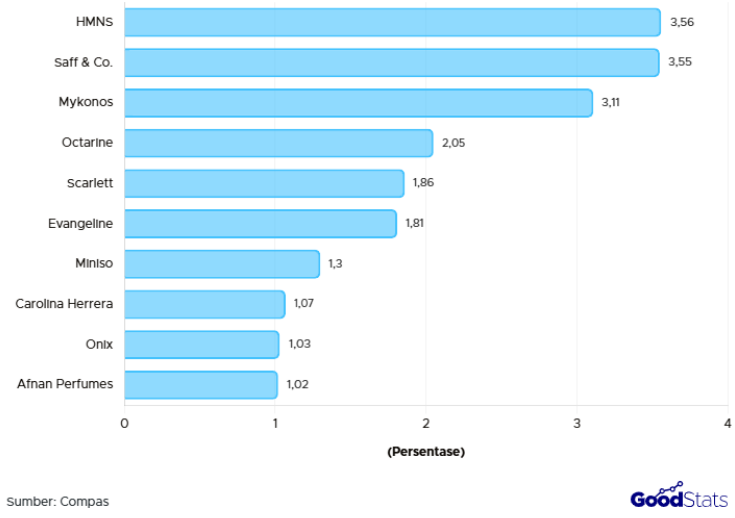
2	Saff & Co	150 - 300 RB
3	Mykonos	150 - 300 RB
4	Octarine	50 - 100 RB
5	Scarlett	50 - 100 RB
6	Evangeline	35 - 75 RB
7	Miniso	75 - 115 RB
8	Carolina Herrera	1.450.000 - 2.200.000 JT
9	Onix	75 - 115 RB
10	Afnan	250 - 750 RB

Source: Processed by researchers, 2025

Sales data shows that perfumes priced under Rp 100,000 dominate the Indonesian e-commerce market, indicating a strong consumer preference for the affordable price segment. This finding confirms that price perception is not solely understood as a nominal value, but rather as an evaluation of the fit between price and perceived value. In this context, the concept of acquisition utility explains that consumers assess a product's benefits based on the price paid, including the effect of discounts. Positive value perceptions then shape an overall assessment of the product's utility and play a key role in driving purchase intention. Therefore, integrating price perception and brand communication strategy is crucial for understanding online perfume purchasing behavior.

Top 10 Best-Selling Perfumes on TikTok Based on Market Share



Source: Compas.co.id, 2025

Competition among perfume brands on TikTok in Indonesia is increasingly fierce, with local

brands dominating the top 10 market share lists for early 2025, seven of which are Indonesian. This phenomenon demonstrates growing consumer confidence in the quality of local perfumes, which are competitive in terms of scent, durability, and packaging. One brand that has begun actively utilizing TikTok as a marketing channel is Onix, through promotional content, creator endorsements, and a live feature that allows direct interaction with consumers. Given that perfume is a sensory product that is difficult to evaluate online, brand image and price perception are important factors in shaping consumer purchase intention on digital platforms.

In line with the increase in perfume purchases through social media, Indonesian consumers tend to choose brands perceived as credible to reduce purchase uncertainty. In this context, TikTok has the potential to reduce perceived risk through product visualizations, testimonials, and interactive content. However, previous research has been dominated by general studies on product quality, e-WOM, or price, and has focused more on conventional marketplaces than on short-form video platforms like TikTok. Furthermore, studies that simultaneously combine brand image and price perception on purchase intention, particularly for local perfume brands like Onix, are limited and yield inconsistent results.

Based on this research gap, this study aims to analyze the influence of brand image and price perception on purchase intention for Onix perfume on TikTok Indonesia, focusing on consumers in Bandung. This research is positioned within the study of digital marketing and consumer behavior and is expected to provide theoretical and practical contributions to understanding the dynamics of sensory product purchases on social media platforms.

Literature review

Brand Image Theory (*Brand Image)*

Branding is the process of forming meaning and brand perception in the minds of consumers through planned communication strategies, resulting in certain associations and feelings that influence consumer behavior and lives (Wijaya, 2011). Branding activities are essentially the implementation of ongoing brand communication and are an important part of brand development. In the perspective of brand communication, brand image is not merely positioned as a marketing tool to encourage purchases, but rather as the result of consumers' interpretation of brand messages that shape their meaning, identity, and self-concept. This approach differs from marketing management, which tends to view brand image as a functional instrument, because in the study of brand communication, brand image plays a strategic role in building symbolic relationships between brands and consumers.

Price Perception Theory (*Price Perception)*

Price is the amount consumers must pay to obtain goods or services (Suparyanto & Rosad, 2015). Price perception refers to consumers' subjective assessment of the suitability of the offered price to

the value, quality, and benefits of a product compared to other alternatives (Lee & Lawson-Body, 2011). In the evaluation process, consumers often use price as a cue to assess the quality and benefits of a product. According to Kotler and Keller (2008) in Iqbal Krisdayanto and Haryono (2018), price perception is reflected in price affordability, price-to-quality ratio, price competitiveness, and price-to-benefit ratio. Furthermore, Kotler (2018) emphasized that price perception plays a crucial role in shaping a product's position in the minds of consumers. Positive price perceptions increase perceived value and drive purchase intention, even if the price is relatively higher.

In the context of Onix perfume on TikTok, exposure to creative promotional content and positive testimonials has the potential to shape the perception that the product's price is reasonable and competitive. Thus, price perception serves as an important mechanism bridging brand communication with consumer purchasing behavior.

Purchasing Interest Theory (*Purchase Decision)*

Purchase interest is a psychological tendency of consumers that reflects the desire to buy a product in a certain amount and period (Durianto, 2013 in Purbohastuti & Hidayah, 2020). Purchase interest is also understood as a mental statement of consumers that shows interest and readiness to make a purchase, so it is important for marketers in predicting future consumer behavior (Halim & Iskandar, 2019). According to Freddy (2012) and Ferdinand (2014), purchase interest can be measured through four indicators, namely transactional interest (desire to buy), referential interest (tendency to recommend), preferential interest (choice of a particular brand), and explorative interest (searching for information before buying). In the context of Onix perfume, purchase interest arises when consumers are interested in TikTok content, have a positive price perception, and believe the product is suitable for their lifestyle and needs.

METHODS

This study used a quantitative approach to examine the influence of brand image and price perception on consumer purchase intention for Onix perfume on the TikTok platform. This quantitative approach was chosen because it allows for objective and measurable relationships between variables through inferential statistical analysis (Unaradjan, 2019).

The study population was Generation Z in Bandung City who actively use TikTok. The sampling technique used purposive sampling, with the criteria being that respondents had been exposed to content or were aware of Onix perfume products on TikTok. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 100 respondents.

The research data consisted of primary data collected through an online questionnaire using Google Forms with a five-point Likert scale. The variables studied included brand image and price perception as the independent variables, and purchase intention as the dependent variable. Secondary data were obtained from scientific journals, reference books, and publications related to digital

marketing and consumer behavior.

The instrument was tested through validity and reliability. The validity test used Pearson Product Moment correlation with a significance level of 0.05, while the reliability test used Cronbach's Alpha with a minimum value of 0.6 (Ghozali, 2018).

Data analysis was performed using SPSS through descriptive analysis and multiple linear regression. Prior to hypothesis testing, classical assumption tests were conducted, including normality, heteroscedasticity, and multicollinearity. Hypothesis testing was conducted using a t-test to examine partial effects and an F-test to examine the simultaneous effects of independent variables on purchase intention. The coefficient of determination (R^2) was used to determine the contribution of brand image and price perception in explaining consumer purchase intention for Onix perfume on TikTok.

RESULTS AND DISCUSSION

Instrument Test

Validity Test

Brand Image Variable (*Brand Image)*

Brand Image Validity Test Results Table

Dimensions	Item	R-Count	R-Table	Information
Brand identity	X1.1	0,644	0,196	Valid
Brand personality	X1.2	0,724	0,196	Valid
Brand associations	X1.3	0,738	0,196	Valid
Brand attitudes and behaviors	X1.4	0,730	0,196	Valid
Brand benefits and competencies	X1.5	0,708	0,196	Valid
	X1.6	0,587	0,196	Valid

Source: Processed by Researchers, 2025

Price Perception Variable (*Pricec Perception)*

Price Perception Validity Test Results Table

Dimensions	Item	R-Count	R-Table	Information
Exploratory Interest	X2.1	0,697	0,196	Valid
Referential Interest	X2.2	0,724	0,196	Valid
	X2.3	0,699	0,196	Valid
Transactional Interest	X2.4	0,633	0,196	Valid
Loyal and Emotional Interest	X2.5	0,739	0,196	Valid
	X2.6	0,738	0,196	Valid

Source: Processed by Researchers, 2025

Purchase Interest Variable (*Purchase Decision)*

Purchase Interest Validity Test Table

Dimensions	Item	R-Count	R-Table	Information
Exploratory Interest	Y1.1	0,697	0,196	Valid

Referential Interest	Y1.2	0,724	0,196	Valid
	Y1.3	0,699	0,196	Valid
Transactional Interest	Y1.4	0,633	0,196	Valid
Loyal and Emotional Interest	Y1.5	0,739	0,196	Valid
	Y1.6	0,738	0,196	Valid

Source: Processed by Researchers, 2025

Reliability Test

Brand Image Variable (*Brand Image)*

Brand Image Reliability Test Results Table

Reliability Statistics			
Dimensions	*Cronbach's Alpha*	N of items	Information
Brand Image (*brand image)*	0,947	18	Reliabel

Source: Processed by Researchers, 2025

Price Perception Variable (*Ppricee Percecption)*

Price Perception Reliability Test Results Table

Reliability Statistics			
Dimensions	*Cronbach's Alpha*	N of items	Information
Brand Image (*brand image)*	0,947	18	Reliabel

Source: Processed by Researchers, 2025

Purchase Interest Variable (*Purchase Decision)*

Table of Purchase Interest Reliability Test Results

Reliability Statistics			
Dimensions	*Cronbach's Alpha*	N of items	Information
Purchase Interest (*Purchase Desicion)*	0,947	18	Reliabel

Source: Processed by Researchers, 2025

Descriptive Statistical Analysis

The presentation of the research data is based on data obtained from a questionnaire distributed by the researcher to 100 respondents. The scale used was a Likert scale with a score range of 1 to 5, with a total of 6 statements. The calculation results are as follows:

Brand Image (*Brand Image)*

Respondent Response Table for Brand Image Variables

RESPONDENTS' RESPONSES	**STS**	**TS**	**KS**	**S**	**SS**	**SKOR**	**MEAN**	**IS**	**CRITERIA**
X1.1	1	3	18	57	21	394	3,94	78,8%	STRONG
X1.2	1	4	25	57	13	377	3,77	75,4%	STRONG
X1.3	1	1	20	47	31	3694	36,94	738,8%	VERY STRONG

X1.4	3	1	21	50	25	3707	37,07	741,4%	VERY STRONG
X1.5	1	2	22	47	28	3520	35,2	704%	VERY STRONG
X1.6	0	3	29	42	26	3362	33,62	672,4%	VERY STRONG
TS	7	14	135	300	144	21137	211,37		
STANDARD DEVIATION				3.838					
VALUE RANGE				8-30					50180%
CRITERIA				**VERY STRONG**					

Source: Processed by Researchers, 2026

Price Perception (*Pricec Perception)*

Respondent Response Table for Price Perception Variables

RESPONDENTS' RESPONSES	**STS**	**TS**	**KS**	**S**	**SS**	**SKOR**	**MEAN**	**IS**	**CRITERIA**
X2.1	1	4	19	52	24	394	3,94	78,8%	STRONG
X2.2	1	2	20	52	25	398	3,98	79,6%	STRONG
X2.3	1	3	20	47	29	3658	36,58	731,6%	VERY STRONG
X2.4	2	2	20	51	25	3742	37,42	748,4%	VERY STRONG
X2.5	5	5	24	49	17	3320	33,2	664%	VERY STRONG
X2.6	2	3	13	54	28	3682	36,82	736,4%	VERY STRONG
TS	12	19	116	305	148	21081	210,81		50647%
STANDARD DEVIATION				3.927					
VALUE RANGEI CRITERIA				15.418					

Source: Processed by Researchers, 2026

Purchase Interest (*Purchase Decision)*

RESPONDENTS' RESPONSES	STS	TS	KS	S	SS	SKOR	MEAN	IS	CRITERIA
Y1.1	0	3	24	44	29	399	3,99	79,8%	STRONG
Y1.2	0	3	24	48	25	395	3,95	79%	STRONG
Y1.3	0	5	24	51	20	3774	37,74	754,8%	VERY STRONG
Y1.4	0	10	20	48	22	3562	35,62	712,4%	VERY STRONG
Y1.5	0	11	24	40	25	3146	31,46	629,2%	VERY STRONG
Y1.6	0	3	18	45	34	3481	34,81	696,2%	VERY STRONG
TS	0	35	134	276	155	20330	203,3	49190%	
STANDARD DEVIATION	4.044								
VALUE RANGE	16.353								
CRITERIA									

Verification Statistical Analysis
Classical Assumption Test
Normality Test

Image of Normality Test Results Using the Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

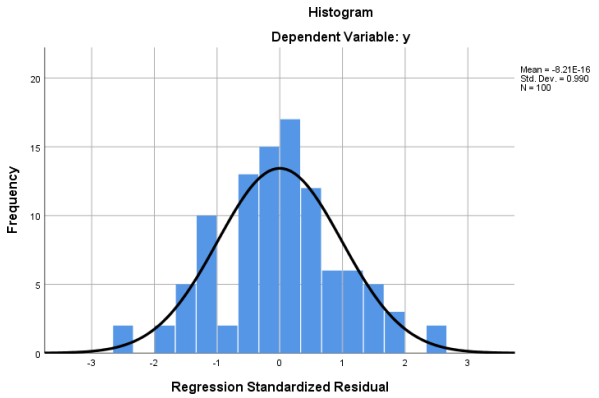
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.32316287
Most Extreme Differences	Absolute	.066
	Positive	.052
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance

Source: Processed by Researchers, 2026

In addition to using the One Sample Kolmogorov-Smirnov Test, normality can be measured using histograms and normal plots. The results of data processing using the graphs are as follows:

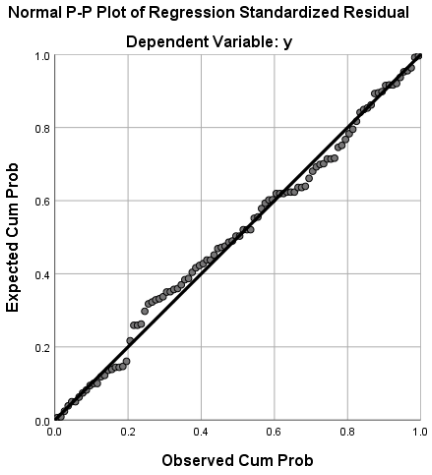
Image of Normality Test Results with Histogram



Source: Processed by Researchers, 2026

Next, normality testing was carried out using a Plot graph. The results of the normality test are as follows:

Image of Normality Test Results with Plot



Source: Processed by Researchers, 2026

Multicollinearity Tests

Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.348	1.532		1.533	.128		
	x1	.387	.102	.367	3.808	.000	.366	2.735
	x2	.510	.099	.495	5.133	.000	.366	2.735

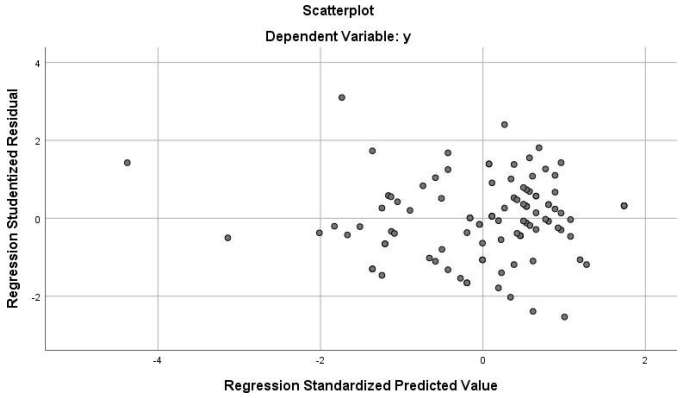
a. Dependent Variable: y

Source: Data processed by researchers, 2026

Based on the results of the multicollinearity test, the VIF value is 2.735 < 10 and the data for the two independent variables shows a tolerance value of 0.366 > 0.01, so it can be concluded that there is no multicollinearity.

Heteroscedasticity Test

Image of Heteroscedasticity Test Results



Source: Data processed by researchers, 2026

Path Analysis

Correlation Coefficient Analysis

Correlation Coefficient Result Image

Correlations

		citra merek	persepsi harga	minat beli
citra merek	Pearson Correlation	1	.796**	.762**
	Sig. (1-tailed)		.000	.000
	N	100	100	100
persepsi harga	Pearson Correlation	.796**	1	.788**
	Sig. (1-tailed)	.000		.000
	N	100	100	100
minat beli	Pearson Correlation	.762**	.788**	1
	Sig. (1-tailed)	.000	.000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (1-tailed).

Source: Processed by researchers, 2025

Path Coefficient Analysis

Figure Results of Koefisien Jalur

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.348	1.532		1.533	.128
	citra merek	.387	.102	.367	3.808	.000
	persepsi harga	.510	.099	.495	5.133	.000

a. Dependent Variable: minat beli

Source: Processed by researchers, 2025

Analysis of the Coefficient of Determination (R2)

Image of the Results of the Determination Coefficient

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.819[a]	.670	.663	2.347

a. Predictors: (Constant), price perception, brand image

b. Dependent Variable: Purchase Intention

Source: Processed by researchers, 2025

Hypothesis Testing
Partial Test (t-Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.348	1.532		1.533	.128
	citra merek	.387	.102	.367	3.808	.000
	persepsi harga	.510	.099	.495	5.133	.000

a. Dependent Variable: minat beli

a) The Influence of Brand Image on Purchase Interest

Based on the t-test results shown above for the Brand Image variable, the calculated t value is 3.808 <2.364 t-table indicates that H0 is rejected and H1 is rejected. This indicates that the Brand Image variable has a positive and significant impact on purchasing interest: 0.000 <0.05.

b) The Influence of Price Perception on Purchase Interest

Based on the t-test results shown above for the Price Perception variable, the calculated t-value is 5.133<2,364. The t-table indicates that H0 is rejected and H1 is rejected. This indicates that the Price Perception variable has a positive and significant impact on purchase intention: 0.000 <0.05.

Simultaneous Test (f-Test)

Image of f-test results (simultaneous)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1084.679	2	542.339	98.457	.000[b]
	Residual	534.311	97	5.508		
	Total	1618.990	99			

a. Dependent Variable: minat beli

b. Predictors: (Constant), persepsi harga, citra merek

The Pearson correlation test results showed a strong positive relationship between Brand Image and Price Perception (r=0.796, sig=0.000), Brand Image and Purchase Intention (r=0.762, sig=0.000), and Price Perception and Purchase Intention (r=0.788, sig=0.000)—all significant at the 0.01 level. This demonstrates a close relationship between these three variables, where a positive brand image can create a more positive price perception and ultimately drive consumer purchase intention for Onix perfume. Based on the regression coefficients, Brand Image has a positive and significant influence on Purchase Intention (β=0.367, t=3.808, sig=0.000), while Price Perception is even stronger (β=0.495, t=5.133, sig=0.000). The partial t-test also rejected the null hypothesis for both (t_calculated > t_table = 2.364), confirming their direct influence, especially for respondents aged 20-24 years who were the most numerous. The R^2 value of 0.670 (or 67%) means that Brand Image and Price Perception can explain 67% of the variation in Purchase Intention, the remaining 33% from other factors. The simultaneous F-test (F_calculated = 98.457 > F_table = 4.831, sig = 0.000) also proved their significant joint influence, and this is in line with the descriptive data where price perception received the highest IS (748.4).

Conclusion

1) Onix brand image has a positive and significant effect on Generation Z's purchase intention at TikTok Shop Bandung, with a partial F-test of 52.748 > F-test of 4.831 (sig. 0.000 < 0.05), thus accepting hypothesis H1.
2) Onix price perception has a positive and significant effect on purchase intention, with a partial F-test of 61.876 > F-test of 4.831 (sig. 0.000 < 0.05), thus accepting hypothesis H2.
3) Brand image and price perception simultaneously have a positive and significant effect on purchase intention, with a calculated F-test of 98.457 > F-test of 4.831 (sig. 0.000 < 0.05), thus accepting hypothesis H3.
4) The combined contribution of the independent variables to purchase intention reaches 67% (R^2 = 0.670), while 33% is influenced by other factors such as promotion or social influence.
5) The strongest indicators of brand image are trendy and authentic personality (mean 3.95), while price perception excels in affordability and quality conformity (mean 3.94-3.98).

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