

The Influence Of Brand Image, Customer Experience, And Product Variation On Purchase Decisions At Lalia Fashion Bima

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ABSTRAK

This study aims to determine the influence of Brand Image, Customer Experience and Product Variety on purchasing decisions at LaLia Fashion Bima. This study was conducted on 210 LaLia Fashion Bima consumers with an accidental sampling technique . The data collection technique used a questionnaire. The data analysis technique used Multiple Regression analysis using SPSS software . The results of this study indicate that Brand Image partially has a significant effect on Purchasing Decisions. Customer Experience partially has a significant effect on Purchasing Decisions. Product Variety partially has a significant effect on Purchasing Decisions. Brand Image, Customer Experience and Product Variety simultaneously have a significant effect on purchasing decisions.

INTRODUCTION

The development of the global fashion industry over the past ten years has shown an increasingly intense level of competition, particularly through strategies for establishing value differentiation in brands. Advances in digital technology, changes in consumer behavior, and increasing consumer attention to product identity and character are factors driving transformation in this industry. As a result, business actors are no longer satisfied with simply offering products with basic functions, but also need to present symbolic value and emotional experiences that can build bonds with consumers. In line with this phenomenon, various reports on the development of the creative industry in Indonesia confirm that the fashion subsector still holds a crucial position as one of the main contributors to the national creative economy (Ministry of Tourism and Creative Economy 2023) . This condition confirms that the strength of brand image and consumer experience are strategic factors in winning the market. Recent studies also confirm that modern consumers tend to evaluate brand perceptions before making purchasing decisions (Hidayati et al., 2025).

At the national level, the development of culturally localized fashion MSMEs has experienced significant growth in the past five years, reaching around 88%. Integrating traditional values with modern design has become a differentiation strategy widely adopted by businesses. This phenomenon is inseparable from the increasing consumer preference for products with strong cultural stories and identities. Data from the Central Statistics Agency (BPS) shows that the fashion MSME sector experienced a 4.26% increase in the number of business actors post-pandemic. However, this increase in the number of business actors has also led to increased competition in the market. In this environment, brand image and consumer experiences are strategic factors that companies can leverage to build customer loyalty and encourage repeat purchasing decisions (Bustomi et al., 2023).

LaLia Fashion Bima, a local fashion MSME, combines modern t-shirt designs with elements of Bima's traditional weaving. This strategy represents a differentiation effort based on local culture that has the potential for added value. However, in practice, sales fluctuations still occur due to changing consumer preferences and increasing competition. Based on initial observations, some consumers believe that the strength of the brand image has not been fully internalized widely. Furthermore, consumer experiences in terms of service, product displays, and digital interactions still need to be systematically evaluated, and product variety is still limited. This situation indicates the need for quantitative data-based research to identify the factors most influential in purchasing decisions.

Theoretically, brand image is defined as a perception embedded in the minds of consumers through certain associations with a brand Sampe & Tahalele, (2023) Recent research shows that *brand image* has a significant influence on purchasing decisions in the fashion industry Swartana & Sudarma (2026) . Likewise, in their research Nadiya & Wahyuningsih (2020) found similar results, namely that brand image has a significant influence on purchasing decisions. These findings indicate that positive perceptions of a brand can increase consumer confidence in making purchasing decisions. Therefore, testing the influence of brand image in the context of LaLia Fashion is academically relevant. However, it is different in the research of Ekowati et al., (2024) which stated that brand image does not have a significant influence on purchasing decisions.

On the other hand, the concept of customer experience has evolved as a marketing approach that emphasizes consumer emotional engagement (Mastarida, 2023) . In the fashion industry, the shopping experience is often the key differentiator between brands with similar product quality. Therefore, measuring customer experience variables in this study is crucial to quantitatively assess its contribution. Meanwhile, in their research, Yusnia & Burhanudin (2020) stated that customer experience does not significantly influence purchasing decisions.

Another factor that plays a role in influencing purchasing decisions is product variety. Product variety refers to the variety of product choices available within a brand or store, including models, sizes, colors, and designs. Product variety can also increase a product's appeal to consumers and provide companies with the opportunity to reach a wider market

segment. Therefore, a product variety development strategy is crucial in improving consumer purchasing decisions. Conversely, in his research.

Although various studies have examined the influence of brand image, customer experience, and product variety on purchasing decisions, most were conducted at large companies or national e-commerce platforms. Research targeting local, culture-based MSMEs remains relatively limited. Furthermore, some studies only examine a single independent variable without combining it with aspects of consumer experience. This indicates a context gap and a variable integration gap in the existing literature (Fitriyana & Muspawi, 2024). Therefore, this study seeks to address this gap through a simultaneous approach to local fashion MSMEs in Bima.

The urgency of this research is further heightened given the increasing competition in the fashion business in Bima City. Businesses are required to develop marketing strategies based on data and empirical analysis. Without a clear understanding of the dominant factors influencing purchasing decisions, the strategies implemented are potentially ineffective. Therefore, analyzing the influence of brand image, customer experience, and product variety is a strategic necessity for LaLia Fashion. This research is expected to provide evidence-based recommendations that can improve business competitiveness.

Academically, this research contributes to enriching the literature on consumer behavior in the context of local culture-based MSMEs. The integration of *brand image* and experiential marketing theories into a single research model is expected to provide a more comprehensive picture. Furthermore, the results of this study can serve as a reference for future research examining similar variables in different contexts. Thus, this research has significant practical and theoretical value.

Based on the above description, it is clear that brand image, customer experience, and product variety are strategic variables that have the potential to influence purchasing decisions. However, no research has specifically tested these three variables at LaLia Fashion Bima. This situation indicates the need for empirical research to identify causal relationships between the variables. Therefore, this study aims to answer the question of the extent to which brand image and customer experience influence purchasing decisions.

Considering industry phenomena, local context, relevant theories, and existing research gaps, this research is crucial. The results are expected to make a tangible contribution to the development of data-driven marketing strategies. Furthermore, this research is also expected to strengthen the position of local MSMEs in facing increasingly complex market competition. Therefore, this research has strong practical and academic relevance.

RESEARCH METHODS

This research uses a quantitative approach with an *explanatory research type*. This approach utilizes measurement, calculation, formulas, and numerical data certainty in the research proposal, process, hypothesis, fieldwork, data analysis, and data conclusions.

The population in this study were consumers who had purchased LaLia Fashion Bima products within the past year . The sample used in this study were consumers who purchased LaLia Fashion Bima products within the past year. The minimum sample size was determined by adding the indicators in the questionnaire and multiplying by 5 or 10. Sahir (2021) . In this study, the number of indicators was $21 \times 10 = 210$ respondents. Therefore, the minimum sample size set for this study was 210 respondents. The sampling technique used in this study was *accidental sampling*, which is determining the sample based on chance. Anyone who happens to meet the researcher can be used as a sample, if the person they meet is deemed suitable as a data source.

The data source used in this research is primary data.

Data collection in this study was carried out through primary data sources by distributing questionnaires to respondents in Bima.

The questionnaire contains questions related to the measurement of purchasing decision variables, brand image, customer experience which are measured using a Likert scale.

Using this scale, respondents are asked to respond to statements by selecting one of five available answers. Scoring on this scale ranges from 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

The questionnaire in this study was distributed to respondents using *an online Google Form*. Secondary data collection was also used to support primary information obtained from literature, books, and previous research.

RESEARCH RESULTS AND DISCUSSION

1. Research result

Based on the questionnaire results and the quantitative results obtained from SPSS processing, the following output was obtained:

a. Validity Test and Reliability Test

Table 1. Results of the KMO Validity Test (*Kaiser Meyer Olkin*)

N O	VARIABLE S	KMO VALUE	KET
1	Buying decision	0.872	Valid
2	Brand image	0.824	Valid
3	Customer experience	0.846	Valid
4	Product variations	0.809	Valid

Source: primary data processed 2026

Table 2. Reliability Test Results

NO	VARIABLES	CRONBACH ALPHA	KET
1	Buying decision	0.836	Reliable
2	Brand image	0.789	Reliable
3	Customer experience	0.828	Reliable
4	Product variations	0.777	Reliable

Source: primary data processed 2026

b. Normality Test

Table 3. Normality Test Results**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		210
Normal <u>Parameters^{a,b}</u>	Mean	,0000000
	Std. Deviation	1,20655632
Most Extreme Differences	Absolute	,054
	Positive	,054
	Negative	-,037
Test Statistic		,054
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: Primary data processed 2026

c. Classical Assumption Test

Table 4. Multicollinearity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8,414	1,616	5,207	,000		
	TOTAL_CM	,237	,083	,200	2,866	,005	,739
	TOTAL_CE	,199	,079	,176	2,504	,013	,731
	TOTAL_VP	,309	,086	,257	3,613	,000	,714

a. Dependent Variable: TOTAL_KP

Source: primary data processed 2026

Table 5. Heteroscedasticity Test Results

NO	VARIABLES	GIS	KET
1	Brand Image	0.717	No Heteroscedasticity Occurs
2	Customer Experience	0.107	No Heteroscedasticity Occurs
3	Product Variations	0.181	No Heteroscedasticity Occurs

Source: primary data processed 2026

d. Multiple Linear Regression Analysis Test

Table 6. Results of Multiple Linear Regression Analysis Test

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	8,414	1,616		5,207	,000
	TOTAL_CM	,237	,083	,200	2,866	,005
	TOTAL_CE	,199	,079	,176	2,504	,013
	TOTAL_VP	,309	,086	,257	3,613	,000

a. Dependent Variable: TOTAL_KP

Source: primary data processed 2026

e. Hypothesis Testing

Table 7. Results of the t-Statistic Test (Partial)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	8,414	1,616		5,207
	TOTAL_CM	,237	,083	,200	2,866
	TOTAL_CE	,199	,079	,176	2,504
	TOTAL_VP	,309	,086	,257	3,613

a. Dependent Variable: TOTAL_KP

Source: Primary Data Processed 2026

Table 8. Results of the F Statistical Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	508,033	3	169,344	23,459	,000 ^b
	Residual	1487,091	206	7,219		
	Total	1995,124	209			

a. Dependent Variable: TOTAL_KP

b. Predictors: (Constant), TOTAL_VP, TOTAL_CM, TOTAL_CE

Source: primary data processed 2026

Discussion

Based on the discussion that has been described in the previous section, the research on brand image (X1), customer experience (X2) and product variation (X3) as independent variables on purchasing decisions (Y) as dependent variables on LaLia Fashion Bima consumers.

a. The Influence of Brand Image on Purchasing Decisions

Based on the answers to the brand image variable (X1) can be seen through the answers to the mean of each indicator. From the results of the calculation of the frequency distribution of the brand image variable, it can be concluded that some respondents agree with each item that has been answered. In the brand indicator known to the wider community (CM1), the results of the analysis of the mean value on the indicator show a score of 3.71 which is included in the good category. This finding indicates that the LaLia Fashion Bima brand has a good level of recognition so that it is widely known by the public. The mean on the brand indicator adds to the self-image of its users (CM2) is in a good position, namely 3.53, this result shows that the LaLia Fashion Bima brand is able to add to the self-image of its users. The mean on the Brand Has Distinctive Characteristics Different from Other Brands (CM3) indicator is in a good position, namely 3.53, meaning that the LaLia Fashion Bima brand has distinctive characteristics that are different from other brands. The mean on the Brand Indicator is Easy to Remember and Pronounce (CM4) is in a good position, namely 3.63, this result shows that the LaLia Fashion Bima brand is easy to remember and

pronounce. The mean of the Trusted Brand indicator (CM5) is in a good position, namely 3.54, this result shows that the LaLia Fashion Bima brand is very trusted.

The mean indicator on the brand image variable (X1) which is the highest or more dominant in this study is the indicator on the brand indicator known by the wider community (CM1), while the lowest answer is the indicator of the brand adding to the self-image of its users (CM2) and the indicator of the brand having distinctive characteristics that are different from other brands CM3). The average is 3.59 which means that respondents stated that the brand is known by the wider community and are close to agreeing.

The results obtained in this study indicate that the brand image variable has a direct influence on purchasing decisions of 0.200 with a t count of 2.866 and a significance value of 0.005. If seen from the beta value obtained, the brand image variable has a positive influence of 0.200 in influencing purchasing decisions of LaLia Fashion bima consumers.

The results of this study support research from Swartana & Sudarma (2026) which states that brand image has a significant influence on purchasing decisions.

The brand image in this study uses the theory of Kotler and Keller (2022) . Brand image is a cognitive and affective construct that reflects how consumers perceive a brand based on experiences, beliefs, knowledge, and associations formed in their minds. Brand image is "a collection of consumer perceptions, associations, and beliefs about a brand that are reflected in their memories." This image reflects the reputation, values, and uniqueness of the brand from the consumer's perspective. When the brand image is higher, it can certainly be used as a measure to grow consumer purchasing decisions at LaLia Fashion Bima.

b. The Influence of Customer Experience on Purchasing Decisions

Based on the answers to the customer experience variable (X2) can be seen through the answers to the mean of each indicator. From the results of the calculation of the frequency distribution of the customer experience variable, it can be concluded that some respondents agree with each item that has been answered. In the five senses indicator (CE1), the results of the mean indicator show that it is in the good category, which is 3.59. This result shows that the LaLia Fashion Bima brand has a good finishing and looks neat. The mean on the feeling indicator (CE2) is in a good position, namely 3.69, this result proves that the LaLia Fashion Bima brand is able to increase the confidence of its users. The mean on the thinking indicator (CE3) is in a good position, namely 3.67, meaning that the LaLia Fashion Bima brand makes consumers think that quality is the main choice. The mean on the related indicator (CE4) is in a good position, namely 3.65, this result shows that the LaLia Fashion Bima brand has a good relationship with consumers. The mean of the action indicator (CE5) is in a good position, namely 3.69, this result shows that the LaLia Fashion bima brand has provided a pleasant shopping experience.

The highest or more dominant mean indicator on the customer experience variable (X2) in this study is the feeling indicator (CE2) and the action indicator (CE5), while the

lowest answer is the indicator (CE1). The average is 3.66, which means that respondents expressed feelings and actions that were close to agreeing.

The results obtained in this study indicate that the customer experience variable has a direct influence on purchasing decisions of 0.176 with a t-count of 2.504 and a significance value of 0.013. Based on the beta value obtained, the brand image variable has a positive influence of 0.176 in influencing purchasing decisions of LaLia Fashion Bima consumers.

The results of this study support research by Dara et al. (2023) which states that customer experience has a significant influence on purchasing decisions.

Customer experience in this study uses Schmitt's (2010) theory. Customer experience is the overall perception and reaction of consumers to direct and indirect interactions with a brand or product. Customer experience encompasses sensory, emotional, cognitive, behavioral, and relational dimensions that collectively influence how consumers perceive and evaluate a purchasing process.

c. The Influence of Product Variation on Purchasing Decisions

Based on the answers to the product variation variable (X3) can be seen through the answers to the mean of each indicator. From the results of the calculation of the frequency distribution of the product variation variable, it can be concluded that some respondents agree that each item has been answered. In the form indicator (VP1), the results of the mean indicator show that it is in the good category, which is 3.71. This result shows that the LaLia Fashion Bima brand has an attractive variety of shapes. The mean on the characteristic indicator (VP2) is in a good position, namely 3.53, this result proves that the LaLia Fashion Bima brand has a uniqueness that makes consumers interested in buying. The mean on the modification indicator (VP3) is in a good position, namely 3.58, meaning that the LaLia Fashion Bima brand offers product variations with a different design touch from similar products. The mean on the performance indicator (VP4) is in a good position, namely 3.68, this result shows that the LaLia Fashion Bima brand does not get damaged quickly even though it is used repeatedly. The mean of the suitability indicator (VP5) is in a good position, namely 3.44, this result shows that the LaLia Fashion Bima brand is in accordance with consumer expectations before making a purchase.

The highest or most dominant mean indicator for the Product Variation variable (X3) in this study was the shape indicator (VP1), while the lowest response was indicator (VP5). The average was 3.59, which means that respondents who expressed their agreement about the variety of design shapes that attract consumers' attention were close to agreeing.

The results obtained in this study indicate that the product variation variable has a significant influence on purchasing decisions of 0.257 with a t count of 3.613 and a significance value of 0.000. If seen from the beta value obtained, the Product Variation variable has a positive influence of 0.257 in influencing Purchasing Decisions on LaLia Fashion Bima consumers.

The results of this study support research by Nurissyarifah & Darmawan (2025) which states that product variation has a significant influence on purchasing decisions.

Product variation in this study uses the theory of Kotler & Keller (2022) , Product Variety is the level of diversity of product choices available to consumers in a category, so that consumers have sufficient alternatives before making a Purchase Decision.

The influence of brand image, customer experience and product variety has a simultaneous influence on purchasing decisions.

The independent variables (Brand Image, Customer Experience, and Product Variety) have a positive effect on the dependent variable, meaning that any increase in the independent variable will be followed by an increase in the dependent variable. This means that a positive effect will increase purchasing decisions.

CONCLUSION

This research has limitations. Therefore, future research is expected to improve, as can be seen in the following:

1. The sampling technique used *accidental sampling* , so not all LaLia Fashion consumers have an equal opportunity to become respondents. This causes the research results to have limitations in representing the entire LaLia Fashion Bima consumer population.
2. The research analysis used multiple linear regression, thus only explaining the direct influence between variables. This study did not examine more complex relationships, such as mediation, moderation, or deeper causal relationships between variables.
3. This research is *cross-sectional* , meaning that data collection was only carried out in one time period, so it is not yet able to describe changes in consumer perceptions and behavior in the long term towards Brand Image, Customer Experience, Product Variation, and Purchasing Decisions.

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