

The Role of Brand Image Mediate the Effect of Price on Purchase Decisions

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Abstract: Purchase decisions on a product is a consumer behavior that is very important for the company so that its products become the main choice for consumers. A person's decision to designate a decision to buy an item or product is closely related to the perception of the price of the product. Price is not the only factor that can determine consumer purchase decisions, but brand image is also one factor that can be used in the decision making process of consumer purchases. The purpose of this study is to analyze the role of brand image in mediating the effect of price on purchase decisions. This research uses a quantitative approach in the form of associative, this research was conducted in Denpasar City using 120 respondents, using the saturated sample method, collected through a questionnaire using descriptive statistical analysis techniques, path analysis and sobel test.

The results showed that brand image had a positive effect on consumer purchase intentions. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered and the possibility of consumers to buy the brand in question is very large. The price of a product is very significant and positive influence on purchase decisions. This can be seen from the price of a product that has a very significant and positive influence on purchase decisions. Brand image acts as a mediating variable between the variable price and purchase decisions. Research on the Vespa Piaggio Type Sprint I-Get 150 cc motorcycle which experienced a decline in sales because it has a fairly expensive price can be strengthened by the presence of a good brand image of the Vespa Piaggio Type Sprint I-Get 150 cc motorcycle to increase purchase intentions and influence purchases consumer decisions. The results of this study are expected to be an additional reference to strengthen the results of studies related to variable prices, brand image, and purchase decisions and products of the Vespa Piaggio Type Sprint I-Get 150 cc motorcycle can always maintain and be able to improve good marketing strategies.

Keywords: Brand Image, Price, Purchase Decisions, Vespa Piaggio.

I. INTRODUCTION

Means of transportation in this globalization era are things that are needed by the community to help carry out daily activities. Along with the times and technology, the community's need for transportation is increasing. Transportation is a useful tool to move goods or people in a certain quantity to a certain place within a certain period (Annafik, 2012). Transportation that can be used by Indonesian people consists of public transportation and private transportation. Nowadays people are more inclined to use private transportation. Motorbikes are very effective and efficient to use in Indonesia because people can get to their destination faster, seeing the condition of big cities in Indonesia which are increasingly crowded because they have been crowded with many public and private transportation. Motorbikes are the first choice for people to avoid traffic jams. Given the congestion that occurs in almost all major cities in Indonesia, the motorcycle is very important as a means of personal transportation in Indonesia.

There are many types of motorcycles on the market. The type of motorcycle that is most in demand by Indonesian people at the moment is the automatic motorcycle (Annafik, 2012). Automatic motorbike has an advantage compared to the type of manual motorcycle which is easier to operate. Automatic motorbike is not only used by women, but also used by men. The progress of the automotive industry in Indonesia is increasingly developing from time to time to make products marketed by manufacturers increasingly diverse and have their respective advantages. Increasing competition in the

automotive industry makes automotive companies compete to attract consumer interest and win the market. Businesses in the automotive industry offer products that they produce with various models and types, as well as the uniqueness that is a hallmark of motorcycle products with very competitive prices (Annafik, 2012). There are many choices given by motorcycle manufacturers in Indonesia that make consumers have to be more careful and selective in determining purchase decisions on a product. Purchase decisions on a product is a consumer behavior that is very important for the company so that its products become the main choice for consumers. Purchase decisions are a way for individuals, groups and organizations to choose, buy, and use goods or services to meet their needs (Sari, 2013). Consumer needs for motorbikes are not only based on their function as a means of transportation, but also as a lifestyle support. Octavia (2009) states that lifestyle is an important role to influence consumer behavior in various purchase decisions. Currently many automatic motorcycles circulating in the Indonesian market are in demand by consumers because they can support lifestyles, one of which is the Vespa Sprint I-Get 150 motorcycle. Seeing the importance of purchase decisions to be made by consumers for a product, it is very important for company to be able to know what factors can influence consumer purchase decisions.

Purchase decisions are appointed as a dependent variable in this study because purchase decisions are very important variables to identify. The identification of purchase decisions will determine the factors can influence the purchase decisions and the information obtained will be able to motivate consumers to make actual purchases. Purchase decisions made by consumers are generally based on the quality and price of the product (Abdi, 2014).

Price factor becomes important, because every price set by the company can result in differences in the level of demand for a product (Diar Tripratiwi, *et al.* 2016). Price is one of the determinants of the success of a company, where price is a determinant of how much profit a company will get from selling its products in the form of goods or services. Every company must determine its pricetate precisely in order to be successful in marketing an item (Susilo *et al.*, 2018). Price has become a major factor influencing consumer choices and purchase decisions. Some factors beyond price have become increasingly important, but prices have remained the most flexible element in recent decades. Research Fernando, *et al.* (2018) show that the price that is in the minds of consumers will influence consumers' decisions to buy a product. The same thing found by Jaya, *et al.* (2018) in his research stated that a person's decision in determining the decision to buy an item or product is closely related to the perception of the price of the product. According to Ariatmaja, *et al.* (2017) price is able to influence purchase decisions because the price offered by the seller and the price after compared to competitors can be justified.

Based on previous research conducted by Budiadi (2009) states that price has a positive effect on product purchases. The same result was also stated by Anggoro (2012) who in his research stated that the promotion and price of a product had a significant and positive influence on purchase decisions. Hariadi's research (2012) also states the same thing that product, price, promotion and distribution have a positive and significant influence on purchase decisions. Here are the 2017 Vespa Piaggio Motorcycle Price Lists

TABLE 1: LIST OF VESPA PIAGGIO PRICES IN 2017

PIAGGIO	Engine Capacity	Price (Rp)
LX150 3V	150 CC	38,850,000
VESPA S 125 3V	150 CC	31,850,000
VESPA PRIMERA I-GET	150 CC	38,800,000
VESPA SPRINT I-GET	150 CC	40,800,000
VESPA GTS SUPER 3V	150 CC	45,850,000
VESPA 946 V	150 CC	181,000,000
VESPA 946 V ARMANI	150 CC	210,000,000
MEDLEY 150 BAS I-GET	150 CC	45,800,000
MEDLEY 150 ABS "S" I-GET	150 CC	46,800,000

Source: <http://www.piaggio-vespa.com/>

Based on table 1, it can be seen that the price of a 150 cc Vespa Sprint I-Get motorcycle is quite expensive. The price is quite expensive causing a decrease in sales volume of the Vespa Sprint I-Get 150 cc motorcycle. The best-selling type of Vespa Sprint I-Get 150 cc is the most popular type of Sprint I-Get 150 cc. This can be seen in table 2. The following is the List of Vespa Sprint I-Get 150 Motorcycle Prices in 2017.

TABLE 2: SALES VOLUME OF VESPA PIAGGIO TYPE SPRINT I-GET 150 CC IN DENPASAR CITY IN 2014-2017

No	Year	Total (Unit)
1	2014	205 unit
2	2015	184 unit
3	2016	170 unit
4	2017	166 unit

Source: *Regional Revenue Office in Bali Province, 2014*

Table 2 shows that the sales volume of Vespa Sprint I-Get 150 cc in the city of Denpasar. Type of Sprint I-Get 150 cc experienced sales that fluctuated from 2014 to 2017. Based on the sales data showed that there was a problem in the sale of Vespa Sprint I-Get 150 cc motorcycle, namely the decline in sales volume. This means that the lack of community preference for Vespa Sprint I-Get 150 cc products has led to low consumer purchases of these products.

The management must make a marketing strategy in an effort to increase the number of purchases of Vespa Sprint I-Get 150 cc. Marketing management is an absolute thing that must be learned in doing business, various challenges experienced by business people, especially producers of goods and services, are getting tougher. Various efforts in marketing must be undertaken so that they do not sink into competition because of the increasing number of competitors from time to time. Vespa Sprint I-Get 150 cc motorcycle has its own characteristics, unique and creative in innovating to improve its products.

Although relatively expensive, many people still buy a Vespa Sprint I-Get 150 cc motorcycle because it has a good brand image. Brand image that has been widely known by the public keeps them buying the product (Chrisandi, 2014). Brand is a name, term, sign, symbol, or design that aims to differentiate or differentiate goods or services from competitors (Prakoso, 2014). Brand image is the perception that consumers have when they first hear a slogan that is remembered and embedded in the minds of consumers (Kotler and Keller, 2016). Brand image is considered very important in building a positive corporate image in influencing consumers to make choices and take purchase decisions (Maunaza, 2012). According to (Yulia, 2017), brand image has a direct influence on product sales volume. A good brand image can be used to improve product sales volume. Brand image is also one factor that can be used in the process of making consumer purchase decisions (Putri, 2013).

Price is the only element of the marketing mix that provides income or income for the company (Kotler 2009: 518). From a marketing point of view, price is a monetary unit or other measure exchanged in order to obtain ownership rights over the use of goods and services. The consumer's point of view says that price is often used as an indicator of value when the price is related to the perceived benefits of goods or services. Value can be defined as the ratio between perceived benefits and price. At a certain price level when the perceived benefits increase, the value increases as well (Kotler 2009: 519).

Brand image acts as a mediating variable between the variable price and purchase decisions. As seen in table 1.2 that the 150 cc Vespa Sprint I-Get motorcycle has experienced a decline in sales because it has a fairly expensive price, but with a good brand image of the 150 cc Vespa Sprint I-Get motorcycle can increase purchase intentions and influence purchase decisions consumer. The Vespa Sprint I-Get 150 cc motorcycle is a motorcycle brand that is circulating in the Indonesian market, where the Vespa Sprint I-Get 150 cc is prioritizing their brand image which is aimed at middle and upper consumer groups. The Vespa Sprint I-Get 150 cc motorcycle is not only in demand because of its function as a means of transportation but also in terms of models and types that are used to support the lifestyle of the Indonesian people. The Vespa Sprint I-Get 150 cc motorcycle has shaped its image as a vehicle that has high prestige. The Vespa Sprint I-Get 150 cc motorcycle has become a vehicle that has succeeded in making loyal consumers make purchases of this product despite having to spend a lot of money.

Very competitive competition makes the existence of a brand very important because the brand is a representation of the value offered by a product to consumers. The Vespa Sprint I-Get 150 cc motorbike continues to make new innovations by improving its technology without eliminating the characteristics of its products to be able to follow this very competitive competition (Octavia, 2009). This means that brand image has an impact on consumer purchasing decisions.

Brand image is a picture or impression caused by a brand in the customer's mind. Placement of the brand image in the minds of consumers must be done continuously so that the brand image created remains strong and can be received positively. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered and the possibility of consumers to buy the brand in question is very large (Xian *et al.*, 2011: 1876).

This is supported by the research of Semuel and Lianto (2014); and Wahyuni *et al.* (2014), who found that brand image had a positive and significant effect on consumer purchase intentions. Brand image becomes important in marketing a product that can ultimately increase company revenue and company goals (Tjiptono, 2015). Subsequent research conducted by Musay (2013) said that brand image significantly influences purchase decisions. Likewise, this research is supported by the results of research conducted by Supriyadi *et al.* (2016) which states that brand image has a significant influence on consumer purchase decisions.

In contrast to previous studies, research by Widiyanto (2009) states that price does not have a significant effect on consumer purchase decisions. The existence of the research gap makes research is interesting to study. Vespa Sprint I-Get 150 motorcycle is considered interesting to be used as an object of research because of its image, Vespa Sprint I-Get 150 has a good brand image and is widely known by the public, as well as Vespa Sprint I-Get 150 motorbike which is considered to have a price which is quite expensive compared to other brand motorbikes.

II. CONCEPTUAL MODEL AND HYPOTESIS DEVELOPMENT

The Effect of Price on Purchase Decisions

Research results obtained by Ghanimata and Kamal (2012), Kurniawan and Astuti (2012), Purwati *et al.* (2012), and Mongi *et al.* (2013) states that price has a significant and positive influence on purchase decisions. The results of the study conducted by Made Novandri SN (2010) also reinforce the influence of product quality, price and advertising on Yamaha Motorcycle purchase decisions at Harpindo Jaya Ngaliyan Branch which requires that price has a positive influence on purchase decisions. Therefore, the authors take the following hypothesis:

H₁: Price has a positive and significant effect on purchase decisions

The Effect of Price on Brand Image

Falihah (2013) in her research entitled Brand Image Mediates the Effect of Promotion, Price and Consumer Attitudes Towards Purchase Decisions of Nyamu Meneer in East Semarang concludes that the price variable significantly influences brand image. This research is also supported by research conducted by Noerchoidah (2013) which states that price has a positive and significant effect on brand image, where the higher the price offered by a product, the better the image created by the product. Based on previous research, researchers put forward the following hypothesis:

H₂: Price has a positive and significant effect on brand image

The Effect of Brand Image on Purchase Decisions

The image of a brand is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand, will be more likely to make a purchase. Whereas in another study conducted by Musay (2013) it was found that brand image and promotion mix had a significant influence on consumer purchase decisions. Research conducted by Supriyadi *et al.* (2016) also found that brand image has a significant influence on consumer purchase decisions. In addition, research conducted by Wijaya (2017) also shows that brand image has a significant effect on Toyota Avansa car purchase decisions in Surabaya. Based on theoretical logic and previous research on brand image and purchase decisions, the following hypotheses can be taken:

H₃: Brand image has a positive and significant effect on purchase decisions

The Role of Brand Image Mediate the Effect of Price on Purchase Decisions

In the research of Purnama and Muwarningsih (2015) explains the positive and significant influence of the price variable indirectly on consumer purchase decision variables through brand image as a variable that mediates the product of Jamu Nyonya Meneer in East Semarang. The results of this study indicate that brand image is a pathway as a mediating variable to increase purchase decisions on the effect of price on purchase decisions. Based on previous research, regarding the role of brand image in mediating prices against purchase decisions, the following hypotheses can be taken:

H₄: Brand image mediates prices against purchase decisions

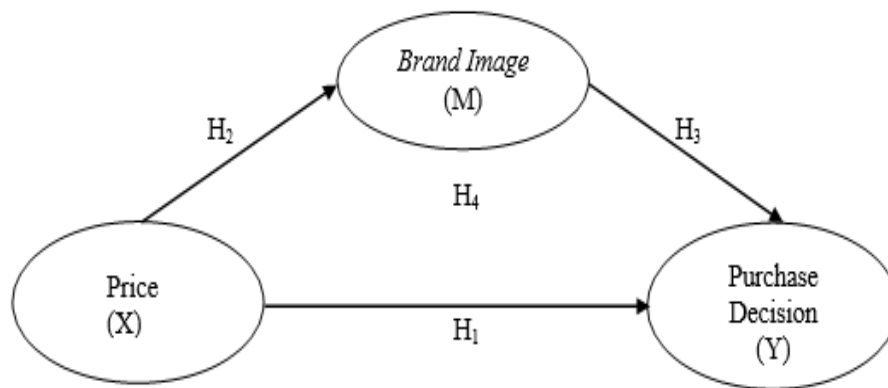


Figure 2: Conceptual Model

III. RESEARCH METHODOLOGY

This research uses quantitative approach in the form of associative, because this study discusses the effect of price on brand image on consumers of Vespa Piaggio Type Sprint I-Get 150 cc, then the influence of brand image on purchase decisions on Vespa Piaggio Type Sprint I-Get motorcycle 150 cc as well as examining mediation variables, namely the role of brand image which strengthens the effect of price on purchase decisions on consumers of Vespa Piaggio Type Sprint I-Get 150 cc in the city of Denpasar. This research was conducted in the city of Denpasar. The city of Denpasar was determined as the location of the study because it is the center of government and trade in the Province of Bali consisting of a diverse population, where the level of education of the population and the level of activity and sensitivity of a product of technology and transportation are better than other Regencies / Cities in the Province of Bali. The population in this study are people who have bought and used a Vespa Piaggio Type Sprint I-Get 150 cc motorcycle product in the city of Denpasar. The sample used was 120 respondents who used a 150 cc Vespa Piaggio Tiper Sprint I-Get in Denpasar City. In this study, the sampling method used is non-probability sampling with purposive sampling, which is the determination of the sample technique with certain considerations. Data collection methods used in this study are as follows: Non-behavioral observation and Questionnaire. The data analysis technique used in this study is path analysis.

TABLE 3: RESEARCH VARIABLE INDICATORS

Variable	Indicator	Reference
Price (X)	1) Price affordability;	Ariatmaja, dkk (2017)
	2) Price match with product quality;	Stanton (Rosvita, 2010:24)
	3) Price competitiveness;	
	4) Price match with benefits.	
Brand Image (M)	1) Strengthness	Kotler and Keller (2009)
	2) Favorable	Kotler and Keller (2010)
	3) Uniqueness	
Purchase decisions (Y)	1) The purpose of buying a product;	(Kotler:2010:228)
	2) Information processing to get to brand selection;	
	3) Stability in a product;	
	4) Give recommendations to others;	
	5) Repurchase	

Source: previous research study

IV. RESEARCH FINDING AND DISCUSSION

Testing the data in this study using path analysis techniques, where path analysis is an extension of multiple linear regression analysis to test the causality relationship between 2 or more variables that will be shown in Table 4 and Table 5.

TABLE 4: THE RESULT OF PATH ANALYSIS STRUCTURE 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,505	,413		20,591	,000
	X	,375	,025	,938	29,503	,000

Source: Primary Data processed, 2019

Based on the results of analysis of substructure 1 path analysis as presented in Table 4, the structural equations are as follows:

$$M = \beta_1 X + e \dots\dots\dots(\text{Model 1})$$

TABLE 5: THE RESULT OF PATH ANALYSIS STRUCTURE 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,603	,216		44,363	,000
	X	,374	,023	,478	16,228	,000
	M	,338	,018	,549	18,629	,000

Source: Primary Data processed, 2019

Based on the results of analysis of substructure 2 path analysis as presented in Table 5, the structural equations are as follows:

$$Y = \beta_1 X + \beta_2 M + e \dots\dots\dots(\text{Model 2})$$

Based on calculations on substructures 1, and 2, it can be seen the magnitude of direct influence, indirect effect and the total effect between variables. Calculation of influence between variables is as follows.

TABLE 6: DIRECT EFFECT, INDIRECT EFFECT AND TOTAL EFFECT

Variable effect	Direct effect	Indirect effect (m) = $(\beta_1 \times \beta_2)$	Total effect
Price (X) → Brand Image (M)	0,839	-	0,839
Price (X) → Purchase Decisions (Y)	0,478	-	0,478
Brand Image (M) → Purchase Decisions (Y)	0,549	0,46	1,01

Source: Primary Data processed, 2019

The structural equation for this research model is:

Substruktur 1:

$$M = \beta_1 X + e \dots\dots\dots(\text{Model 1})$$

$$\text{Error Effects (Pei)} = \beta_1 - R^2$$

Substruktur 2:

$$Y = \beta_1 X + \beta_2 M + e \dots \dots \dots (\text{Model 2})$$

$$\text{Error Effects (Pei)} = \beta_1 - R^2$$

$$Pei = \beta_1 - 0,970 = 0,17$$

$$Y = 0,478 X + 0,549M + 0,17$$

The results of the total determination coefficient:

$$R^2_m = 1 - (1-0,704) (1-0,970)$$

$$R^2_m = 1 - 0,01$$

$$R^2_m = 0,99$$

That is, the diversity of data that can be explained by the model is 99 percent or in other words the information contained in the data by 99 percent can be explained by the model, while the remaining 1 percent is explained by other variables (not in the model) and error.

Mediation variable regression analysis with the sobel test method

To test the mediator variables that mediate the relationship between the dependent variable and the independent variable, the following stages can be carried out: The indirect effect of prices on purchasing decisions through brand image

Calculate the value of Z

Z count = 12,439 sig 0,000. Determine Ztable with a significance level of 0.05 which is 1.96. Comparing Zhitung (12,439) with Ztable (1.96). The conclusion that brand image can mediate the relationship between price and purchasing decisions.

The Effect of Price on Purchase Decisions

Based on the calculation results obtained the significance level of research for the price variable on the purchase decision of 0,000 < 0.05, so that H0 is rejected and H1 is accepted, in other words the price has a positive and significant effect on the purchase decision. The results showed that the higher the price, the higher the purchase decision and vice versa the lower the price, the lower the purchase decision. Research results obtained by Ghanimata and Kamal (2012), Kurniawan and Astuti (2012), Purwati *et al.* (2012), and Mongi *et al.* (2013) states prices have a significant and positive influence on purchasing decisions. This is supported based on the results of the responses of respondents in this study which states that the price indicator that has the highest value is affordability and price suitability with benefits. Having an affordable price can be a powerful weapon in the face of competition in the market, because the price is the most important attribute attribute in attracting consumers to buy and make purchasing decisions. The price marketed by a product must have comparable benefits because if consumers feel that the price offered by producers is not comparable to the benefits, then the consumer will not decide to buy the product. The results of research conducted by Novandri (2010) also reinforce the influence of product quality, price and advertising on purchasing decisions of Yamaha Motorcycles at the Ngaliyan Harpindo Jaya Branch which requires that prices have a positive influence on purchasing decisions.

The Effect of Price on Brand Image

Based on the calculation results obtained the significance level of research for the price variable on brand image of 0,000 < 0.05, so that H0 is rejected and H2 is accepted, in other words the price has a positive and significant effect on brand image. The results of this study indicate that the more competitive the price offered by Vespa, the higher the brand image, and vice versa the more uncompetitive the price, the lower the brand image. This study concludes that the higher the price offered by the product, the more quality and prestigious the product. This is supported by the results of the distribution of respondents' responses to the variable brand image with indicators of the Vespa Sprint I-Get 150 cc motorcycle product which is a prestigious product with a value above the average (3.62).

Falihah (2013) reinforces her research entitled "Brand Image Mediating the Effect of Promotion, Price and Consumer Attitudes Towards the Purchasing Decision of Mrs Meneer Herbs in East Semarang" concludes that the price variable significantly influences brand image. This research is also supported by research conducted by Noerchodiah (2013) which states that prices have a positive and significant effect on brand image, where the higher the price offered by a product, the better the image created by the product.

The Effect Of Brand Image On Purchase Decisions

Based on the calculation results obtained the significance level of research for brand image variables on purchasing decisions of $0.00 < 0.05$, so that H_0 is rejected and H_3 is accepted, in other words brand image has a positive and significant effect on purchasing decisions. The results showed that the higher the brand image, the higher the purchase decision, and vice versa the lower the brand image, the lower the purchase decision. The image of a brand is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand, will be more likely to make a purchase. Whereas in another study conducted by Musay (2013) it was found that brand image and promotion mix had a significant influence on consumer purchasing decisions. Brand image influences purchasing decisions, this is due to the guaranteed quality and brand image inherent in the Vespa Piaggio Type Sprint I-Get 150 cc motorcycle product that can influence consumers, especially in the City of Denpasar in making purchasing decisions. Research conducted by Supriyadi *et al.* (2016) also found that brand image has a significant influence on consumer purchasing decisions. In addition, research conducted by Wijaya (2017) also shows that brand image has a significant effect on purchasing decisions for Toyota Avansa cars in Surabaya.

The effect of prices on purchasing decisions with brand image as a mediating variable. Based on the calculation results obtained by $Z_{hitung} (12,439) > Z_{table} (1.96)$ so that H_0 is rejected and H_4 is accepted, in other words the price has a positive effect on the purchasing decisions mediated by the brand image. The results of this study indicate that brand image is a pathway as a mediating variable to improve purchasing decisions on the influence of prices on purchasing decisions. Brand image as a mediating variable in the effect of price on purchasing decisions because in this study it can be seen that consumers get good experience when using a Vespa Piaggio Type Sprint I-Get 150 cc Motorcycle product because the quality or performance of the product is equivalent to what is paid, so consumers are satisfied after making a product purchase, indirectly consumers will tell the experience and recommend it to others and decide to make a repeat purchase.

In the research of Purnama and Muwarningsih (2015), it explains the positive and significant influence of the price variable indirectly on the consumer purchase decision variable through brand image as a variable that mediates the Jamu Nyonya Meneer product in East Semarang.

Implications of Research Results

1) Theoretical implications

The theoretical implications in this study are related to their contribution to the development of science. The findings of this study reinforce previous studies that show the effect of each relationship between variables. First, the relationship between price and brand image on purchasing decisions, brand image influences purchasing decisions, and brand image can mediate the effect of prices on purchasing decisions. These findings reinforce the findings of Falihah (2013), Noerchodiah (2013), Ghanimata and Kamal (2012), Overall the results of this study reinforce the theory of previous studies. Brand image is able to fully mediate the relationship between price and purchasing decisions. This means that if a product has a good brand image, it can convince consumers of the quality of the product, consumers who are satisfied with the product.

2) Practical implications

The implications of the results of this study emphasize the real benefits of the results of this study for interested parties, especially for companies that are developing the right strategy in marketing their products or services. The average score for the variable price of 4.12. This means that the price is good, but still needs to be increased again. Especially on the suitability of price and quality. Variable brand image has an average score of 3.59, which means Vespa products already have a good brand image in the minds of consumers, of course the Vespa must still maintain a good brand image in the minds of consumers.

Research Limitations

Some limitations of this study are as follows:

- 1) Research is only conducted in Denpasar City, so it is not representative of the total Vespa consumer population in Bali or in Indonesia. For further research, it can be done at the provincial or national level.
- 2) The lack of diversity in the profile of respondents is the weakness of this study so that the product segments are not visible in this study.

V. CONCLUSIONS AND SUGGESTIONS

Based on the results of the research and discussion as described in the previous chapter, it can be concluded as follows:

- 1) The more competitive prices offered by Vespa Piaggio Type Sprint I-Get 150 cc motorcycle products, the increasing purchasing decisions on Vespa Piaggio Type Sprint I-Get 150 cc motorcycle products.
- 2) The more competitive the price offered by the product, the higher the brand image of the product. This is supported by the results of the distribution of respondents' responses to the variable brand image with indicators of the Vespa Piaggio Type Sprint I-Get 150 cc motorcycle.
- 3) Brand image influences purchasing decisions, this is due to the existence of guaranteed quality and brand image inherent in Vespa Piaggio Type Sprint I-Get 150 cc motorcycle products that can affect consumers, especially in the City of Denpasar in making purchasing decisions.
- 4) Brand image is able to fully mediate the relationship between price and purchasing decisions. This means that if a product has a good brand image, it can convince consumers of the quality of the product, consumers who are satisfied with the product.

Based on the conclusions obtained in this study, the suggestions that can be given are as follows:

- 1) Vespa Piaggio Type Sprint I-Get 150 cc can always maintain and be able to improve product quality by making new innovations in its products, using good marketing strategies and targeting the appropriate market and by offering competitive and affordable prices so that later it will influence the improvement of brand image, price and of course able to increase consumer intention to choose a Vespa Piaggio Sprint I-Get 150 cc motorcycle product and decide to buy it.
- 2) Vespa Piaggio Type Sprint I-Get 150 cc is expected to strengthen the brand image so that it can be embedded and embedded in the minds of consumers by means of advertising, product innovation and excellence as well as product uniqueness.
- 3) The results of this study are expected to be an additional reference and to strengthen the results of studies related to price variables on purchasing decisions through brand image as mediating variables on the Vespa Piaggio Type Sprint I-Get 150 cc in Denpasar City.

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