

Product Quality, Price Perception, and Brand Trust in Leather Craft Purchase Decisions: Evidence from West Java, Indonesia

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ABSTRACT

Objective: This study examines how consumers' evaluations of product quality, price fairness and value, and brand trust relate to purchase decisions for leather craft products in West Java, Indonesia. Guided by an integrated consumer value-risk framework, product quality represents expected benefits, price perception represents monetary sacrifice and fairness, and brand trust represents confidence under product uncertainty.

Methodology: A cross-sectional explanatory survey was conducted among 160 consumers selected purposively in West Java between January and May 2026. Reflective measurement and structural models were estimated using PLS-SEM in SmartPLS. The revision also evaluates discriminant validity and reconstructs inner and full-collinearity VIF values from the reported latent-variable correlation matrix.

Findings: Product Quality ($\beta = 0.406$, $t = 3.790$, $p < 0.001$) and Brand Trust ($\beta = 0.801$, $t = 5.879$, $p < 0.001$) had positive conditional coefficients, whereas Price Perception had a negative conditional coefficient ($\beta = -0.258$, $t = 4.466$, $p < 0.001$) despite a positive zero-order correlation with Purchase Decisions ($r = 0.854$). The model yielded $R^2 = 0.935$, but discriminant validity was not established and inner VIF values ranged from 8.711 to 42.083. Accordingly, the negative price coefficient is treated as a suppression-related sign reversal, H2 is not supported, and all structural estimates require cautious interpretation.

Conclusion: The results offer preliminary evidence that quality, price evaluation, and trust are jointly implicated in leather craft purchase decisions, but they do not support ranking the predictors or making causal claims. Instrument refinement and independent-sample validation are required before the structural relationships can be considered robust.

Keywords: Brand Trust; Leather Crafts; Price Perception; Product Quality; Purchase Decisions; West Java.

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INTRODUCTION

Leather and footwear-related production is economically and institutionally visible in West Java. The provincial government maintains annual SIINas datasets on KBLI 15 establishments and employment across the province for 2021–2025 (West Java Open Data, 2026a, 2026b). Market conditions are also changeable: West Java's manufacturing exports grew by 3.54% in 2024, while footwear exports alone recorded a month-to-month decline of US\$20.50 million in December 2024 (BPS-Statistics Jawa Barat Province, 2025). In Garut, the government inaugurated a shared production facility in February 2024 specifically to improve the quality of local leather products (Government of Garut Regency, 2024). Together, these indicators establish a concrete regional need to understand how consumers evaluate quality, price, and brand credibility rather than relying on a generic claim about market competition.

Leather craft products provide a demanding setting for consumer evaluation because material authenticity, workmanship, durability, and production quality are difficult to verify fully before purchase. Consumers therefore combine intrinsic cues, such as materials and craftsmanship, with extrinsic cues, such as price and brand reputation. Handmade products may also carry perceived effort, uniqueness, and emotional value (Fuchs et al., 2015). Indonesian evidence indicates that perceived quality, value, and price contribute to the evaluation of leather fashion products (Purwaningsih et al., 2021), while product involvement and price acceptance influence local leather-brand acceptance (Tjahjawati et al., 2022). This combination of functional, monetary, and uncertainty-related judgments makes West Java an analytically relevant—yet geographically bounded—context for the study.

Conceptually, consumer purchase decisions are influenced by a combination of product quality evaluation, price perception, and brand trust. Product quality describes the extent to which consumers assess a product's ability to meet expectations through aspects such as durability, material quality, workmanship neatness, design, and functional suitability. High quality can strengthen positive evaluation and encourage consumers to choose a product over other alternatives (Tsiotsou, 2006; Beneke et al., 2013). Price perception is related to how consumers evaluate price, not only in terms of its nominal amount, but also in terms of the suitability between price, benefits, quality, and the value received (Zeithaml, 1988; Sweeney & Soutar, 2001). In the leather craft industry, price often serves as a signal of quality, but it can also become a barrier when consumers perceive that the price is not proportional to the benefits of the product. Brand trust functions as a factor that reduces uncertainty and purchase risk, particularly when consumers are not fully able to directly assess material quality or the production process. Trust in a brand can increase consumers' confidence that the product purchased has consistent quality and aligns with the brand's promises (Chaudhuri & Holbrook, 2001; Delgado-Ballester & Munuera-Alemán, 2005). Thus, product quality, price perception, and brand trust are interrelated in shaping consumer purchase decisions for leather craft products.

Although product quality, price perception, brand trust, and purchasing outcomes have been examined in fashion and retail research, fewer studies focus on leather crafts in a specific Indonesian production and consumption setting. Research on limited-edition shoes emphasizes perceived value and trust (Chae et al., 2020; Ha, 2021), whereas work on Indonesian luxury fashion addresses broader brand values (Sun et al., 2024). Studies of leather-product SMEs often examine firm-level sustainability or export performance rather than individual purchase decisions (Chishty & Sayari, 2024). Indonesian leather studies have addressed repurchase intentions and local brand acceptance (Purwaningsih et al., 2021; Tjahjawati et al., 2022), but

the joint operation—and possible empirical overlap—of quality, price, and trust evaluations in West Java remains insufficiently examined.

The study therefore investigates the conditional associations of Product Quality, Price Perception, and Brand Trust with Consumer Purchase Decisions among leather craft consumers in West Java. Its intended contribution is regional and diagnostic: it applies an integrated consumer value–risk logic to a product category in which quality is partly difficult to verify before purchase and explicitly assesses whether the three evaluations remain empirically distinguishable. Relevance to other emerging-market craft settings is treated as a proposition for later comparative research, not as a direct generalization from one province.

LITERATURE REVIEW

Integrative Consumer Value–Risk Framework

This study is anchored in a consumer value–risk evaluation framework derived from the means–end model of price, quality, and value (Zeithaml, 1988) and brand-signaling research (Erdem & Swait, 2004). During the evaluation-of-alternatives stage, Product Quality represents expected functional and symbolic benefits; Price Perception represents the perceived monetary sacrifice, fairness, and benefit–cost fit; and Brand Trust represents confidence that the promised attributes will be delivered. A purchase decision becomes more likely when expected benefits and confidence justify the perceived sacrifice. Trust therefore complements value evaluation by reducing uncertainty where material authenticity and workmanship cannot be fully inspected before purchase (Sirdeshmukh et al., 2002).

The framework also explains why the constructs may be related without being interchangeable. Better quality can make a price appear fair; repeated quality consistency can build trust; and trusted brands can increase confidence in quality claims. These theoretical links make positive correlations plausible, but a reflective measurement model still requires empirical separation. If quality, trust, and purchase-decision items capture the same global favorable evaluation, the resulting path coefficients may reflect item redundancy or suppression rather than distinct mechanisms. The analysis therefore treats discriminant validity and collinearity as prerequisites for substantive structural interpretation.

Product Quality

Product quality refers to a product’s ability to meet or exceed consumer expectations through attributes such as durability, reliability, performance, design, and functional suitability. From a consumer behavior perspective, product quality serves as a fundamental basis for evaluation before consumers decide to make a purchase. The higher the perceived product quality, the greater the consumers’ confidence that the product will provide benefits consistent with their needs. Tsiotso (2006) explained that perceived product quality is a crucial factor influencing consumer evaluations and purchase tendencies. Likewise, Beneke et al. (2013) found that high product quality enhances consumers’ perceived value and increases their willingness to purchase.

In the leather craft industry, product quality is not only assessed based on functionality but also on the quality of leather materials, workmanship neatness, durability, design aesthetics, and user comfort. Therefore, product quality becomes one of the primary factors considered by consumers during the purchase decision-making process.

Price Perception

Price perception refers to consumers’ evaluation of the fairness, affordability, and appropriateness of a product’s price relative to the benefits received. Price is not merely viewed as the amount of money paid but also as a sacrifice compared with the value obtained from a

product. Zeithaml (1988) argued that consumers evaluate prices based on the trade-off between the benefits received and the costs incurred.

In the marketing context, a positive price perception can enhance perceived value, whereas a price perceived as excessively high relative to product benefits may reduce purchase intention. Sweeney and Soutar (2001) explained that value perceptions derived from price encompass functional, emotional, social, and economic dimensions. Consequently, companies need to establish prices that align with product quality and benefits in order to gain consumer acceptance.

Brand Trust

Brand trust is consumers' confidence that a brand is reliable, honest, and able to deliver its promises consistently. Within the value–risk framework, trust is not another expression of product quality; it is the confidence mechanism through which uncertainty about unverifiable attributes is reduced. This role is especially relevant for leather crafts, where buyers may be unable to verify material authenticity and workmanship before purchase (Chaudhuri & Holbrook, 2001; Erdem & Swait, 2004; Sirdeshmukh et al., 2002).

Evidence across retail and digital settings links trust with favorable brand preference and purchase intentions (Delgado-Ballester & Munuera-Alemán, 2005; Konuk, 2018; Latifah & Fikriah, 2024). Nevertheless, because trust may be built from perceived quality and value, measurement items must distinguish confidence in a brand's integrity from a general favorable evaluation of its products.

Consumer Purchase Decisions

Consumer purchase decisions refer to the selection of a product after need recognition, information search, and evaluation of alternatives. For leather crafts, the evaluation can combine functional benefits, monetary value, symbolic meaning, and confidence in the seller or brand. Research on luxury and fashion consumption similarly shows that several value dimensions can operate simultaneously (Liu et al., 2023). In this study, Purchase Decisions is treated as the outcome of evaluation, not as a synonym for favorable quality or trust perceptions.

In the leather craft industry, purchase decisions are not solely based on product functionality but are also influenced by product quality, price perception, brand reputation, and consumers' trust in producers. The more positive consumers' evaluations of these attributes, the greater the likelihood that they will proceed with a purchase.

Hypothesis Development

The Influence of Product Quality on Consumer Purchase Decisions

Product quality is one of the primary factors influencing consumer behavior in making purchase choices. Consumers tend to prefer products that provide optimal benefits, demonstrate strong durability, and meet their expectations. In consumer behavior theory, perceived quality serves as an important signal that helps consumers reduce purchase risk and increase confidence in a product.

Tsiotsou (2006) found that perceived product quality positively influences consumer evaluations and purchase intentions. This finding was reinforced by Beneke et al. (2013), who demonstrated that product quality contributes to higher perceived value and greater willingness to purchase. In the leather craft industry, material quality, workmanship neatness, and product durability are critical aspects that consumers evaluate before making a purchase. Therefore, the higher the perceived product quality, the greater the likelihood that consumers will decide to purchase the product.

H1: Product quality has a positive and significant effect on consumer purchase decisions.

The Influence of Price Perception on Consumer Purchase Decisions

Price Perception reflects how consumers evaluate affordability, fairness, competitiveness, and the correspondence between price and benefits. Under the means–end model, a favorable price evaluation increases perceived value when the sacrifice is judged proportionate to expected benefits (Zeithaml, 1988). Empirical retail research also reports that favorable price perceptions can support purchase decisions (Maharani & Wiyadi, 2024). Because every price item in this study is positively worded, the directional expectation is positive.

Zeithaml (1988) explained that price is a critical indicator in shaping consumers' perceived value. Similarly, Sweeney and Soutar (2001) argued that a price perceived as appropriate relative to product benefits enhances perceived value and encourages purchase decisions. In the leather craft industry, price is often used as an indicator of quality. However, if consumers perceive the price as disproportionate to the quality and benefits received, they may postpone or even cancel the purchase. Therefore, a more favorable price perception is expected to increase consumers' propensity to purchase.

H2: A favorable Price Perception has a positive effect on Consumer Purchase Decisions.

The Influence of Brand Trust on Consumer Purchase Decisions

Brand trust is a crucial factor in reducing consumers' perceived uncertainty and risk. When consumers trust a brand, they become more confident that the purchased product will meet their expectations and consistently deliver quality. This trust ultimately strengthens consumers' willingness to make a purchase.

Chaudhuri and Holbrook (2001) stated that brand trust plays a significant role in shaping consumer loyalty and purchasing behavior. Delgado-Ballester and Munuera-Alemán (2005) also found that consumers are more likely to choose brands perceived as honest, reliable, and capable of fulfilling their promises. In the context of the leather craft industry, brand trust becomes increasingly important because consumers often cannot directly assess the quality of materials and production processes before purchasing. Therefore, the higher the level of consumer trust in a brand, the greater the likelihood of purchase.

H3: Brand trust has a positive and significant effect on consumer purchase decisions.

METHODS

This study employed an explanatory quantitative approach to estimate associations and predictive relationships among Product Quality, Price Perception, Brand Trust, and Consumer Purchase Decisions. Because the observations were collected once and the predictors were not manipulated, the design does not establish temporal ordering or causality. Terms such as effect and influence are used only in the statistical PLS-SEM sense and should be read as conditional associations.

A cross-sectional survey captured consumers' evaluations at a single period. PLS-SEM was selected to estimate a reflective measurement model and the conditional predictive associations specified in the structural model (Hair et al., 2021). The analysis does not convert the cross-sectional associations into causal evidence; instead, measurement quality, collinearity, and out-of-sample prediction are treated as necessary checks before stronger interpretation.

Research Location and Period

This study was conducted in West Java Province, a region with established leather and footwear activity recorded in provincial SIINas data and nationally recognized craft clusters, including Garut and Cibaduyut (West Java Open Data, 2026a, 2026b). The location provides variation in purchasing power, brand familiarity, price orientation, and access to local and

substitute products. The sampling frame remains provincial; the findings are not presented as statistically representative of Indonesia or emerging markets generally.

The study was conducted from January to May 2026. This period covered the preparation of the research instrument, data collection, checking the completeness of respondents' answers, data tabulation, and data analysis using SmartPLS. Based on this period, the data used in this study represent consumers' perceptions of leather craft products in the first semester of 2026.

Population and Research Sample

The population in this study consisted of all consumers in West Java who had purchased or used leather craft products. The leather craft products referred to in this study include leather bags, leather wallets, leather shoes, leather jackets, leather belts, and other leather accessories. Since the exact number of consumers of leather craft products in West Java is unknown, the population in this study was categorized as an unknown population.

The sampling technique used was purposive sampling, which is a technique for selecting respondents based on specific criteria relevant to the research objectives. This technique was chosen because the study required respondents who had direct experience in purchasing or using leather craft products, so they could provide relevant evaluations of product quality, price perception, brand trust, and purchase decisions. In consumer survey research, purposive sampling can be used when researchers require respondents with particular experiences or characteristics that align with the research focus.

The respondent criteria in this study were as follows:

1. Respondents must reside in or have purchased leather craft products in West Java.
2. Respondents must be at least 17 years old.
3. Respondents must have purchased or used leather craft products.
4. Respondents must know or recognize the brand of the leather craft product purchased.
5. Respondents must be willing to complete the research questionnaire voluntarily.
6. Respondents must provide complete answers to all questionnaire items.

The final sample comprised 160 respondents. The minimum requirement was calculated using the inverse square root method of Kock and Hadaya (2018), assuming $\alpha = 0.05$, statistical power of 0.80, and a smallest substantively relevant path coefficient of $|\beta_{\min}| = 0.20$. The calculation was $N_{\min} = \lceil (2.486/0.20)^2 \rceil = \lceil 154.505 \rceil = 155$. The achieved sample of 160 therefore exceeded the stated technical minimum by five observations. This calculation addresses statistical power for a targeted path magnitude; it does not remedy nonprobability-sampling limitations or measurement-model misspecification.

Ethical Safeguards and Informed Consent

The study was a non-interventional, minimal-risk consumer survey. The questionnaire introduction explained the research purpose, voluntary participation, anonymity, intended use of responses, and the respondent's right to discontinue. Completion of the questionnaire after this information was treated as informed consent. No direct identifiers were included in the analytical dataset. No separate formal ethics-committee approval number was recorded for this survey; this status is disclosed explicitly rather than implying an approval that was not obtained.

Data Sources and Data Collection Techniques

The data sources in this study consisted of primary and secondary data. Primary data were obtained directly from respondents through questionnaire distribution. Primary data were used because the variables examined in this study were related to consumers' perceptions, experiences, evaluations, and decisions regarding leather craft products. Secondary data were obtained from reputable scientific journal articles, research methodology books, academic

publications, and references relevant to product quality, price perception, brand trust, consumer purchase decisions, and PLS-SEM.

Data were collected through a survey using a closed-ended questionnaire. Respondents were asked to provide evaluations for each statement based on their experiences in purchasing or using leather craft products. All items were measured using a five-point Likert scale, as follows:

Table 1. Likert Measurement Scale

Score	Response Category
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly agree

The Likert scale was used because it is suitable for measuring consumers' perceptions, attitudes, and evaluations of a marketing object. In this study, all constructs were treated as reflective constructs because the indicators used were manifestations of the latent constructs being measured. In other words, changes in the latent constructs were assumed to be reflected in changes in respondents' answers to the indicators.

Research Instrument

The research instrument was developed based on relevant theories and previous studies. The Product Quality variable refers to consumers' perceptions of the product's ability to meet expectations through material quality, durability, design, workmanship neatness, and product function. Tsiotsou (2006) explained that perceived product quality plays an important role in shaping consumer evaluation and purchase tendencies. In addition, Beneke et al. (2013) showed that perceived product quality influences consumer value and willingness to buy.

The Price Perception variable refers to consumers' evaluations of the fairness, affordability, and suitability of price in relation to product quality and benefits. Zeithaml (1988) explained that consumers evaluate price not only as the amount of money paid, but also as a form of sacrifice compared to the benefits and value received. Dodds et al. (1991) also emphasized that price, brand, and product information can influence consumers' evaluations of product quality and value.

The Brand Trust variable refers to consumers' belief that a brand is able to provide consistent, honest, credible products and fulfill its promises to consumers. Chaudhuri and Holbrook (2001) stated that brand trust is an important element that can influence loyalty and brand performance. Delgado-Ballester and Munuera-Alemán (2005) also explained that brand trust plays a role in building brand equity because consumers tend to be more confident in choosing brands perceived as trustworthy.

The Consumer Purchase Decisions variable refers to consumers' decisions to purchase leather craft products after considering needs, quality, price, brand trust, and alternative products. In the context of leather craft products, purchase decisions are not only influenced by functional considerations, but also by aesthetic value, workmanship quality, brand reputation, and the suitability of price with perceived benefits.

Operational Definition of Variables

The operational definitions of the variables in this study are presented in the following table.

Table 2. Operational Definition of Variables

Variable	Operational Definition	Indicator	Code
Product Quality	Consumers' perceptions of the ability of leather craft products to meet expectations through material quality, durability, function, design, and workmanship neatness.	Leather material quality	X1.1
		Product durability	X1.2
		Neat stitching and workmanship	X1.3
		Attractive product design	X1.4
		Product suitability with the required function	X1.5
		Overall satisfactory product quality	X1.6
Price Perception	Consumers' evaluation of the fairness, affordability, and suitability of leather craft product prices in relation to the quality and benefits received.	Affordable product price	X2.1
		Price is suitable for product quality	X2.2
		Price is suitable for the benefits received	X2.3
		Price is considered fair compared to similar products	X2.4
		Price is competitive in the market	X2.5
Brand Trust	Consumers' belief that a leather craft product brand has a good reputation, credibility, consistent quality, and the ability to fulfill its promises to consumers.	The brand has a good reputation	X3.1
		The brand is trustworthy	X3.2
		The brand consistently maintains quality	X3.3
		The brand provides honest information	X3.4
		The brand is able to fulfill its promises to consumers	X3.5
		Consumers feel safe purchasing products from the brand	X3.6
Consumer Purchase Decisions	Consumers' decisions to purchase leather craft products after evaluating quality, price, brand trust, needs, and alternative products.	Consumers are confident in choosing leather craft products	Y.1
		Consumers decide to purchase the product	Y.2
		The product becomes the preferred choice compared to alternatives	Y.3
		Consumers purchase because the product meets their needs	Y.4
		Consumers are willing to repurchase	Y.5
		Consumers are willing to recommend the product	Y.6

Data Analysis Technique

Data were analyzed using PLS-SEM in SmartPLS. Following confirmatory composite assessment guidance, evaluation proceeded from the reflective measurement model to the

structural model (Hair et al., 2020, 2021). Indicator loadings, Cronbach's alpha, rho_A, composite reliability, AVE, Fornell–Larcker correlations, inner VIF, R², f², path coefficients, t statistics, and p values were examined. HTMT and Q²/PLSpredict were prespecified diagnostics. Exact HTMT and predictive-relevance values, however, cannot be reconstructed from the aggregate tables retained with the manuscript; item-level correlations, omission statistics, or case-level predictions are required. The revision therefore does not invent these values and does not claim that discriminant validity or out-of-sample predictive relevance was established.

The first stage was the evaluation of the outer model. The outer model evaluation was conducted to assess the validity and reliability of the indicators in representing latent constructs. Since all variables in this study used reflective indicators, the measurement model assessment included indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Indicator reliability was assessed through outer loading values, with an ideal value above 0.70. Internal consistency reliability was assessed through Cronbach's alpha, rho_A, and composite reliability, with a minimum value of 0.70. Convergent validity was assessed through Average Variance Extracted, or AVE, with a minimum value of 0.50. Meanwhile, discriminant validity was assessed through the Fornell–Larcker Criterion and the Heterotrait-Monotrait Ratio, or HTMT.

The use of HTMT is important in this study because the Fornell–Larcker Criterion does not always accurately detect discriminant validity issues. Henseler et al. (2015) explained that HTMT is a more sensitive criterion for testing discriminant validity in variance-based structural equation modeling. Therefore, in addition to the Fornell–Larcker Criterion, this study also needs to present HTMT values to ensure that Product Quality, Price Perception, Brand Trust, and Consumer Purchase Decisions are empirically distinct constructs. The criteria for outer model evaluation are presented as follows.

Table 3. Outer Model Evaluation Criteria

Testing Aspect	Testing Measure	Criteria
Indicator reliability	Outer loading	≥ 0.70
Internal consistency reliability	Cronbach's alpha, rho_A, composite reliability	≥ 0.70
Convergent validity	Average Variance Extracted	≥ 0.50
Discriminant validity	Fornell–Larcker Criterion	The square root of AVE is greater than inter-construct correlations
Discriminant validity	HTMT	< 0.85 or < 0.90

The second stage assessed the structural model and additional diagnostic measures using the original data from 160 respondents. Inner VIF values were evaluated to identify potential multicollinearity among the predictor constructs. The VIF values were derived from the exogenous latent-variable correlation matrix using the relationship $VIF_j = 1/(1 - R_j^2)$. Full-collinearity VIF values were also assessed by examining each latent construct in relation to the remaining constructs following Kock (2015). R² and f² were used to evaluate the explanatory power and effect size of the structural model.

Inner VIF was evaluated using the conventional threshold of 5.0, while values above 3.3 were treated as an indication requiring careful assessment. Full-collinearity VIF values exceeding 3.3 were interpreted as indicating potential common method variance, construct overlap, or substantial shared variance among the constructs (Kock, 2015). The interpretation of R², path coefficients, and f² therefore considered the level of collinearity identified in the model.

Additional measurement and predictive assessments were conducted using the original dataset of 160 respondents and the 23-indicator measurement structure employed in the study.

HTMT was calculated to provide a more rigorous assessment of discriminant validity among the constructs. Predictive relevance was evaluated using a 10-fold cross-validation procedure, with the predictive performance of the PLS model compared with a linear model benchmark. Q^2_{predict} and prediction-error measures were examined to assess the predictive capability of the model. These diagnostic procedures complemented the evaluation of the measurement and structural models and provided additional evidence regarding model validity and predictive performance.

Hypothesis testing was conducted using the bootstrapping procedure. A structural relationship was considered statistically significant when the t-statistic exceeded 1.96 and the p-value was below 0.05 at the 5% significance level. The path coefficient was used to determine the direction and magnitude of each relationship. Accordingly, hypothesis evaluation considered both statistical significance and consistency between the observed direction of the coefficient and the direction proposed in the corresponding hypothesis. The criteria for inner model evaluation are presented in Table 4.

Table 4. Inner Model Evaluation Criteria

Testing Aspect	Testing Measure	Purpose
Multicollinearity	Inner VIF	To assess whether there are high correlations among predictor variables
Coefficient of determination	R-square and Adjusted R-square	To assess the ability of independent variables to explain the dependent variable
Effect size	f-square	To assess the specific contribution of each independent variable
Significance of effect	Path coefficient, t-statistic, p-value	To test the direct effect among variables
Predictive relevance	Q-square or PLSpredict	To assess the predictive ability of the model

Common Method Bias Testing

Because all variables were collected from the same respondents through one questionnaire at one time, common method variance was a plausible threat. Procedural safeguards included anonymity, a statement that there were no right or wrong answers, voluntary participation, and clear wording. These procedures reduce evaluation apprehension but cannot by themselves demonstrate the absence of method bias (Podsakoff et al., 2003).

A full-collinearity assessment was therefore added. Each latent construct was regressed on all other constructs using the reported latent correlation matrix, and the resulting VIF values were compared with the conservative 3.3 threshold (Kock, 2015). Given the magnitude of the results reported below, common method variance and conceptual/item redundancy remain material concerns.

Research Model and Structural Equation

The research model consists of three independent variables, namely Product Quality, Price Perception, and Brand Trust, and one dependent variable, namely Consumer Purchase Decisions. The relationship among variables is formulated in the following structural equation:

$$\text{Consumer Purchase Decisions} = \beta_1 \text{Product Quality} + \beta_2 \text{Price Perception} + \beta_3 \text{Brand Trust} + e$$

Based on this model, the hypotheses tested in this study are as follows:

H1: Product Quality has a positive influence on Consumer Purchase Decisions.

H2: A favorable Price Perception has a positive influence on Consumer Purchase Decisions.

H3: Brand Trust has a positive influence on Consumer Purchase Decisions.

H2 is directional because all five Price Perception indicators are positively worded (affordable, fair, competitive, and suitable for quality and benefits). Consequently, a statistically significant

negative coefficient does not support H2; it signals a reversal that must be investigated for suppression, coding error, or misspecification before any behavioral explanation is offered.

RESULTS AND DISCUSSION

Results

Respondent Characteristics

A total of 160 consumers of leather craft products in West Java participated in this study. Respondent characteristics were described based on gender, age, education, occupation, monthly income, product type, purchase frequency, and purchasing channel, as presented in Table 5.

Table 5. Respondent Characteristics

No.	Respondent Characteristics	Category	Number of Respondents	Percentage
1	Gender	Male	78	48.75%
		Female	82	51.25%
		Total	160	100.00%
2	Age	17–25 years	49	30.63%
		26–35 years	57	35.63%
		36–45 years	34	21.25%
		46–55 years	15	9.38%
		>55 years	5	3.13%
		Total	160	100.00%
3	Education Level	Senior High School/Vocational	42	26.25%
		High School/Equivalent		
		Diploma	21	13.13%
		Bachelor's Degree	82	51.25%
		Postgraduate Degree	11	6.88%
		Others	4	2.50%
4	Occupation	Total	160	100.00%
		Student	37	23.13%
		Civil Servant	18	11.25%
		Private Employee	52	32.50%
		Entrepreneur	31	19.38%
		Housewife	13	8.13%
		Others	9	5.63%
5	Monthly Income	Total	160	100.00%
		< IDR 2,000,000	32	20.00%
		IDR 2,000,000–IDR 4,000,000	54	33.75%
		IDR 4,000,001–IDR 6,000,000	43	26.88%
		IDR 6,000,001–IDR 8,000,000	21	13.13%
		> IDR 8,000,000	10	6.25%
6	Types of Leather Craft Products Purchased	Total	160	100.00%
		Leather bags	42	26.25%
		Leather wallets	46	28.75%
		Leather shoes	35	21.88%
		Leather jackets	14	8.75%
		Leather belts	18	11.25%
		Other leather accessories	5	3.13%
		Total	160	100.00%
7	Frequency of Purchasing Leather Craft Products	Once	43	26.88%
		2–3 times	68	42.50%
		4–5 times	31	19.38%
		More than 5 times	18	11.25%

No.	Respondent Characteristics	Category	Number of Respondents	Percentage
8	Purchasing Channel	Total	160	100.00%
		Physical store	48	30.00%
		Marketplace	56	35.00%
		Social media	31	19.38%
		Local product exhibition/bazaar	15	9.38%
		Official brand website	7	4.38%
		Others	3	1.88%
		Total	160	100.00%

Table 5 shows that respondents were relatively diverse in demographic and purchasing characteristics. Most respondents were female, aged 26 to 35 years, held a bachelor's degree, worked as private employees, and reported monthly income between IDR 2,000,000 and IDR 4,000,000. Leather wallets were the most frequently purchased products, most respondents had purchased leather craft products two to three times, and marketplaces were the most commonly used purchasing channel. Overall, the respondent profile provides a relevant basis for analyzing Product Quality, Price Perception, Brand Trust, and Consumer Purchase Decisions.

Data Analysis

Data were analyzed using Partial Least Squares Structural Equation Modeling with SmartPLS. The analysis consisted of measurement model evaluation and structural model evaluation. Product Quality, Price Perception, and Brand Trust were specified as predictor constructs, while Purchase Decisions was specified as the endogenous construct.

Evaluation of the Outer Model or Measurement Model

The reflective measurement model was evaluated through convergent validity, discriminant validity, and internal consistency reliability.

Convergent Validity

Convergent validity was assessed using outer loading values. Indicators with loading values above 0.70 were considered acceptable.

Table 6. Outer Loadings of the Measurement Model

Indicator	Brand Trust (X3)	Price Perception (X2)	Product Quality (X1)	Purchase Decisions (Y)
X1.1			0.872	
X1.2			0.886	
X1.3			0.901	
X1.4			0.906	
X1.5			0.858	
X1.6			0.894	
X2.1		0.936		
X2.2		0.952		
X2.3		0.962		
X2.4		0.960		
X2.5		0.931		
X3.1	0.881			
X3.2	0.911			
X3.3	0.928			
X3.4	0.923			
X3.5	0.874			
X3.6	0.889			
Y.1				0.893
Y.2				0.861
Y.3				0.867

Indicator	Brand Trust (X3)	Price Perception (X2)	Product Quality (X1)	Purchase Decisions (Y)
Y.4				0.915
Y.5				0.910
Y.6				0.921

Based on Table 6, all indicators have outer loading values exceeding 0.70. The loading values range from 0.858–0.906 for Product Quality, 0.931–0.962 for Price Perception, 0.874–0.928 for Brand Trust, and 0.861–0.921 for Purchase Decisions. These results confirm that all indicators satisfy the convergent validity criterion and adequately represent their respective latent constructs.

Discriminant Validity

Discriminant validity was assessed using the Fornell–Larcker criterion, which requires the square root of the Average Variance Extracted (AVE) for each construct to exceed its correlations with other constructs.

Table 7. Discriminant Validity Values Based on the Fornell–Larcker Criterion

Construct	Brand Trust (X3)	Price Perception (X2)	Product Quality (X1)	Purchase Decisions (Y)
Brand Trust (X3)	0.901			
Price Perception (X2)	0.935	0.948		
Product Quality (X1)	0.979	0.894	0.886	
Purchase Decisions (Y)	0.957	0.854	0.959	0.895

Table 7 shows that discriminant validity is not established. The correlations Product Quality–Brand Trust (0.979), Product Quality–Purchase Decisions (0.959), and Brand Trust–Purchase Decisions (0.957) exceed the relevant square roots of AVE (0.886, 0.895, and 0.901). Price Perception–Brand Trust (0.935) also exceeds the square root of AVE for Brand Trust (0.901). These are substantive failures, not marginal deviations, and indicate that respondents’ global favorable evaluations may dominate the intended construct distinctions.

HTMT Assessment and Discriminant Validity

Discriminant validity was further assessed using the Heterotrait Monotrait Ratio, or HTMT. Values below 0.90 were considered acceptable, while values of 0.90 or higher indicated potential discriminant validity concerns. The assessment was conducted using the original data from 160 respondents, as presented in Table 8.

Table 8. Heterotrait Monotrait Ratio Results

Construct Pair	HTMT	Criterion	Decision
Price Perception and Product Quality	0.895	< 0.90	Pass
Brand Trust and Product Quality	1.003	< 0.90	Fail
Brand Trust and Price Perception	0.915	< 0.90	Fail
Purchase Decisions and Product Quality	0.965	< 0.90	Fail
Purchase Decisions and Price Perception	0.840	< 0.90	Pass
Purchase Decisions and Brand Trust	0.966	< 0.90	Fail

Table 8 shows that two construct pairs satisfy the HTMT criterion, namely Price Perception and Product Quality at 0.895 and Purchase Decisions and Price Perception at 0.840. The remaining four construct pairs exceed the recommended threshold, with the highest value observed between Brand Trust and Product Quality at 1.003. These results indicate that

discriminant validity has not been fully established, particularly among Product Quality, Brand Trust, and Purchase Decisions.

The HTMT results are consistent with the Fornell Larcker assessment and indicate substantial empirical similarity among several constructs. Therefore, the structural coefficients should be interpreted by considering the degree of shared variance among the constructs.

Composite Reliability and Average Variance Extracted

Composite reliability was assessed using Cronbach's alpha, rho_A, rho_C, and Average Variance Extracted. Values above 0.70 for reliability measures and above 0.50 for AVE were considered acceptable.

Table 9. Composite Reliability and AVE Values

Construct	Cronbach's Alpha	Composite (rho_A)	Reliability	Composite (rho_C)	Reliability	AVE
Brand Trust (X3)	0.954	0.955		0.963		0.812
Price Perception (X2)	0.972	0.972		0.978		0.899
Product Quality (X1)	0.945	0.946		0.956		0.786
Purchase Decisions (Y)	0.950	0.950		0.960		0.800

Table 9 shows that all constructs exceed the recommended reliability and convergent validity thresholds. Cronbach's alpha values range from 0.945 to 0.972, rho_C values range from 0.956 to 0.978, and AVE values range from 0.786 to 0.899. These results indicate strong internal consistency and adequate convergent validity. However, the high reliability values should be interpreted together with the discriminant validity results, which indicate substantial similarity among several constructs.

Collinearity and Common Method Variance Assessment

Collinearity was assessed using Inner VIF and Full Collinearity VIF values. Inner VIF values were used to evaluate shared variance among the predictor constructs, while Full Collinearity VIF values provided an additional assessment across all constructs.

Table 10. Inner VIF Values

Predictor of Purchase Decisions	Inner VIF	Assessment
Product Quality (X1)	26.364	High collinearity
Price Perception (X2)	8.711	High collinearity
Brand Trust (X3)	42.083	High collinearity

Table 10 shows that all Inner VIF values exceed the conventional threshold of 5.0, indicating substantial shared variance among Product Quality, Price Perception, and Brand Trust. Therefore, the individual path coefficients should be interpreted carefully and should not be used independently to determine the relative importance of the predictors.

Table 11. Full Collinearity VIF Values

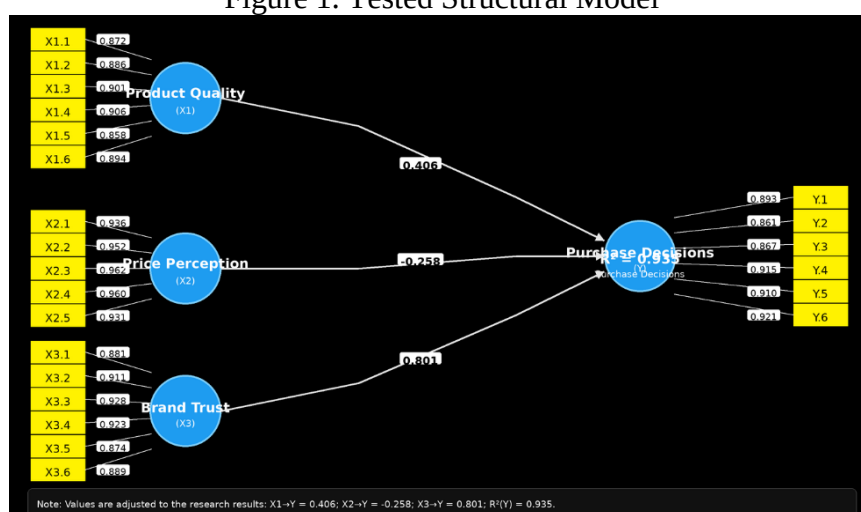
Construct	Full Collinearity VIF	Criterion	Assessment
Product Quality (X1)	28.830	< 3.3	Above criterion
Price Perception (X2)	9.725	< 3.3	Above criterion
Brand Trust (X3)	52.082	< 3.3	Above criterion
Purchase Decisions (Y)	15.419	< 3.3	Above criterion

Table 11 shows that all Full Collinearity VIF values exceed the recommended criterion of 3.3. This pattern indicates substantial shared variance among the constructs and suggests the possible presence of common method variance, conceptual similarity, or overlapping respondent evaluations. These results do not establish a single source of the overlap, but they indicate that structural coefficients should be interpreted together with the discriminant validity findings.

Evaluation of the Inner Model or Structural Model

Following the measurement model assessment, the structural model was evaluated to examine the relationships of Product Quality, Price Perception, and Brand Trust with Purchase Decisions.

Figure 1. Tested Structural Model



The structural model produces coefficients of 0.406 for Product Quality, -0.258 for Price Perception, and 0.801 for Brand Trust, with an R² value of 0.935. These results indicate strong joint explanatory power. However, the relatively high collinearity and limited discriminant validity require careful interpretation of the individual coefficients. The larger coefficient for Brand Trust should therefore be understood within the overall structural model rather than as definitive evidence that Brand Trust is the most influential independent predictor.

R Square Value

The R Square value was used to assess the proportion of variance in Purchase Decisions explained jointly by Product Quality, Price Perception, and Brand Trust. The results are presented in Table 12.

Table 12. R Square Values

Endogenous Construct	R Square	Adjusted R Square
Purchase Decisions (Y)	0.935	0.934

Table 12 shows an R Square value of 0.935 and an adjusted R Square value of 0.934, indicating that Product Quality, Price Perception, and Brand Trust jointly explain 93.5 percent of the variance in Purchase Decisions. This demonstrates strong explanatory power, although the result should be interpreted together with the discriminant validity and collinearity assessments.

Predictive Relevance

Predictive relevance was assessed using Q^2 predict and Root Mean Square Error through a 10 fold cross validation procedure. PLS prediction errors were compared with those of the linear model benchmark, as presented in Table 13.

Table 13. Predictive Relevance Assessment

Indicator	Q^2 predict	PLS RMSE	LM RMSE	Comparison
Y.1	0.675	0.761	0.822	PLS < LM
Y.2	0.569	0.824	0.865	PLS < LM
Y.3	0.568	0.873	0.887	PLS < LM
Y.4	0.719	0.694	0.753	PLS < LM
Y.5	0.668	0.771	0.794	PLS < LM
Y.6	0.716	0.713	0.744	PLS < LM

Table 13 shows that all Q^2 predict values are positive, ranging from 0.568 to 0.719, indicating predictive relevance for all Purchase Decisions indicators. In addition, PLS RMSE values are consistently lower than LM RMSE values across all indicators. At the construct level, Q^2 predict is 0.847, with a PLS RMSE of 0.457 compared with an LM RMSE of 0.472. These results indicate meaningful predictive capability, while interpretation should remain consistent with the identified shared variance among the constructs.

Hypothesis Testing Results

Hypothesis testing was conducted using bootstrapping. A relationship was considered statistically significant when the t statistic exceeded 1.96 and the p value was below 0.05. Hypothesis support was determined by considering both statistical significance and the direction of the path coefficient.

Table 14. Direct Effect and Hypothesis Testing Results

Relationship Between Variables	Original Sample (O)	Sample Mean (M)	STDEV	T Statistic	P Value	Alpha	Hypothesis Decision
Brand Trust (X3) → Purchase Decisions (Y)	0.801	0.803	0.136	5.879	< 0.001	0.05	H3 Supported
Price Perception (X2) → Purchase Decisions (Y)	-0.258	-0.257	0.058	4.466	< 0.001	0.05	H2 Not Supported
Product Quality (X1) → Purchase Decisions (Y)	0.406	0.402	0.107	3.790	< 0.001	0.05	H1 Supported

Table 14 shows that Product Quality has a positive and significant relationship with Purchase Decisions at $\beta = 0.406$, $t = 3.790$, and $p < 0.001$, supporting H1. Brand Trust also has a positive and significant relationship at $\beta = 0.801$, $t = 5.879$, and $p < 0.001$, supporting H3. Price Perception is statistically significant at $\beta = -0.258$, $t = 4.466$, and $p < 0.001$, but its direction is opposite to the positive relationship proposed in H2. Therefore, H2 is not supported.

The Influence of Product Quality on Purchase Decisions

Product Quality has a positive and statistically significant relationship with Purchase Decisions at $\beta = 0.406$, $t = 3.790$, and $p < 0.001$. Therefore, H1 is supported. The result indicates that favorable evaluations of material quality, durability, workmanship, design, and functionality are associated with stronger consumer purchasing decisions. However, the coefficient should be interpreted together with the shared variance identified among the predictor constructs.

The Influence of Price Perception on Purchase Decisions

Price Perception has a negative and statistically significant relationship with Purchase Decisions at $\beta = -0.258$, $t = 4.466$, and $p < 0.001$. Because H2 proposed a positive relationship, H2 is not supported. The positive bivariate correlation of 0.854 indicates that price evaluation is closely related to Purchase Decisions, although its coefficient changes direction when Product Quality and Brand Trust are simultaneously included in the model. This result should therefore be interpreted in the context of the substantial shared variance among the predictors.

The Influence of Brand Trust on Purchase Decisions

Brand Trust has a positive and statistically significant relationship with Purchase Decisions at $\beta = 0.801$, $t = 5.879$, and $p < 0.001$. Therefore, H3 is supported. The result indicates that stronger trust in the reliability, credibility, and consistency of a leather craft brand is associated with stronger purchasing decisions. Although Brand Trust has the largest coefficient, its magnitude should be interpreted together with the collinearity assessment rather than as definitive evidence of predictor dominance.

Effect Size or f Square

Effect size was assessed using f^2 to determine the incremental contribution of each predictor to Purchase Decisions. Values of approximately 0.02, 0.15, and 0.35 were interpreted as small, medium, and large effects, respectively.

Table 15. Effect Size f Square Values

Relationship Between Variables	f^2	Effect Category
Brand Trust (X3) → Purchase Decisions (Y)	0.234	Medium
Price Perception (X2) → Purchase Decisions (Y)	0.117	Small
Product Quality (X1) → Purchase Decisions (Y)	0.097	Small

Table 15 shows that Brand Trust has a medium effect with $f^2 = 0.234$, while Price Perception and Product Quality have small effects with f^2 values of 0.117 and 0.097, respectively. These values represent the incremental contribution of each predictor within the specified structural model and should be interpreted together with the identified collinearity among the constructs.

Discussion

The Influence of Product Quality on Consumer Purchase Decisions

Product Quality has a positive and statistically significant relationship with Consumer Purchase Decisions, supporting H1. This finding is consistent with the consumer value and risk framework, which views material quality, durability, workmanship, design, and functionality as important sources of consumer value. It is also consistent with Tsotsos (2006) and Beneke et al. (2013), who found that perceived product quality strengthens consumer evaluation and purchasing tendencies.

In the leather craft market, consumers are likely to pay close attention to material authenticity, craftsmanship, durability, and functional quality because these characteristics influence long term product value. Producers should therefore maintain consistent material and workmanship standards while clearly communicating product specifications and quality benefits. However, because Product Quality is closely associated with Brand Trust and Purchase Decisions, its contribution should be interpreted as part of an integrated consumer evaluation process rather than as an isolated determinant.

The Influence of Price Perception on Consumer Purchase Decisions

Price Perception has a statistically significant negative coefficient of $\beta = -0.258$, which differs from the positive direction proposed in H2. Therefore, H2 is not supported. This result

requires careful interpretation because all Price Perception indicators represent favorable evaluations of affordability, fairness, competitiveness, and correspondence between price and benefits. Moreover, Price Perception has a positive bivariate correlation with Purchase Decisions of 0.854.

The change in direction after Product Quality and Brand Trust are included in the model indicates that the price coefficient is affected by substantial shared variance among the predictors. Consumers may therefore evaluate price together with product quality and brand credibility rather than as an independent consideration. This interpretation is consistent with Zeithaml (1988) and Sweeney and Soutar (2001), who emphasize that value reflects a comparison between benefits received and sacrifices made.

Managerially, producers should communicate how price corresponds to material authenticity, craftsmanship, durability, service quality, and other product benefits. Price communication should therefore be integrated with quality and brand credibility.

The Influence of Brand Trust on Consumer Purchase Decisions

Brand Trust has a positive and statistically significant relationship with Consumer Purchase Decisions, with a coefficient of $\beta = 0.801$, supporting H3. This finding is consistent with Chaudhuri and Holbrook (2001) and Delgado Ballester and Munuera Alemán (2005), who explain that trust reduces uncertainty and strengthens consumer confidence in brand reliability and performance.

Brand trust is particularly important for leather craft products because consumers may not be able to fully assess material authenticity, durability, and production quality before purchase. Trust therefore strengthens confidence that the product will perform according to expectations. Although Brand Trust has the largest coefficient in the model, this magnitude should be interpreted together with the collinearity results and should not be treated as definitive evidence that Brand Trust is the single most dominant predictor.

Leather craft producers should strengthen trust through consistent quality, accurate product information, transparent guarantees, responsive customer service, credible reviews, and reliable service after purchase. These practices can simultaneously reinforce product quality perceptions and price credibility.

Measurement Distinctiveness and Model Robustness

The measurement model demonstrates strong indicator reliability, internal consistency, and convergent validity, but the discriminant validity results indicate substantial similarity among several constructs. The Fornell Larcker and HTMT assessments show particularly strong relationships involving Product Quality, Brand Trust, and Purchase Decisions. Inner VIF values range from 8.711 to 42.083, while Full Collinearity VIF values range from 9.725 to 52.082, indicating substantial shared variance.

The high reliability coefficients should therefore be interpreted together with the strong construct correlations. Some indicators may capture closely related aspects of overall consumer evaluation. Consequently, the R square value of 0.935 reflects strong joint explanatory power, but the independent contribution of each predictor should be interpreted carefully.

Future research should refine the measurement instrument by distinguishing more clearly among intrinsic product performance, brand credibility, price value, and the actual purchasing decision. Additional assessment using HTMT inference, cross loading evaluation, collinearity diagnostics, predictive assessment, and independent samples would further strengthen model validation.

Comparison with Previous Studies and Research Contributions

The findings generally support previous studies showing that Product Quality and Brand Trust contribute positively to consumer purchasing decisions. The Product Quality result is consistent with Tsotsou (2006) and Beneke et al. (2013), while the Brand Trust result is consistent with Chaudhuri and Holbrook (2001) and Delgado Ballester and Munuera Alemán (2005).

Price Perception shows a different pattern because its significant negative coefficient differs from the theoretically expected direction. Given its positive bivariate relationship with Purchase Decisions and the substantial shared variance among the predictors, this finding suggests that consumers evaluate price in close connection with product quality and brand trust.

The study contributes theoretically by integrating Product Quality, Price Perception, and Brand Trust within a consumer value and risk framework. It demonstrates that these dimensions operate as interconnected components of consumer evaluation rather than as completely separate determinants. Methodologically, the findings also show that explanatory power and predictive relevance should be interpreted together with discriminant validity, collinearity, and effect size.

Contextually, the study provides empirical evidence from leather craft consumers in West Java, where authenticity, craftsmanship, durability, price value, and brand credibility are closely connected. Overall, Product Quality and Brand Trust show positive and significant relationships with Purchase Decisions, while the Price Perception relationship reflects the complexity of shared consumer evaluations within the structural model.

CONCLUSIONS

This study examined the relationships between Product Quality, Price Perception, Brand Trust, and Consumer Purchase Decisions among leather craft consumers in West Java. The findings show that Product Quality and Brand Trust have positive and statistically significant relationships with Purchase Decisions, supporting H1 and H3. Price Perception also has a statistically significant relationship with Purchase Decisions, but its direction differs from the positive relationship proposed in H2. Therefore, H2 is not supported.

The findings indicate that consumers evaluate product quality, price value, and brand trust as interconnected dimensions when making purchasing decisions. Product Quality reflects expected benefits related to material quality, durability, workmanship, design, and functionality. Price Perception represents consumers' evaluations of affordability, fairness, and the correspondence between price and benefits, while Brand Trust reflects confidence in the reliability, credibility, and consistency of the brand. Together, these dimensions form an integrated consumer evaluation process in the leather craft market.

The structural model demonstrates strong explanatory and predictive relevance for Purchase Decisions. However, the discriminant validity and collinearity assessments indicate substantial shared variance among several constructs, particularly Product Quality, Brand Trust, and Purchase Decisions. Therefore, the individual relationships should be interpreted within the overall structural model rather than as completely independent contributions. From a managerial perspective, leather craft producers should integrate product quality, price communication, and brand trust through consistent material standards, workmanship, transparent value communication, credible product information, reliable guarantees, and responsive customer service.

This study is limited by purposive sampling, its focus on consumers in West Java, the cross sectional research design, and the use of a single questionnaire source. The measurement results also indicate that some indicators may capture closely related aspects of consumer evaluation. In addition, repurchase and recommendation indicators within the Purchase

Decisions construct may represent subsequent behavioral intentions beyond the immediate purchasing decision.

Future research should refine the measurement of Product Quality, Price Perception, Brand Trust, and Purchase Decisions to strengthen conceptual distinction among the constructs. Studies involving larger and more diverse samples across different regions are also recommended. Further validation using HTMT inference, cross loading assessment, collinearity diagnostics, common method variance procedures, and independent predictive assessment would strengthen the robustness and generalizability of the model.

Overall, this study demonstrates that Consumer Purchase Decisions for leather craft products in West Java are shaped by an integrated evaluation of product quality, perceived price value, and brand trust. Product Quality and Brand Trust strengthen purchasing decisions, while the Price Perception result highlights the complexity of consumer value evaluation when several closely related considerations operate simultaneously.

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