
The Relationship Between Product Quality And Service Towards Consumer Buying Interest With Brand Image As A Mediation Variable In A Case Study Of Zelora Fashion Store In Bandar Lampung City.

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ABSTRACT

This research was conducted to examine the relationship between product quality, service quality, brand image, and consumer purchase intention at Zelora Fashion Store in Bandar Lampung City. The study employed a quantitative research design, with data collected through questionnaires distributed to consumers who had visited or made purchases at the store. The analysis was performed using multiple linear regression techniques with a significance level of 5%, supported by company records showing 3,827 visitors and purchasing consumers during the research period. The findings indicate that product quality, service quality, and brand image jointly have a significant influence on consumer purchase intention. In addition, product quality and service quality were found to affect brand image when analyzed simultaneously. The partial analysis further revealed that product quality, service quality, and brand image each contribute positively and significantly to consumer purchase intention. Regarding the mediating variable, product quality was proven to have a significant effect on brand image, whereas service quality did not show a significant influence on brand image. These results suggest that consumers are more likely to develop purchase intentions when they perceive the products offered as having high quality, receive satisfactory service, and hold positive perceptions of the brand. Furthermore, product quality appears to play an important role in strengthening brand image, which subsequently contributes to increasing consumer interest in making purchases. Overall, the study highlights the strategic importance of maintaining product excellence and building a strong brand image in order to attract and retain consumers. Therefore, Zelora Fashion Store is encouraged to continuously improve product quality while implementing branding strategies that enhance consumer trust and strengthen market competitiveness.

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1. INTRODUCTION

The fashion retail sector has experienced significant expansion in recent years, creating a highly competitive business environment. As competition intensifies, retailers are required to develop effective strategies to attract potential customers and maintain consumer loyalty. In the current market, purchasing decisions are influenced not only by product appearance and design but also by consumers' evaluations of product quality and the services provided by a company. Consequently, product quality and service quality have become important factors that influence consumer attitudes and purchasing intentions [1], [2].

In addition to these factors, brand image plays a crucial role in shaping consumer behavior. Brand image reflects the perceptions, beliefs, and impressions that consumers associate with a particular brand. A strong and positive brand image can increase consumer confidence, strengthen emotional connections, and encourage customers to choose a brand over competing alternatives [3]. Therefore, brand image is often considered an important mechanism through which product quality and service quality affect consumer purchase intention [4].

Zelora Fashion Store in Bandar Lampung provides an appropriate setting for examining these relationships due to the dynamic nature of its target market. The store primarily serves consumers who are highly attentive to fashion trends, product standards, and service experiences. The ability of the company to deliver products that meet customer expectations while providing satisfactory service can contribute to the formation of a positive brand image and encourage consumers to make purchasing decisions [5]. Understanding these relationships is essential for identifying the

factors that influence consumer behavior in the fashion retail industry.

Previous research has shown that both product quality and service quality can directly influence consumers' willingness to purchase [1], [2]. Moreover, these variables may also affect purchase intention indirectly by enhancing brand image [3], [4]. When consumers perceive a brand positively, they are more likely to trust the products offered and develop stronger intentions to make purchases. Therefore, brand image serves as an important intermediary factor that links company performance with consumer responses [4].

Based on these considerations, this study seeks to investigate the effects of product quality and service quality on consumer purchase intention, while also examining the mediating role of brand image at Zelora Fashion Store in Bandar Lampung. The findings are expected to provide practical insights for retail businesses in developing strategies that improve product quality, enhance service performance, strengthen brand image, and ultimately increase consumer purchase intention [3], [4], [6].

2. LITERATURE REVIEW

Consumer behavior research has long recognized the importance of product quality, service quality, and brand image in influencing purchasing decisions. These factors are frequently used to explain why consumers develop an interest in purchasing a product and how they evaluate a company before making a transaction. In the retail industry, particularly in the fashion sector, understanding the interaction among these variables is essential because consumer preferences are strongly influenced by both functional and psychological considerations [1], [2], [7].

Product quality refers to a product's ability to satisfy consumer expectations through its performance, durability, design, reliability, and overall usefulness. Within the fashion industry, product quality is not limited to material strength or manufacturing standards but also includes style, attractiveness, comfort, and conformity with current trends. Consumers generally associate high-quality products with greater value, leading to more favorable evaluations and stronger intentions to purchase [2], [8]. As a result, product quality is widely regarded as one of the primary determinants of consumer purchasing behavior [1].

In addition to product quality, service quality plays a crucial role in shaping customer perceptions. Service quality reflects how effectively a company delivers services that meet customer expectations [9]. Elements such as employee responsiveness, reliability, courtesy, communication skills, and the ability to resolve customer concerns contribute significantly to service evaluations. Positive service experiences can create feelings of satisfaction and trust, which may encourage consumers to revisit a store and consider future purchases [5]. Therefore, service quality is often viewed as a strategic factor that enhances customer relationships and supports business success [2], [6].

Another important concept discussed in marketing studies is brand image. Brand image represents the collection of perceptions and associations that consumers attach to a particular brand. These perceptions are formed through direct experiences, marketing communications, and interactions with products or services. A favorable brand image can strengthen consumer confidence, reduce uncertainty, and differentiate a company from its competitors [3]. Consequently, consumers who hold positive impressions of a brand are generally more willing to purchase its products and maintain long-term relationships with the company [3], [4].

Purchase intention refers to a consumer's tendency or willingness to buy a product in the future. It reflects the likelihood that an individual will choose a particular product or brand after considering available

alternatives. Purchase intention is influenced by multiple factors, including perceived product value, service experiences, emotional responses, and brand-related perceptions [10]. In fashion retailing, consumers are often attracted to brands that offer quality products, satisfactory services, and a strong reputation within the market [2], [11].

Previous studies have shown that product quality and service quality can directly influence purchase intention while also affecting it indirectly through brand image [1], [2], [4]. Consumers who experience high product quality and positive service interactions are more likely to develop favorable perceptions of a brand. These perceptions subsequently increase their confidence and interest in making purchases [3], [4]. Based on this theoretical perspective, the present study examines the relationships among product quality, service quality, brand image, and purchase intention at Zelora Fashion Store in Bandar Lampung. The analysis is expected to provide a deeper understanding of consumer decision-making and offer practical insights for improving retail marketing strategies [4], [6].

3. METHODS

This research adopted a quantitative methodology to investigate the influence of product quality and service quality on consumer purchase intention, with brand image serving as an intervening variable at Zelora Fashion Store in Bandar Lampung. The study utilized an explanatory survey design to explore both direct and indirect relationships among the variables under investigation [12], [13]. The target population consisted of consumers who had previously visited or purchased products from the store. To ensure that respondents possessed adequate experience and knowledge related to the research object, purposive sampling was employed, resulting in a total sample of 98 respondents [12]. Data were gathered through a structured questionnaire using a Likert-scale format, allowing participants to express their level of agreement with

statements related to the research variables [12].

The research variables were translated into measurable indicators based on established concepts in marketing and consumer behavior literature. Product quality was represented by indicators such as product durability, comfort, design attractiveness, color selection, and material quality [1], [2]. Service quality was measured through dimensions including reliability, responsiveness, assurance, empathy, and tangible evidence [5], [6]. Brand image was assessed through indicators related to consumer trust, brand reputation, professionalism, and brand suitability for different customer segments [3], [4]. Meanwhile, purchase intention was evaluated through consumers' willingness to purchase, repurchase, recommend the store to others, and prioritize Zelora Fashion Store when shopping for fashion products [2], [10].

Following data collection, descriptive statistical analysis was conducted to describe respondent perceptions of each variable. Before performing hypothesis testing, several diagnostic procedures were applied to verify the suitability of the analytical model. These procedures included tests of normality, multicollinearity, and heteroskedasticity [14]. Once the data met the required assumptions, multiple linear regression analysis was used to examine the relationships among variables [14], [15]. Additional statistical tests, including the t-test, F-test, and coefficient of determination analysis, were employed to

evaluate both individual and simultaneous effects of the independent variables on purchase intention [14]. Mediation analysis was also conducted to determine whether brand image acted as an intermediary variable in the relationship between product quality, service quality, and consumer purchase intention [3], [4].

To ensure the quality of the measurement instrument, validity and reliability assessments were carried out before the main analysis. Validity testing was performed using the Pearson Product-Moment correlation method to determine whether each questionnaire item accurately represented the intended construct. Reliability was examined through Cronbach's Alpha coefficients to assess the consistency of respondents' answers across items. Variables were considered reliable when the resulting coefficient exceeded the minimum acceptable standard [12], [14]. The successful completion of these tests confirmed that the instrument was capable of generating accurate and consistent data.

Through these methodological procedures, the study sought to provide empirical evidence regarding the factors that encourage consumers to develop purchase intentions toward products offered by Zelora Fashion Store. The findings are expected to contribute both theoretically and practically by enhancing understanding of consumer behavior and supporting the development of effective marketing strategies within the fashion retail industry [2], [4], [6].

4. RESULTS AND DISCUSSION



Figure 1. Company Structure
Source: Zelora Store Manager in Bandar Lampung

Table 1. Characteristics Based on Age

Age	Number of Respondents	Percentage (%)
15–20 Years	28	28.6%
21–25 Years	58	59.2%
26–35 Years	12	12.2%
Total	98	100%

Source: Data Processed by Researchers (2026)

According to the respondent age distribution data, the largest proportion of participants belongs to the 21–25-year age group, consisting of 58 respondents or 59.2% of the total sample. The second-largest group is represented by respondents aged 15–20 years, with 28 individuals (28.6%), while the remaining 12 respondents (12.2%) are within the 26–35-year age category.

These findings indicate that the customer base of Zelora Fashion Store in Bandar Lampung is predominantly composed of young consumers. Individuals within this age range are generally characterized by a strong interest in fashion, greater awareness of current trends, and active engagement in both online and offline

shopping activities. As a result, they represent an important market segment for fashion retailers.

The dominance of respondents aged 21–25 years suggests that purchasing decisions within this group are likely influenced by various factors, including product quality, service experiences, and perceptions of the brand. Therefore, understanding how these variables affect purchase intention is particularly relevant in explaining consumer behavior at Zelora Fashion Store. The age profile of the respondents also strengthens the relevance of the study, as it reflects the characteristics of the store’s primary target market.

Table 2. Respondent Characteristics Based on Experience of Buying or Visiting the Zelora Fashion Store

Experience of Buying or Visiting the Zelora Fashion Store	Number of Respondents	Percentage (%)
Yes	98	100%
Total	98	100%

Source: Data Processed by Researchers (2026)

Based on the respondent distribution data, all participants included in this study, totaling 98 individuals or 100% of the sample, confirmed that they had previously visited or purchased products at Zelora Fashion Store. This result demonstrates that every respondent had direct interaction and experience with the store prior to participating in the research.

The fact that all respondents were familiar with the store provides a strong foundation for obtaining accurate and meaningful responses. Since the participants had firsthand experience with Zelora Fashion

Store, they were able to evaluate aspects such as product quality, service quality, brand image, and purchase intention based on actual experiences rather than assumptions or limited knowledge.

Therefore, the information gathered from the respondents can be considered highly relevant to the objectives of the study. The respondents' direct exposure to the store also enhances the credibility of the findings, as their assessments reflect real perceptions and experiences related to the products and services offered by Zelora Fashion Store.

Table 3. Distribution of Respondents' Answers

No	Interval	Category
1	$1.00 \leq X < 1.80$	Very Low
2	$1.81 \leq X < 2.60$	Low
3	$2.61 \leq X < 3.40$	Enough
4	$3.41 \leq X < 4.20$	Tall
5	$4.21 \leq X < 5.00$	Very high

Source: Data Processed by Researchers (2026)

A descriptive analysis was carried out for each indicator of the variables examined in this study, namely Product Quality, Service Quality, Brand Image, and Purchase Intention. The purpose of this analysis was to understand how respondents evaluated each indicator measured through a Likert-scale questionnaire. The collected data were then processed by calculating the mean score for every indicator and research variable. These mean values were subsequently classified into

several interval categories to determine the level of respondents' assessments, ranging from very low to very high. Through this categorization, the descriptive analysis provides an initial overview of how respondents perceive Product Quality, Service Quality, Brand Image, and Purchase Intention, serving as a foundational reference for further analysis in the subsequent stages of the study.

Table 4. Assessment of Product Quality Variables (Zelora Fashion Products)

No	Indicator (X1) Product Quality	5	4	3	2	1	Mean	Category
1	I find Zelora fashion products comfortable for everyday wear.	34	60	4	0	0	4.30	Very High
2	I find Zelora fashion products function well and are in line with current trends.	50	45	3	0	0	4.47	Very High
3	I feel Zelora products provide the comfort I expect.	44	50	4	0	0	4.40	Very High

4	I feel Zelora products have a selection of contemporary colors and styles.	50	47	1	0	0	4.50	Very High
5	I feel Zelora's sizes are comprehensive enough to meet my needs.	39	54	5	0	0	4.36	Very High
6	I feel the clothing designs in Zelora products are suitable for the activities I plan to attend.	44	47	7	0	0	4.37	Very High
7	I feel the stitching and materials of Zelora products remain in good condition throughout use.	47	46	5	0	0	4.42	Very High
8	I feel Zelora products remain comfortable even after multiple wears.	48	49	1	0	0	4.47	Very High
9	I feel Zelora fashion products are of high quality, keeping up with current trends.	46	50	2	0	0	4.44	Very High
10	I feel the stitching of Zelora products looks neat and meets quality standards.	53	38	7	0	0	4.46	Very High
11	I feel the sizing of Zelora products matches the information provided.	43	47	9	0	0	4.35	Very High
12	I feel Zelora products are consistent in quality every time I purchase.	46	48	4	0	0	4.42	Very High
13	I feel the materials of Zelora products are durable enough to last a long time.	52	43	3	0	0	4.50	Very High
14	I feel Zelora products are not easily damaged even with frequent use.	52	43	3	0	0	4.50	Very High
15	I feel that Zelora products have good durability.	50	44	5	0	0	4.45	Very High
	Total Mean						4.42	Very High

Source: Data Processed by Researchers (2026)

Referring to Table 4, respondents' evaluations of the Product Quality variable (X1) indicate an excellent outcome, with an average score of 4.42. This suggests that participants generally hold favorable perceptions of the quality of Zelora's fashion products. All indicators recorded mean values above 4.30 and fall within the very high category, reflecting that Zelora's products are perceived as comfortable to wear, aligned with current trends in design and color selection, appropriately sized, and made with

durable stitching and high-quality materials. The indicators with the highest mean scores relate to the availability of modern color and model variations and the product's durability despite frequent use, highlighting design appeal and longevity as key strengths of Zelora's offerings. Therefore, it can be concluded that Zelora's product quality meets or even exceeds consumer expectations, fostering positive attitudes toward the brand and encouraging repeat purchase intentions.

Table 5. Assessment of Service Quality Variables (X2)

No	Indicator (X2) Service Quality	5	4	3	2	1	Mean	Category
1	I felt that the transaction process at Zelora Store ran smoothly.	44	47	7	0	0	4.37	Very High
2	I felt that the service provided by Zelora Store was consistent every time I visited.	48	45	5	0	0	4.43	Very High
3	I felt that Zelora Store delivered the service promised.	42	48	8	0	0	4.34	Very High

4	I felt that Zelora Store employees responded quickly to customer complaints.	49	44	5	0	0	4.44	Very High
5	I felt that Zelora Store employees were responsive to incoming customers.	48	46	4	0	0	4.42	Very High
6	I felt that Zelora Store employees were quick to help when I needed assistance.	51	42	5	0	0	4.46	Very High
7	I felt that Zelora Store employees were polite and able to instill a sense of trust.	46	47	5	0	0	4.41	Very High
8	I felt safe and comfortable when making transactions at Zelora Store.	52	42	4	0	0	4.48	Very High
9	I felt that Zelora Store employees were knowledgeable about the products they sold.	45	48	5	0	0	4.40	Very High
10	I felt that Zelora Store employees provided solutions tailored to my needs.	52	43	3	0	0	4.50	Very High
11	I felt that Zelora Store employees cared about customer comfort.	46	43	9	0	0	4.37	Very High
12	I felt that Zelora Store employees cared about customer satisfaction.	44	53	1	0	0	4.43	Very High
13	I found Zelora Store to be neat and a comfortable place to shop.	54	42	2	0	0	4.53	Very High
14	I felt that the appearance of Zelora Store employees was clean and professional.	46	44	8	0	0	4.38	Very High
15	I found the product displays in Zelora Store attractive.	51	42	5	0	0	4.46	Very High
Total Mean							4.42	Very High

Source: Data Processed by Researchers 2026

Based on the data presented in Table 5, respondents gave highly positive evaluations to the Service Quality variable (X2), which achieved an average score of 4.42 and was categorized as very high. This result suggests that customers generally perceive the quality of service provided by Zelora Store as excellent. The consistently high scores across all indicators indicate that customers are satisfied with the efficiency of transactions, the reliability of services, and the responsiveness of employees in handling customer requests and concerns.

Several service quality dimensions received particularly strong evaluations, especially those related to the comfort of the shopping environment and the sense of security experienced during transactions. These findings imply that both tangible service aspects and employee professionalism contribute significantly to customers' positive perceptions. As a result, maintaining high

service standards may help Zelora Store strengthen customer satisfaction, encourage repeat purchasing behavior, and foster long-term customer relationships.

Likewise, the results shown in Table 6 reveal that the Brand Image variable (Z) obtained an average score of 4.40, placing it within the very high category. This indicates that consumers hold highly favorable perceptions of Zelora Store as a brand. Respondents generally view the store as credible, professionally managed, and capable of providing products that meet customer expectations.

The strongest evaluations were associated with the suitability of Zelora's products for different consumer segments and the perceived quality of its merchandise. In addition, attractive product designs and the ability of the products to enhance customers' confidence contribute positively to the store's image. These factors collectively

strengthen consumers’ perceptions of the brand and support the development of a positive reputation. Therefore, the strong brand image established by Zelora Store is

likely to play an important role in influencing consumer attitudes and increasing their intention to purchase.

Table 7. Assessment of Purchase Interest Variable (Y)

No.	Indicator (Y) Buying Interest	5	4	3	2	1	Mean	Category
1	I am interested in purchasing products at Zelora.	57	37	4	0	0	4.54	Very High
2	I am interested in shopping at Zelora again.	47	49	4	0	0	4.41	Very High
3	I was drawn to purchasing Zelora products after seeing their collection.	44	53	1	0	0	4.43	Very High
4	I am willing to recommend Zelora to others.	53	40	5	0	0	4.48	Very High
5	I am willing to share my shopping experience at Zelora with others.	48	46	4	0	0	4.44	Very High
6	I feel that Zelora is worthy of recommendation as a trendy fashion store.	47	46	5	0	0	4.42	Very High
7	I prefer shopping at Zelora over other fashion stores.	42	50	6	0	0	4.36	Very High
8	I still consider Zelora even though there are many other fashion stores to choose from.	45	47	6	0	0	4.39	Very High
9	I have made Zelora one of my top choices for fashion shopping.	52	43	3	0	0	4.50	Very High
10	I am interested in seeing the latest collections at Zelora.	50	43	5	0	0	4.45	Very High
11	I am interested in following Zelora's social media channels or promotions.	48	43	7	0	0	4.41	Very High
12	I want to learn more about Zelora's products.	49	46	3	0	0	4.46	Very High
Total Mean							4.44	Very High

Source: Data Processed by Researchers 2026

Based on the results presented in Table 7, the Purchase Intention variable (Y) obtained an average score of 4.44, which is categorized as very high. This finding indicates that consumers demonstrate a strong interest in purchasing products from Zelora Store and show positive attitudes toward the brand. The consistently high scores across all indicators suggest that respondents have a strong tendency to choose Zelora when shopping for fashion products.

The indicators receiving the highest evaluations are related to consumers’ willingness to purchase products from Zelora and their preference for selecting Zelora as

one of their main shopping destinations. These results reflect a high level of consumer confidence and a favorable perception of the store’s offerings. Furthermore, respondents also expressed a strong intention to make repeat purchases, indicating the potential for sustained customer relationships.

In addition, consumers showed a willingness to recommend Zelora Store to friends and relatives and demonstrated interest in obtaining more information about its products. These behaviors indicate that purchase intention extends beyond transactional interest and includes positive word-of-mouth and active engagement with

the brand. Overall, the very high level of purchase intention suggests that Zelora Store has been successful in attracting consumer interest and creating favorable conditions for

increasing customer loyalty and future sales performance.

Table 8. Results of the Validity Test of the Product Quality Questionnaire (X1)

Questions	Nilai rcount	Nilai rtabel	Information
Statement 1	0,563	0,167	Valid
Statement 2	0,480	0,167	Valid
Statement 3	0,379	0,167	Valid
Statement 4	0,282	0,167	Valid
Statement 5	0,228	0,167	Valid
Statement 6	0,463	0,167	Valid
Statement 7	0,524	0,167	Valid
Statement 8	0,363	0,167	Valid
Statement 9	0,354	0,167	Valid
Statement 10	0,416	0,167	Valid
Statement 11	0,467	0,167	Valid
Statement 12	0,436	0,167	Valid
Statement 13	0,369	0,167	Valid
Statement 14	0,419	0,167	Valid
Statement 15	0,576	0,167	Valid

Source: Data processed by researchers 2026

Based on the validity analysis, all 15 statement items achieved correlation values higher than the minimum benchmark of 0.167. This result demonstrates that each questionnaire item has a satisfactory relationship with the variable being measured and meets the required validity standard.

The findings confirm that none of the statement items needed to be eliminated from the instrument. As a result, all items were classified as valid and suitable for use in the research, ensuring that the data collected accurately represent the concepts under investigation.

Table 9. Results of the Validity Test of the Service Quality Questionnaire (X2)

Questions	Nilai r count	Nilai r table	Information
Statement 1	0,430	0,167	Valid
Statement 2	0,422	0,167	Valid
Statement 3	0,463	0,167	Valid
Statement 4	0,483	0,167	Valid
Statement 5	0,460	0,167	Valid
Statement 6	0,533	0,167	Valid
Statement 7	0,467	0,167	Valid
Statement 8	0,429	0,167	Valid
Statement 9	0,418	0,167	Valid
Statement 10	0,468	0,167	Valid
Statement 11	0,475	0,167	Valid
Statement 12	0,207	0,167	Valid
Statement 13	0,543	0,167	Valid
Statement 14	0,412	0,167	Valid
Statement 15	0,614	0,167	Valid

Source: Data Processed by Researchers 2026

The results of the validity testing show that all 15 questionnaire items meet the required validity criteria. This is evidenced by the calculated correlation coefficients for each item, which are greater than the critical r-table value of 0.167. Therefore, all statement items are considered capable of measuring the intended variables accurately and appropriately.

Since every item produced an r-calculated value exceeding the specified threshold, the entire set of questionnaire statements can be classified as valid. Consequently, all 15 items were retained and deemed suitable for use in further data analysis and hypothesis testing.

Table 10. Results of the Brand Image Questionnaire Validity Test (Z)

Questions	Nilai r count	Nilai r table	Information
Statement 1	0,751	0,167	Valid
Statement 2	0,397	0,167	Valid
Statement 3	0,472	0,167	Valid
Statement 4	0,822	0,167	Valid
Statement 5	0,518	0,167	Valid
Statement 6	0,406	0,167	Valid
Statement 7	0,538	0,167	Valid
Statement 8	0,779	0,167	Valid
Statement 9	0,378	0,167	Valid

Source: Data Processed by Researchers 2026

The analysis of the research instrument shows that all 15 questionnaire statements achieved correlation values exceeding the minimum reference value of 0.167. This result confirms that each item has sufficient accuracy in measuring the intended variable and satisfies the accepted validity criteria.

As all statement items successfully passed the validity test, the instrument can be regarded as appropriate for collecting research data. Consequently, the entire set of 15 questionnaire items was retained and utilized in the following statistical procedures.

Table 11. Results of the Validity Test of the Purchase Interest Questionnaire (Y)

Questions	Nilai r count	Nilai r table	Information
Statement 1	0,518	0,167	Valid
Statement 2	0,436	0,167	Valid
Statement 3	0,359	0,167	Valid
Statement 4	0,604	0,167	Valid
Statement 5	0,569	0,167	Valid
Statement 6	0,600	0,167	Valid
Statement 7	0,566	0,167	Valid
Statement 8	0,528	0,167	Valid
Statement 9	0,521	0,167	Valid
Statement 10	0,606	0,167	Valid
Statement 11	0,508	0,167	Valid
Statement 12	0,507	0,167	Valid

Source: Data Processed by Researchers 2026

Based on the results of the validity assessment, every questionnaire item satisfied the established validity standard. The

calculated correlation coefficients obtained for the 15 statements were greater than the reference r-table value of 0.167, indicating that

all items were suitable indicators of the variables being investigated.

These results confirm that the questionnaire instrument possesses adequate validity and is capable of generating relevant

data for the study. Consequently, none of the statement items were excluded, and all 15 questions were considered appropriate for further statistical testing.

Table 12. Reliability Test

Variable	Cronbach's Alpha	Reliability
Product Quality (X1)	0,671	Reliabel
Service Quality (X2)	0,728	Reliabel
Brand Image (Z)	0,736	Reliabel
Purchase Interest (Y)	0,765	Reliabel

Source: Data Processed by Researchers 2026

Based on the reliability analysis shown in Table 12, each variable recorded a Cronbach's Alpha value above 0.60. This result confirms that the indicators used in the questionnaire are reliable and capable of measuring the intended constructs consistently.

The achievement of reliability coefficients beyond the established standard

indicates that the instrument has good internal consistency. Consequently, the questionnaire can be regarded as a trustworthy measurement tool, as it is able to generate dependable data and support the accuracy of subsequent research findings.

Table 13. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		98
Normal Parameters ^{ab}	Mean	.0000000
	Std. Deviation	2.02157599
Most Extreme Differences	Absolute	.087
	Positive	.072
	Negative	-.087
Test Statistic		.087
Asymp. Sig. (2-tailed)		.067 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Sumber: Output IBM SPSS 2026

According to the normality test results shown in Table 13, the dataset consists of 98 respondents. The Kolmogorov-Smirnov analysis generated a significance value of 0.067, which exceeds the critical value of 0.05. This outcome indicates that the residuals do not significantly deviate from a normal distribution, meaning that the normality requirement for regression analysis is fulfilled.

Besides the statistical procedure, a visual examination was also conducted to

verify the distribution of the residual data. The graphical method compares the position of residual points with a diagonal reference line that represents a perfectly normal distribution. When the points are distributed around and follow the direction of the line, the data can be regarded as normally distributed. The results of this graphical evaluation are discussed in the subsequent section.

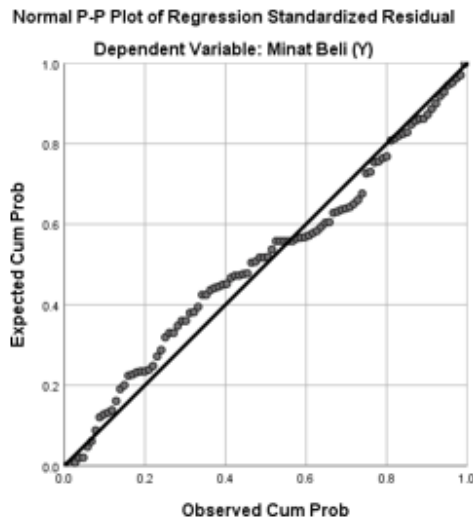


Figure 1. Normality Tet Results (Graph)
Source: IBM SPSS 2026 Output

The graphical normality assessment shows that the plotted residual points tend to align with and follow the diagonal line on the normal probability plot. The distribution pattern does not exhibit substantial departures from the expected line, indicating that the residuals are distributed in a manner that approximates normality.

Since the points generally follow the normal distribution pattern, it can be concluded that the regression model meets the normality requirement. This result confirms that the residual data are normally distributed, allowing the model to be used for subsequent statistical testing and hypothesis analysis.

Table 14. Multicollinearity Test Results
Coefficients^a

Collinearity Statistics			
Model		Tolerance	VIF
1	Product Quality (X1)	.345	2.895
	Service Quality (X2)	.412	2.428
	Brand Image (Z)	.594	1.683

a. Dependent Variable: Purchase Interest (Y)
Source: IBM SPSS 2026 Output

The multicollinearity test results indicate that all independent variables included in the model satisfy the required criteria. Product quality (X1) obtained a tolerance value of 0.345 and a Variance Inflation Factor (VIF) value of 2.895. Service quality (X2) recorded a tolerance value of 0.412 with a VIF of 2.428, while brand image (Z) achieved a tolerance value of 0.594 and a VIF of 1.683.

These results demonstrate that all tolerance values are greater than 0.05 and all VIF values remain well below the maximum threshold of 10. Therefore, no indication of

multicollinearity is detected among the variables included in the regression model.

The absence of multicollinearity suggests that product quality, service quality, and brand image represent distinct constructs and do not exhibit excessive correlations with one another. Consequently, each variable can contribute independently to the analysis, allowing the regression model to be used confidently in examining the direct effects of product quality and service quality, as well as the mediating role of brand image in influencing consumer purchase intention at Zelora Fashion Store in Bandar Lampung.

Table 15. Heteroscedasticity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.879	2.528		3.512	.001
	Product Quality (X1)	-.044	.063	-.116	-.699	.486
	Service Quality (X2)	-.013	.052	-.037	-.241	.810

Brand Image (Z)	-.092	.057	-.205	-1.616	.110
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a. Dependent Variable: ABS_RES

Source: IBM SPSS 2026 Output

Based on the heteroskedasticity assessment using the Glejser method, no indication of heteroskedasticity was found in the regression model. The significance values generated for product quality (0.486), service quality (0.810), and brand image (0.110) all exceed the required criterion of 0.05.

These results suggest that the residual errors maintain a relatively stable variance across observations and are not systematically influenced by the independent variables

included in the model. Consequently, the assumption of equal variance is fulfilled.

The absence of heteroskedasticity confirms that the regression model is statistically adequate and can be utilized for subsequent analyses. This finding strengthens the reliability of the model in evaluating the direct and indirect effects of product quality and service quality on consumer purchase intention through brand image as a mediating variable.

Table 16. Results of Multiple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.301	3.909		-.845	.401
	Product Quality (X1)	.407	.097	.402	4.178	.000
	Service Quality (X2)	.239	.080	.262	2.979	.004
	Brand Image (Z)	.345	.088	.287	3.921	.000

a. Dependent Variable: Purchase Interest (Y)

Sumber: Output IBM SPSS 2026

$$Y = -3,301 + 0,407 X1 + 0,239 X2 + 0,345 Z.$$

- 1) Based on the regression results, the model produced an intercept value of -3.301 with a significance level of 0.401. Since the significance value is greater than 0.05, the intercept is not statistically significant. Nevertheless, the coefficient represents the estimated level of purchase intention when all explanatory variables are assumed to have no influence.
- 2) The product quality variable (X1) obtained a coefficient of 0.407, showing that improvements in product quality are followed by increases in consumer purchase intention. This result indicates that consumers are more likely to purchase products when they perceive them as having better quality and greater value.

- 3) For service quality (X2), the regression coefficient of 0.239 demonstrates a positive contribution to purchase intention. The finding suggests that providing reliable, responsive, and satisfactory services can strengthen consumers' willingness to make purchases.
- 4) The brand image variable (Z) recorded a coefficient of 0.345, indicating that positive perceptions of the brand contribute significantly to consumer purchase intention. A favorable brand image can increase consumer confidence and encourage purchasing decisions. Therefore, among the variables included in the model, brand image represents an important factor in shaping consumer interest in purchasing products from Zelora Fashion Store.

Table 17. Hypothesis Results (F Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	924.614	3	308.205	73.083	.000 ^b
	Residual	396.417	94	4.217		
	Total	1321.031	97			

a. Dependent Variable: Purchase Interest (Y)

b. Predictors: (Constant), Brand Image (Z), Service Quality (X2), Product Quality (X1)

Sumber: Output IBM SPSS 2026

Based on the F-test analysis presented in Table 17, the regression model fulfills the criteria for statistical significance. The calculated F-statistic of 73.083 exceeds the required F-table value of 2.70, while the significance level of 0.000 is considerably lower than the accepted threshold of 0.05. These results confirm that the model has strong explanatory capability.

The findings indicate that Product Quality, Service Quality, and Brand Image should not be viewed separately, as their combined influence significantly affects consumers' purchase intention. The interaction of these variables contributes to

shaping consumer perceptions and ultimately encourages purchasing decisions.

Consequently, the research hypothesis stating that the independent variables simultaneously influence Purchase Intention is accepted. This outcome suggests that the regression model is appropriate for explaining variations in consumer purchase intention and highlights the importance of managing product quality, service quality, and brand image in an integrated manner to strengthen consumer interest in purchasing products from Zelora Fashion Store.

Table 18. Hypothesis Results (F Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	372.075	2	186.037	32.421	.000 ^b
	Residual	545.119	95	5.738		
	Total	917.194	97			

a. Dependent Variable: Brand Image (Z)

b. Predictors: (Constant), Service Quality (X2), Product Quality (X1)

Sumber: Output IBM SPSS 2026

The simultaneous testing results presented in the ANOVA table demonstrate that the regression model meets the requirements for statistical significance. This conclusion is supported by an F-statistic of 32.421, which is substantially higher than the critical value of 3.09. In addition, the probability value of 0.000 falls well below the significance criterion of 0.05, indicating that the model provides a meaningful explanation of the dependent variable.

The findings suggest that Product Quality and Service Quality collectively contribute to shaping consumers' perceptions of Brand Image at Zelora Fashion Store. The combined influence of these variables implies

that consumers form favorable brand impressions not only from the quality of the products they receive but also from the quality of services experienced during the purchasing process.

Consequently, the hypothesis proposing a simultaneous effect of Product Quality and Service Quality on Brand Image is accepted. This result confirms that the regression model is suitable for explaining changes in Brand Image and highlights the importance of maintaining both product excellence and service performance to strengthen brand perceptions among consumers.

Table 19. Hypothesis Results (t-Test) Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.301	3.909		-.845	.401
	Product Quality (X1)	.407	.097	.402	4.178	.000
	Service Quality (X2)	.239	.080	.262	2.979	.004
	Brand Image (Z)	.345	.088	.287	3.921	.000

a. Dependent Variable: Purchase Interest (Y)

Sumber: Output IBM SPSS 2026

- 1) The t-test analysis demonstrates that several variables have significant effects within the research model. Product Quality (X1) was found to positively influence Purchase Intention (Y), as reflected by a t-statistic of 4.178 and a significance value of 0.000. Since these results satisfy the required statistical criteria, Product Quality is considered an important factor in encouraging consumers to purchase products from Zelora Fashion Store.
- 2) Similarly, Service Quality (X2) exhibits a significant positive effect on Purchase Intention. The obtained t-value of 2.979 exceeds the critical benchmark, while the significance level remains below 0.05. This finding indicates that satisfactory service experiences can increase consumers' interest in making purchases.
- 3) Brand Image (Z) also contributes significantly to Purchase Intention. The variable generated a t-statistic of 3.921 and a significance value of 0.000, confirming that consumers who hold favorable perceptions of the Zelora brand are more likely to demonstrate stronger purchase intentions.
- 4) Regarding the determinants of Brand Image, Product Quality was shown to have a meaningful positive effect. The calculated t-value of 4.407 and the significance level of 0.000 indicate that high-quality products play an important role in shaping positive brand perceptions among consumers.
- 5) However, a different result was obtained for Service Quality. With a t-value of 0.980 and a significance value of 0.330, Service Quality did not meet the statistical criteria for significance. Therefore, the findings suggest that Service Quality does not directly contribute to the formation of Brand Image in the context of Zelora Fashion Store, even though it remains influential in increasing consumers' purchase intention.

Table 21. Results of the Determination Coefficient Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	.700	.690	2.05358

a. Predictors: (Constant), Brand Image (Z), Service Quality (X2), Product Quality (X1)

b. Dependent Variable: Purchase Interest (Y)

Source: IBM SPSS 2026 Output

The Model Summary analysis reveals that the regression model has a high degree of explanatory strength. The correlation coefficient (R) of 0.837 signifies a very close relationship between Product Quality, Service Quality, Brand Image, and consumers'

Purchase Intention. This result suggests that changes in the independent variables are closely associated with changes in purchase intention.

The obtained R Square value of 0.700 indicates that the model is capable of

explaining 70% of the variation in Purchase Intention. In other words, a substantial proportion of consumers' purchasing interest can be attributed to their evaluations of product quality, service quality, and brand image. The remaining 30% is likely influenced by additional variables that were not incorporated into the present study.

Moreover, the Adjusted R Square value of 0.690 confirms that the explanatory power of the model remains strong after considering the number of predictors and observations used in the analysis. This demonstrates that

the model is statistically sound and not overly influenced by the inclusion of multiple independent variables.

Finally, the relatively low Std. Error of the Estimate value of 2.05358 indicates that the difference between the observed and predicted values is minimal. Consequently, the regression model can be regarded as sufficiently accurate and dependable for evaluating the factors that influence consumer purchase intention at Zelora Fashion Store in Bandar Lampung.

Table 22. Results of the Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637 ^a	.406	.393	2.39543

a. Predictors: (Constant), Service Quality (X2), Product Quality (X1)

Source: IBM SPSS 2026 Output

According to the Model Summary results, the relationship between Product Quality, Service Quality, and Brand Image is represented by a correlation coefficient (R) of 0.637. This value indicates that the independent variables have a fairly strong connection with Brand Image, suggesting that improvements in product and service performance are associated with more positive consumer perceptions of the brand.

The R Square value of 0.406 demonstrates that 40.6% of the variability in Brand Image can be accounted for by Product Quality and Service Quality. In contrast, 59.4% of the variation is likely influenced by other determinants that were not examined in this research. These may include factors such as marketing communications, consumer trust, brand recognition, lifestyle influences, or competitive market conditions.

Additionally, the Adjusted R Square value of 0.393 confirms that the explanatory capability of the model remains relatively stable after considering the number of variables and respondents involved in the analysis. This finding indicates that the model provides a satisfactory explanation of Brand Image.

The Std. Error of the Estimate, which equals 2.39543, suggests that the model has an acceptable level of accuracy in predicting

Brand Image. Consequently, the regression model is considered sufficiently suitable for evaluating the contribution of Product Quality and Service Quality to the formation of Brand Image at Zelora Fashion Store in Bandar Lampung.

5. CONCLUSION

This study concludes that consumer Purchase Intention at Zelora Fashion Store is significantly influenced by Product Quality, Service Quality, and Brand Image. Among these variables, Product Quality emerged as an important determinant because it directly affects both Brand Image and Purchase Intention. Consumers tend to develop stronger purchasing intentions when they perceive the products as fashionable, comfortable, durable, and consistent with their expectations.

The findings also indicate that Service Quality contributes positively to Purchase Intention, although it does not significantly affect Brand Image. This suggests that consumers appreciate good service during the purchasing process, but their perceptions of the Zelora brand are formed more strongly through product-related experiences. Meanwhile, Brand Image plays a crucial role in encouraging consumers to purchase and

acts as a mediating variable that strengthens the relationship between Product Quality and Purchase Intention.

In light of these results, Zelora Fashion Store should focus on maintaining product excellence, improving customer service performance, and continuously strengthening its brand identity. Consistent efforts in these areas can help increase

customer confidence, encourage repeat purchases, and support long-term business growth. Future researchers may consider including additional factors, such as pricing strategies, promotional activities, and digital consumer experiences, to obtain a more comprehensive understanding of the determinants of consumer Purchase Intention in the fashion retail sector.

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