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The Influence Of Brand Image On Purchase Decisions Through Customer Loyalty As A Mediating Variable

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Abstract

This study aims to analyze the influence of Brand Image on Purchase Decisions through Customer Loyalty as a mediating variable among customers of Starlume Cakra Baja Building Store. This research is motivated by the importance of building brand image and customer loyalty in improving purchase decisions amid the increasing competition in the building materials retail industry. The study employed a quantitative approach using a survey method involving 150 respondents who were customers of Starlume Cakra Baja Building Store. The sampling technique used was purposive sampling, while data analysis was conducted using Structural Equation Modeling-Partial Least Square (SEM-PLS) with the assistance of SmartPLS 4. The results showed that Brand Image has a positive and significant effect on Purchase Decisions and Customer Loyalty. Customer Loyalty was also proven to have a positive and significant effect on Purchase Decisions. Furthermore, Customer Loyalty was able to mediate the effect of Brand Image on Purchase Decisions positively and significantly. The findings indicate that Brand Image and Customer Loyalty play an important role in increasing customer Purchase Decisions. This study contributes to the development of consumer behavior studies, particularly regarding the relationship between Brand Image, Customer Loyalty, and Purchase Decisions in the building materials retail business.

Keywords: Brand Image, Customer Loyalty, Purchase Decision

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INTRODUCTION

The increase in infrastructure and housing development in Indonesia has significantly driven the demand for construction materials (Hutauruk, 2023). This condition has intensified competition in the building materials industry, especially in the light steel sector. Building stores are required not only to provide high-quality products but also to build a strong brand image in order to remain the preferred choice among consumers. In the purchasing decision process, consumers consider not only price but also product quality, reputation, and trust in a particular brand (Kotler & Armstrong, 2018). Brand Image is one of the important factors that can influence Customer Loyalty and Purchase Decisions.

Purchase Decision is the final stage in the consumer decision-making process, which includes need recognition, information search, evaluation of alternatives, and product selection (Kotler & Armstrong, 2018). One of the factors influencing this process is Brand Image, namely a collection of consumer perceptions and associations toward a brand formed through usage experience, marketing communication, and interaction with products. A positive Brand Image can increase consumer trust and emotional attachment, thereby encouraging the formation of Customer Loyalty (Sawlani, 2021). Loyal customers tend to make repeat purchases and maintain their preference for a particular brand (Anastasia et al., 2023).

Previous studies indicate that Brand Image influences Customer Loyalty and Purchase Decisions. Research conducted by (Setiawan et al., 2024) showed that Customer Loyalty is able to mediate the effect of Brand Image on Purchase Decisions. Meanwhile, research conducted by (Wulandari & Mulyadi, 2024) found that Brand Image does not always directly influence Purchase Decisions. These differences in findings indicate the existence of a research gap regarding the relationship between Brand Image, Customer Loyalty, and Purchase Decisions, thus requiring further research.

These issues also occur at Starlume Cakra Baja Building Store. Although the store provides high-quality light steel products certified by the Indonesian National Standard (SNI), the store experienced a decline in sales during the period from May to October 2025. Most consumers only made one-time purchases, indicating that Customer Loyalty has not been optimal. This condition is reinforced by intense competition among building stores offering similar products with varying prices and product completeness. This phenomenon shows a gap between theoretical conditions, where a strong Brand Image should be able to build Customer Loyalty and encourage Purchase Decisions, and the empirical conditions occurring in the field.

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This study aims to analyze the influence of Brand Image on Purchase Decisions with Customer Loyalty as a mediating variable at Starlume Cakra Baja Building Store. This research is expected to provide theoretical contributions to the development of consumer behavior studies, particularly regarding the role of Customer Loyalty as a mediating variable, as well as practical contributions for companies in formulating more effective marketing strategies to improve Customer Loyalty and consumer Purchase Decisions.

LITERATUR REVIEW

Consumer Behavior Theory

Consumer behavior theory refers to a series of actions taken by consumers when obtaining, utilizing, evaluating, and purchasing goods or services to fulfill their needs (Schiffman & Wisenblit, 2019). Consumer behavior includes decision-making stages such as searching for information, considering benefits, using products, and post-purchase evaluation that influences attitudes and Customer Loyalty (Putri Nugraha et al., 2021).

Consumer behavior theory provides a strong conceptual foundation for explaining the relationship between Brand Image, Customer Loyalty, and Purchase Decisions. Brand Image acts as a stimulus that shapes consumer perceptions, beliefs, and evaluations toward a brand. Positive evaluations will increase consumer trust and emotional attachment, which later develops into Customer Loyalty (Sawlani, 2021). This loyalty is reflected in the commitment to repurchase, maintain relationships with the brand, and show consistent preferences.

Customer Loyalty is positioned as a mediating variable that bridges the influence of Brand Image on Purchase Decisions. A strong brand image not only directly affects Purchase Decisions but also first forms loyalty through consumer experience and satisfaction. This loyalty then strengthens consumer confidence and consistency in determining purchasing choices (Anastasia et al., 2023).

Consumer behavior theory is relevant in explaining that the influence of Brand Image on Purchase Decisions occurs through the mechanism of Customer Loyalty as an intermediary. This mechanism logically and systematically illustrates the process of Purchase Decision formation among customers of Starlume Cakra Baja Building Store, where a positive brand image encourages loyalty, which ultimately determines purchasing actions.

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Purchase Decision

Purchase Decision is the final stage of the consumer decision-making process, which begins with need recognition, information search, evaluation of alternatives, and the selection of products or brands (Kotler & Armstrong, 2018). This decision reflects consumers' actions in choosing an alternative that is considered the most suitable for their needs based on both rational and emotional considerations (Schiffman & Wisenblit, 2019).

Purchase Decisions arise as a response to consumers' perceived needs. These needs are influenced by the information obtained during the search and evaluation process. Consumers consider such information rationally, including product quality, price, and benefits, as well as emotionally, such as trust and attraction toward a brand (Kotler & Armstrong, 2018). Purchase Decisions not only indicate buying actions but also reflect the overall process of consumer evaluation and preference formation.

Purchase Decisions are influenced by various factors, one of which is Brand Image. A positive Brand Image can increase consumer trust and confidence in a product, thereby encouraging consumers to make purchases. In addition, Customer Loyalty also plays an important role in influencing Purchase Decisions because loyal customers tend to have stronger preferences and commitments toward a particular brand.

Previous studies have shown that Brand Image and Customer Loyalty influence Purchase Decisions. Research conducted by Zaidah Azmi et al. (2023) found that Brand Image significantly affects Purchase Decisions. Research conducted by (Maulana & Komala Sari, 2022) also showed that Brand Image has a positive and significant effect on Purchase Decisions.

Based on the theories and findings of previous studies, the hypothesis proposed in this study is as follows:

H1: Brand Image influences Purchase Decisions at Starlume Cakra Baja Building Store.

Customer Loyalty

Customer Loyalty is a condition in which consumers are psychologically and behaviorally attached to a brand, formed through continuous experience and satisfaction (Kotler & Armstrong, 2018). Loyalty is reflected in consumers' commitment to consistently choose and use products or services from the same brand, even when alternative options are available in the market (Kotler et al., 2022).

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Customer Loyalty is positioned as a behavioral and emotional mechanism that connects consumers' perceptions of a brand with actual actions in the form of Purchase Decisions (Anastasia et al., 2023). Consistent and satisfying purchasing experiences create positive impressions in consumers' memories, thereby strengthening evaluations of product quality and benefits. These positive perceptions then develop into consumer commitment to maintain relationships with the brand through repeat purchases and long-term preferences (Charviandi et al., 2023).

Customer Loyalty is influenced by Brand Image. A positive brand image can build consumer trust, comfort, and emotional attachment toward a brand. The better the brand image owned by a company, the higher the tendency of consumers to remain loyal in using the company's products or services.

Previous studies have shown that Brand Image influences Customer Loyalty. Research conducted by (Sarmin et al., 2026) showed that Brand Image has a positive and significant effect on Customer Loyalty. Research conducted by (Sari, 2021) also showed that Brand Image positively and significantly affects Customer Loyalty. Furthermore, research conducted by (Maulidiyah & Handoko, 2024) found that Brand Image has a positive and significant effect on Customer Loyalty.

Based on the theories and findings of previous studies, the hypothesis proposed in this study is as follows:

H2: Brand Image influences Customer Loyalty at Starlume Cakra Baja Building Store.

Brand Image

Brand Image is a set of associations stored in consumers' memories regarding a brand, formed through usage experiences, marketing communication, and interactions with products (Kotler & Armstrong, 2018). Brand Image reflects consumers' views and beliefs toward a brand that develop from direct experiences as well as information obtained through promotions and recommendations. A positive brand image plays an important role in the evaluation process and in determining purchase choices (Schiffman & Wisenblit, 2019). Positive perceptions of a brand can increase trust and strengthen consumer confidence in making decisions. Consumers tend to choose brands that have a good reputation and positive impression because they are considered capable of meeting expectations and providing satisfaction. Brand Image not only influences perceptions of a brand but also shapes consumer attitudes, preferences, and purchasing behavior as a whole (Charviandi et al., 2023).

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In consumer behavior theory, a positive brand image is able to build consumers' emotional and psychological attachment to a brand, thereby encouraging the formation of Customer Loyalty. Customer Loyalty reflects consumers' psychological and behavioral attachment to a brand that is formed through continuous experience and satisfaction (Kotler & Armstrong, 2018). This loyalty is reflected through repeat purchases, preferences for certain brands, and consumers' confidence in determining purchase choices (Anastasia et al., 2023). Loyal consumers tend to have a higher level of trust in product quality and value, making Purchase Decisions more consistent.

Previous studies have shown that Customer Loyalty significantly influences Purchase Decisions. Research conducted by (Anastasia et al., 2023), (Vicario et al., 2025), and (Nathanael & Hernawan, 2023) found that loyalty has a positive and significant effect on Purchase Decisions. Research conducted by (Muchtar et al., 2025) and (Setiawan et al., 2024) showed that Customer Loyalty is able to mediate the influence of Brand Image on Purchase Decisions. This indicates that Brand Image not only affects Purchase Decisions directly but also indirectly through the formation of Customer Loyalty.

Based on the theories and findings of previous studies, the hypotheses proposed in this study are as follows:

H3: Customer Loyalty influences Purchase Decisions at Starlume Cakra Baja Building Store.

H4: Customer Loyalty mediates the influence of Brand Image on Purchase Decisions at Starlume Cakra Baja Building Store.

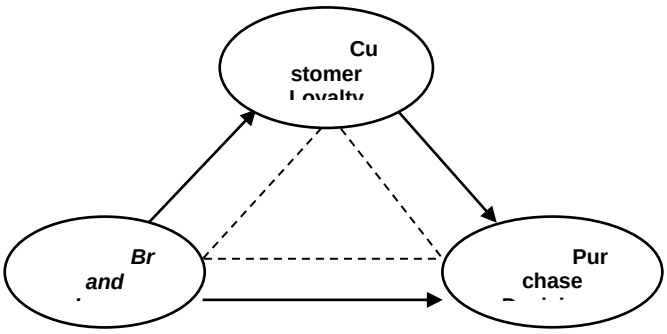


Figure 1. Conceptual Framework

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RESEARCH METHOD

Research Design

This study employed a quantitative approach with an explanatory nature aimed at examining the relationships between variables through statistical analysis (Sugiyono, 2019). The quantitative approach was chosen because it provides objective measurement, systematic data collection, and hypothesis testing based on numerical data. Meanwhile, the explanatory approach was used to explain causal relationships among variables through the testing of previously formulated hypotheses (Creswell & Creswell, 2024).

This research is categorized as associative research focusing on analyzing the relationships between two or more variables. The variables analyzed in this study include Brand Image as the independent variable, Purchase Decision as the dependent variable, and Customer Loyalty as the mediating variable. This approach was selected because the study focuses on the influence of Brand Image on Purchase Decisions with Customer Loyalty as a mediating variable at Starlume Cakra Baja Building Store. Through the explanatory quantitative approach, the relationships among variables can be explained empirically, measured objectively, and tested scientifically.

Population and Sample

The population in this study consisted of all customers of Starlume Cakra Baja Building Store, whose exact number was unknown. Population refers to the entire group of objects or subjects that possess certain characteristics determined by the researcher to be studied and from which conclusions are drawn (Sugiyono, 2019). A sample is a subset of the population used as the source of research data.

This study employed a non-probability sampling technique using purposive sampling. This technique was selected because not all members of the population had an equal opportunity to become respondents. The criteria for respondents in this study were customers who had previously made purchases at Starlume Cakra Baja Building Store.

The determination of the sample size referred to the principle of sample adequacy in Structural Equation Modeling–Partial Least Square (SEM-PLS) analysis. According to (Hair et al., 2017), the recommended sample size in SEM analysis ranges from 100–200 respondents or 5–10 times the number of research indicators. This study used 15

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research indicators; therefore, the minimum sample size was determined based on the guideline of 10 times the number of indicators, as follows:

Sample Size = 15 × 10 = 150 respondents

Based on this calculation, the sample size used in this study was 150 respondents. This number was considered sufficient to meet the sample adequacy criteria in SEM-PLS analysis, thereby producing more stable and reliable model estimations.

Data Sources

This study used both primary and secondary data sources to support the completeness of the research. Primary data served as the main source of data and were obtained directly from respondents through questionnaires distributed to customers of Starlume Cakra Baja Building Store. The primary data were used to measure respondents' perceptions regarding Brand Image, Customer Loyalty, and Purchase Decisions.

Secondary data were supporting data obtained from various written sources, such as marketing textbooks, scientific journals, previous theses, and relevant company documents. Secondary data were used to strengthen the theoretical foundation and support the research analysis. The use of a combination of primary and secondary data was expected to improve the validity and reliability of the research findings.

Data Collection Technique

The primary data collection technique used in this study was the questionnaire method. The research instrument consisted of a closed-ended questionnaire developed based on the indicators of the Brand Image, Customer Loyalty, and Purchase Decision variables. The questionnaires were distributed online through Google Forms and offline using printed questionnaire sheets to customers of Starlume Cakra Baja Building Store.

Respondents' answers were measured using a five-point Likert scale consisting of Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), and Strongly Agree (SA). The use of the Likert scale enabled respondents' perceptions and attitudes to be transformed into quantitative data that could be analyzed statistically.

This study also employed a literature review as a supporting data collection technique. The literature review was conducted by collecting data from books, scientific journals, previous studies, and other documents relevant to the research topic. This technique was used to strengthen the theoretical foundation, support hypothesis development, and enrich the discussion of the research findings.

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Data Analysis Technique

Data analysis in this study employed Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) using SmartPLS 4 software. The SEM-PLS method was selected because it is suitable for analyzing complex research models involving mediating variables and is capable of simultaneously testing causal relationships among variables (Ghozali & Kusumadewi, 2023).

The analysis was conducted through two main stages, namely the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model). The outer model evaluation was carried out to test the validity and reliability of the research constructs. Convergent validity was assessed using outer loading values and Average Variance Extracted (AVE), while discriminant validity was tested using the Heterotrait-Monotrait Ratio (HTMT). Construct reliability was measured using Cronbach's Alpha and Composite Reliability.

The inner model evaluation was conducted to examine the relationships among latent variables in the research model. The testing employed the R-Square (R^2) value to determine the ability of the independent and mediating variables to explain the dependent variable. In addition, the Effect Size (F^2) value was used to measure the magnitude of the influence of exogenous variables on endogenous variables.

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS to obtain t-statistics and p-values. A hypothesis was considered accepted if the p-value was less than 0.05, indicating a significant relationship among the research variables.

RESULTS AND DISCUSSION

RESULTS

Measurement Model Testing (Outer Model)

The initial stage of analysis in this study was the evaluation of the outer model, which aimed to test the construct validity and reliability of the research instrument in order to determine the extent to which the indicators were able to measure the intended constructs accurately and consistently (Ghozali & Kusumadewi, 2023). The outer model testing in this study included convergent validity testing, discriminant validity testing, and reliability testing.

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Convergent Validity Test

The convergent validity test indicates the extent to which the indicators of a construct are highly correlated. This test was conducted by examining the outer loading values and Average Variance Extracted (AVE). Indicators were considered valid if they had outer loading values greater than 0.70 and AVE values greater than 0.50 (Ghozali & Kusumadewi, 2023).

Tabel 1. Convergent Validity Test Results

Indicators	Brand Image	Purchase Decision	Customer Loyalty
BI01	0.84		
BI02	0.83		
BI03	0.87		
BI04	0.83		
BI05	0.88		
BI06	0.81		
BI07	0.79		
BI08	0.80		
BI09	0.89		
BI10	0.87		
KP01		0.88	
KP02		0.84	
KP03		0.83	
KP04		0.83	
KP05		0.85	
KP06		0.82	
KP07		0.80	
KP08		0.79	
KP09		0.85	
KP10		0.87	
LP01			0.82
LP02			0.82

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Indicators	Brand Image	Purchase Decision	Customer Loyalty
LP03			0.85
LP04			0.75
LP05			0.79
LP06			0.83
LP07			0.83
LP08			0.83
LP09			0.84
LP10			0.77

The results of the convergent validity test showed that all indicators of the Brand Image, Purchase Decision, and Customer Loyalty variables had outer loading values greater than 0.70. This indicates that each indicator was able to measure the intended construct properly and fulfilled the criteria for convergent validity. Therefore, all indicators in this study were declared valid and suitable for further analysis.

Discriminant Validity Test

The discriminant validity test was conducted to ensure that each construct was truly distinct from the other constructs. This test used the Heterotrait-Monotrait Ratio (HTMT) to confirm that each construct had sufficient differences from the others.

Tabel 2. Discriminant Validity Test Results

Variables	Brand Image	Purchase Decision	Customer Loyalty
Brand Image			
Keputusan Pembelian	0.66		
Loyalitas Pelanggan	0.67	0.73	

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The results of the discriminant validity test showed that the correlation value between Brand Image and Purchase Decision was 0.66, between Brand Image and Customer Loyalty was 0.67, and between Purchase Decision and Customer Loyalty was 0.73. These correlation values indicate that the relationships among constructs were not excessively high and remained below the specified threshold, meaning that each variable had adequate distinctiveness. It can therefore be concluded that the constructs in this study met the criteria for discriminant validity.

Reliability Test Results

Reliability testing was conducted using Cronbach's Alpha and Composite Reliability values. A construct was considered reliable if it had Cronbach's Alpha and Composite Reliability values greater than 0.70 (Ghozali & Kusumadewi, 2023).

Tabel 3. Reliability Test Results

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image	0.95	0.95	0.96	0.71
Keputusan Pembelian	0.95	0.95	0.96	0.70
Loyalitas Pelanggan	0.94	0.94	0.95	0.67

The reliability test results showed that all variables, namely Brand Image, Purchase Decision, and Customer Loyalty, had Cronbach's Alpha and Composite Reliability values above 0.70. The Average Variance Extracted (AVE) values for each variable were also above 0.50, thereby strengthening the results of the convergent validity test conducted previously. This condition indicates that all constructs in the study had high internal consistency and were able to measure the variables reliably. Therefore, all variables in this study met the reliability criteria and were suitable for further analysis.

Structural Model Testing (Inner Model)

The inner model testing was conducted to analyze the causal relationships among latent variables based on the research theories and hypotheses. The structural model

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evaluation aimed to determine the model's ability to explain the dependent variables through the R-Square (R^2) and Effect Size (F^2) tests (Ghozali & Kusumadewi, 2023).

R-Square (R^2) Test Results

The R-Square value was used to measure the ability of the independent and mediating variables to explain the variation in the dependent variables. An R^2 value of 0.75 indicates a strong model, 0.50 indicates a moderate model, and 0.25 indicates a weak model.

Tabel 4. R-Square (R^2) Test Results

Variables	R-square	R-square adjusted
Keputusan Pembelian	0.54	0.54
Loyalitas Pelanggan	0.42	0.41

The test results showed that the R-Square value for Purchase Decision was 0.54, meaning that Brand Image and Customer Loyalty were able to explain 54% of the variation in Purchase Decision, while the remaining 46% was influenced by other variables outside this study. The R-Square value for Customer Loyalty was 0.42, indicating that Brand Image was able to explain 42% of the variation in Customer Loyalty. Both values fall into the moderate category, indicating that the research model was sufficiently capable of explaining the relationships among variables.

Effect Size (F^2) Test Results

Effect Size (F^2) was used to determine the magnitude of the contribution of exogenous variables to endogenous variables in the structural model. An F^2 value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large (Ghozali & Kusumadewi, 2023).

Tabel 5. Effect Size (F^2) Test Results

Variables	Purchase Decision	Customer Loyalty
Brand Image	0.13	0.73
Loyalitas Pelanggan	0.30	

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The Effect Size (F^2) results showed that the influence of Brand Image on Customer Loyalty was categorized as large (0.73), while the influence of Brand Image on Purchase Decision (0.13) and Customer Loyalty on Purchase Decision (0.30) ranged from small to medium categories. These results indicate that Brand Image had a strong contribution to Customer Loyalty and a sufficient influence on Purchase Decision.

Hypothesis Testing

Hypothesis testing was conducted to determine the direct effects and indirect effects among the research variables. The hypothesis testing used the bootstrapping method in SmartPLS. The bootstrapping method was employed to test the significance of relationships among variables in the Partial Least Square (PLS)-based structural model (Ghozali & Kusumadewi, 2023).

Path Coefficient Test Results (Direct Effect)

Path coefficient analysis was used to test the direct effects of exogenous variables on endogenous variables. The path coefficient values indicate the direction and strength of the relationships among variables, while the significance of the effects was determined based on the P-Value. A relationship was considered significant if the P-Value was less than 0.05.

Tabel 6. Path Coefficient Test Results (Direct Effect)

Connection	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (|O/STDEV|)	P Values
Brand image → Keputuan Pembelian	0.32	0.32	0.07	4.58	0,00
Brand image → Loyalitas Pelanggan	0.65	0.65	0.05	12.90	0,00
Loyalitas Pelanggan	0.49	0.49	0.07	6.80	0,00

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Connection	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (|O/STDEV|)	P Values
→ Keputusan Pembelian					

The path coefficient test results showed that Brand Image had a positive and significant effect on Purchase Decision with a coefficient value of 0.32 and a P-Value of 0.00. Brand Image also had a positive and significant effect on Customer Loyalty with a coefficient value of 0.65 and a P-Value of 0.00. In addition, Customer Loyalty had a positive and significant effect on Purchase Decision with a coefficient value of 0.49 and a P-Value of 0.00. These results indicate that all relationships among variables were positive and significant; therefore, all direct hypotheses in this study were accepted.

Mediation Test Results (Indirect Effect)

The indirect effect test was conducted to examine the indirect influence of exogenous variables on endogenous variables through mediating variables. The testing was based on the P-Value of the specific indirect effects, where the effect was considered significant if the P-Value was less than 0.05.

Tabel 7. Mediation Test Results (Indirect Effect)

Connection	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (|O/STDEV|)	P Values
Brand image → Loyalitas Pelanggan →Keputusan Pembelian	0.31	0.31	0.05	6.23	0,00

The test results showed that Brand Image had a positive and significant effect on Purchase Decision through Customer Loyalty, with a coefficient value of 0.31 and a P-Value of 0.00. These findings indicate that Customer Loyalty was able to mediate the

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influence of Brand Image on Purchase Decision, meaning that the mediation hypothesis in this study was accepted.Hasil pengujian menunjukkan bahwa Brand Image berpengaruh positif dan signifikan terhadap Keputusan Pembelian melalui Loyalitas Pelanggan dengan koefisien sebesar 0,31 dan P-Value 0,00.

DISCUSSION

The Influence of Brand Image on Purchase Decision

The results of the study indicate that Brand Image has a positive and significant effect on Purchase Decisions among customers of Starlume Cakra Baja Building Store. The testing results showed a coefficient value of 0.32 with a P-Value of 0.00 (<0.05), indicating that the first hypothesis was supported. These findings suggest that the better the brand image owned by the store, the higher the tendency of consumers to make Purchase Decisions.

From the perspective of consumer behavior theory, Brand Image is a set of associations formed through experience, marketing communication, and consumer interaction with products (Kotler & Armstrong, 2018). Positive perceptions increase consumer confidence in the quality, reputation, and superiority of the store compared to competitors, thereby making consumers more confident in determining their purchasing choices. In the decision-making process, consumers go through stages of need recognition, information searching, and evaluation of alternatives before determining their final choice. It is at the evaluation stage that Brand Image plays an important role in influencing consumer decisions.

In practice, consumers tend to consider store reputation, product quality, and service before making purchases. Store management needs to maintain a positive brand image through good service, neat store arrangement, and the utilization of social media platforms such as WhatsApp, Facebook, Instagram, and TikTok to increase consumer trust amid the increasingly competitive building materials retail market.

The Influence of Brand Image on Customer Loyalty

The results of the study indicate that Brand Image has a positive and significant effect on Customer Loyalty, with a coefficient value of 0.65 and a P-Value of 0.00 (<0.05). These findings show that the more positive the Brand Image owned by the store, the higher the Customer Loyalty. This relationship also represents the strongest relationship in the research model.

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From the perspective of consumer behavior theory, a positive Brand Image forms consumers' perceptions, beliefs, and emotional attachment toward a business (Sawlani, 2021). Consumers who consistently obtain positive experiences tend to make repeat purchases, recommend the store to others, and continue choosing the same store even when alternative options are available. The Effect Size (F^2) test result of 0.73 also indicates that Brand Image has a large contribution to the formation of Customer Loyalty.

Positive perceptions formed through Brand Image influence consumers' experiences when using the store's products and services. Experiences that meet consumer expectations strengthen positive attitudes toward the brand, thereby enabling Customer Loyalty to be formed continuously (Schiffman & Wisenblit, 2019). In practice, customer loyalty can be strengthened by maintaining service quality, ensuring product availability, and building active communication with customers through promotional information and social media.

2

The Influence of Customer Loyalty on Purchase Decision

The results of the study indicate that Customer Loyalty has a positive and significant effect on Purchase Decision, with a coefficient value of 0.49 and a P-Value of 0.00 (<0.05). These findings indicate that the higher the Customer Loyalty, the greater the tendency of consumers to make Purchase Decisions.

From the perspective of consumer behavior theory, Customer Loyalty is a condition of consumers' psychological and behavioral attachment to a brand formed through continuous experience and satisfaction (Kotler & Armstrong, 2018). Loyal consumers tend to have greater confidence in product quality and service, leading them to make repeat purchases consistently. The Effect Size (F^2) test result of 0.30 indicates that Customer Loyalty has a moderate influence on Purchase Decisions.

Consistent and satisfying experiences create positive impressions in consumers' memories, thereby strengthening confidence in product quality and value (Veronika & Nainggolan, 2022). In practice, store management can maintain customer loyalty through fast service, easy transaction processes, and the provision of bonuses or discounts for loyal customers so that consumers continue choosing the same store.

1

The Influence of Brand Image on Purchase Decision Through Customer Loyalty as a Mediating Variable

The indirect effect testing results indicate that Customer Loyalty is able to mediate the influence of Brand Image on Purchase Decision, with a coefficient value of 0.31 and

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a P-Value of 0.00 (<0.05). These findings show that Brand Image not only influences Purchase Decisions directly but also indirectly through Customer Loyalty.

From the perspective of consumer behavior theory, Brand Image acts as a stimulus that shapes consumers' perceptions, beliefs, and evaluations toward a brand. These positive perceptions increase consumer trust and emotional attachment, which then develop into Customer Loyalty (Sawlani, 2021). This loyalty subsequently strengthens consumers' confidence in making consistent and repeated purchases (Anastasia et al., 2023)

Customer Loyalty is positioned as a mediating variable that bridges the influence of Brand Image on Purchase Decision. A strong brand image first creates positive consumer experiences and satisfaction, and the resulting loyalty further strengthens consumers' purchasing decisions. In practice, store management needs to maintain consistency between brand image and consumer experience through product quality, responsive service, and effective communication with customers in order to continuously improve customer loyalty and purchase decisions.

CONCLUSION

This study aimed to analyze the influence of Brand Image on Purchase Decisions with Customer Loyalty as a mediating variable at Starlume Cakra Baja Building Store. Based on the research findings, Brand Image was found to have a positive and significant effect on Purchase Decisions and Customer Loyalty. The results also showed that Customer Loyalty positively and significantly influences Purchase Decisions. Furthermore, Customer Loyalty was proven to mediate the influence of Brand Image on Purchase Decisions, indicating that Brand Image not only affects Purchase Decisions directly but also indirectly through the formation of Customer Loyalty.

The findings indicate that Brand Image and Customer Loyalty play important roles in increasing Purchase Decisions at Starlume Cakra Baja Building Store. A positive brand image is able to increase consumer trust and attachment, thereby encouraging loyalty and sustainable repeat purchases. These findings contribute to the development of consumer behavior studies, particularly regarding the relationship between Brand Image, Customer Loyalty, and Purchase Decisions in building materials retail businesses.

This study still has several limitations. The R-Square value of Customer Loyalty of 0.42 indicates that there are still other variables outside this study that influence Customer Loyalty and Purchase Decisions. In addition, this research was conducted only at Starlume Cakra Baja Building Store, so the findings cannot yet be generalized to similar

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businesses in other regions. This study also used a quantitative approach with closed-ended questionnaires, which limited the ability to explore consumer behavioral and psychological aspects in depth.

Based on these limitations, future studies are recommended to include other variables such as price, product quality, service quality, and customer satisfaction in order to obtain more comprehensive findings. Future research may also be conducted on similar business objects in different regions and employ mixed methods approaches to gain deeper

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