
THE EFFECT OF BRAND IMAGE ON CONSUMER BUYING INTEREST (CASE STUDY OF TENTH AVENUE MALL BANDUNG 2025)

Yulia Nurhayati^{1*}

Telkom University, Bandung, Indonesia
yulianurhayati@student.telkomuniversity.ac.id

Riska Aprilina²

Telkom University, Bandung, Indonesia
riskachika@telkomuniversity.ac.id

Astri Wulandari³

Telkom University, Bandung, Indonesia
astriwulandari@telkomuniversity.ac.id

Abstract

The increasing competition among shopping malls in Bandung requires each mall to have a strong Brand Image in order to attract consumers' purchase intention. Amid this intense rivalry, Tenth Avenue Mall Bandung faces growing pressure from newer and more established competitors, which has raised concerns over its ability to retain visitor interest and sustain purchase intention among consumers. Brand Image is an important factor as it influences consumers' perceptions, attitudes, and interest in choosing a shopping destination, making it essential to examine how Tenth Avenue Mall's brand image affects consumer behavior amid these competitive challenges. This final project aims to analyze the Brand Image, consumers' purchase intention, and the effect of Brand Image on consumers' purchase intention at Tenth Avenue Mall Bandung. The research method used in this final project is a quantitative method with descriptive and verificative research types. Data were collected through questionnaires distributed to consumers who have visited or are familiar with Tenth Avenue Mall Bandung. The data analysis techniques applied include descriptive analysis and simple linear regression analysis using statistical software. The results show that the Brand Image of Tenth Avenue Mall Bandung is categorized as good, while consumers' purchase intention is at a moderate to high level. Furthermore, the verificative analysis indicates that Brand Image has a positive and significant effect on consumers' purchase intention. The conclusion of this final project is that a better Brand Image leads to a higher level of consumers' purchase intention. The results of this final project are expected to provide useful input for management in improving marketing strategies and to serve as a reference for future research.

Keywords: Brand Image, Purchase Interest, Shopping Center, Tenth Avenue Mall

INTRODUCTION

The retail industry in Indonesia, particularly the shopping mall sector, has undergone significant transformation amid the dynamics of globalization and the rising expectations of modern consumers (Kotler & Armstrong, 2023; Chernev, 2024). As the third largest metropolitan city in Indonesia, Bandung has a highly competitive retail market landscape, with numerous shopping malls offering diverse concepts and value propositions. In such a fiercely competitive environment, a mall's ability to build and maintain a strong brand image becomes a key determinant of long-term success (Chen et al., 2023).

Brand image is one of the most crucial intangible assets in modern marketing strategy. According to Kotler and Keller (2022), brand image refers to the perceptions and beliefs held by consumers about a brand, as reflected in the brand associations stored in consumer memory. In the context of shopping malls, brand image encompasses not only the name and logo, but also the overall experience, atmosphere, tenant variety, physical design, and positioning offered to visitors (Wijaya & Sirine, 2023). The stronger the brand image of a shopping mall, the greater the probability that consumers will choose it as their preferred shopping destination over competitors (Wibowo, 2023).

Tenth Avenue Mall Bandung is a shopping center that presents itself as a lifestyle mall targeting the upper-middle segment. Strategically located in the Cihampelas area, the mall offers a variety of premium tenants, food and beverage outlets, and entertainment facilities (Kusuma et al., 2024). However, it operates in a highly competitive environment alongside established malls such as Paris Van Java, Trans Studio Mall, and 23 Paskal Shopping Center, which have already built strong brand awareness and customer loyalty (Wijaya & Sirine, 2023; Kusuma et al., 2024). Anecdotal observations suggest that Tenth Avenue Mall faces comparatively lower visitor traffic than these established competitors, underscoring the need to examine the factors — particularly brand image — that may influence consumers' purchase intention toward the mall.

A preliminary survey conducted in October 2025 involving 15 respondents identified several critical issues, including: (1) relatively low brand awareness compared to competitors; (2) suboptimal perceived quality in the eyes of consumers; (3) limited promotional and marketing communication efforts; and (4) low consumer purchase intention due to preference for competitor malls with stronger brand images (Wijaya & Sirine, 2023; Kusuma et al., 2024). This phenomenon aligns with the findings of Wijaya and Sirine (2023), who argued that a weak brand image directly leads to lower purchase intention and customer retention.

Previous studies have consistently demonstrated a positive relationship between brand image and consumer purchase intention across various industry contexts, ranging from consumer goods (Maharani & Sukawati, 2021), e-commerce platforms (Pratama et al., 2022), to the modern retail sector (Handayani & Wibowo, 2023). However, specific research examining the effect of brand image on consumer purchase intention in the context of shopping malls in Bandung, particularly Tenth Avenue Mall, remains very limited. Moreover, post-COVID-19 pandemic shifts in consumer behavior have altered expectations regarding the mall shopping experience, necessitating contemporary studies that reflect current conditions (Handayani & Wibowo, 2023).

Based on the problem identification and research gap outlined above, this study aims to: (1) describe the condition of brand image of Tenth Avenue Mall Bandung based on consumer perceptions; (2) describe the level of consumer purchase intention at Tenth Avenue Mall Bandung;

The Effect of Brand Image on Consumer Buying Interest...

and (3) examine and analyze the effect of brand image on consumer purchase intention at Tenth Avenue Mall Bandung. The findings are expected to contribute academically to the development of brand management theory in the shopping mall context, while also providing practical recommendations for Tenth Avenue Mall management in designing strategies to improve brand image and consumer purchase intention (Kotler & Keller, 2022; Kahneman, 2011).

REVIEW OF LITERATURE

Brand Image

Brand image is a fundamental concept in marketing management that has been the focus of academic and practitioner research for several decades. Kotler and Keller (2022) define brand image as the perceptions and beliefs held by consumers about a brand, as reflected in the brand associations stored in consumer memory. Keller (2024), through the Customer-Based Brand Equity (CBBE) Model, explains that brand image is a key component of brand equity formed through brand meaning, reflecting how consumers perceive and feel about a brand based on experience, marketing communications, and word-of-mouth.

Keller (2024) divides brand image into two main dimensions. First, brand performance, which refers to the extent to which a product or service meets consumers' functional needs, encompassing primary features and attributes, reliability, service effectiveness, style and design, and competitive pricing. In the context of shopping malls, brand performance includes tenant variety, facility quality, cleanliness, security systems, and the efficiency of customer service. Second, brand imagery, which refers to the intangible aspects that fulfill consumers' psychological and social needs, including user profiles, usage situations, brand personality, and brand history and heritage.

Several perspectives on brand image coexist in the literature. Traditional views (Kotler & Keller, 2022) emphasize associations stored in memory, while more recent digital-oriented views (Wang et al., 2024; Rahmawati & Sulastris, 2022) emphasize online touchpoints and social media presence. This study adopts Keller's (2024) CBBE Model as its primary framework because it explicitly separates brand performance and brand imagery, both of which map directly onto observable, controllable attributes of a physical shopping mall — such as tenant variety, facility quality, and service — making it more operational for a mall context than digital-brand-image frameworks, which are better suited to e-commerce or social-media-driven brands. Digital touchpoints are nonetheless considered relevant here, since a mall's online presence (social media, reviews, promotions) shapes visitors' expectations before their physical visit, thereby indirectly reinforcing the brand performance and imagery dimensions measured in this study.

Consumer Purchase Intention

Purchase intention is a fundamental construct in consumer behavior research. Zong et al. (2023) define purchase intention as the subjective probability that a consumer is willing to engage in a specific purchasing behavior. Within the Theory of Planned Behavior (TPB) framework proposed by Ajzen (1991), which remains relevant to this day, purchase intention is considered the most important predictor of actual consumer behavior, influenced by three key factors: attitude toward behavior, subjective norms, and perceived behavioral control.

Ferdinand (2022) classifies purchase intention into four dimensions: (1) transactional intention, referring to the tendency of consumers to purchase a product or use a service; (2) referential intention, referring to the tendency to recommend to others; (3) preferential intention,

referring to consumer behavior that makes a particular product or service a top preference; and (4) explorative intention, referring to the tendency to seek further information about products or services of interest.

The Relationship Between Brand Image and Purchase Intention

The relationship between brand image and purchase intention can be explained through several theoretical mechanisms. From a cognitive perspective, Kahneman (2011) explains that a strong brand image serves as a heuristic or mental shortcut that facilitates consumer decision-making, so that consumers with a positive brand image tend to have higher purchase intention. From an affective perspective, Keller (2024) explains that a positive brand image creates emotional attachment and favorable feelings, which in turn increases purchase intention. From the Stimulus-Organism-Response (S-O-R) perspective, Li et al. (2023) argue that brand image acts as an external stimulus that influences consumers' internal states — such as emotions, cognition, and perceived value — which then drives purchase intention as a response.

Previous Studies

Table 1 summarizes relevant prior studies that serve as references in this research.

Table 1.
Summary of Previous Studies

No	Researcher	Year	Variabel	Key Results
1	Resorts & Resorts [8]	2021	Brand image (X ₁), product quality (X ₂), buying interest (Y)	Brand image had a significant positive effect on buying interest ($\beta = 0.524$; $p < 0.01$; $R^2 = 72.3\%$)
2	Nugroho, Wijaya & Susanto [21]	2021	Brand image (X), perceived value (M), purchase intention (Y)	Brand image had a positive effect on purchase intention through the mediation of perceived value ($\beta = 0.542$; $p < 0.001$)
3	Resorts & Resorts [22]	2021	Brand image (X ₁), brand trust (X ₂), purchase intention (Y)	Brand image had a significant positive effect on purchase intention ($\beta = 0.456$; $p < 0.01$)
4	Rahmawati & Sulastri [15]	2022	Digital marketing (X ₁), social media (X ₂), brand image (Y)	Digital marketing and social media have a significant effect on brand image ($R^2 = 0.612$)
5	Pratama, Kusumadewi & Wicaksono [9]	2022	E-commerce brand image (X), online purchase intention (Y)	E-commerce brand image had a positive effect on online purchase intention ($\beta = 0.528$; $p < 0.001$)
6	S&P [11]	2023	Mall experience (X ₁), brand image (X ₂), consumer behavior (Y)	Brand image and mall experience simultaneously affect consumer behavior post-pandemic

No	Researcher	Year	Variabel	Key Results
7	Wijaya & Sirine [5]	2023	Brand image (X), purchase intention (M), customer retention (Y)	Brand image affects customer retention through purchase intention mediation
8	Wang, Liu & Chen [14]	2024	Digital touchpoints (X), brand image (Y), purchase intention (Z)	Digital touchpoints had a significant effect on brand image formation ($\beta = 0.571$; $p < 0.001$)
9	Kusuma, Suharto & Rahayu [23]	2024	Brand positioning (X), brand image (M), performance (Y)	Proper brand positioning improves the brand image and performance of the mall industry market in Indonesia
10	Zhou, Ye & Li [24]	2023	Hedonic experience (X), purchase intention (Y)	Hedonistic experiences have a dynamic influence on purchase intent in physical retail

Based on the review of prior studies, there is consistent evidence that brand image has a positive and significant effect on consumer purchase intention across various industry contexts and market segments. This study contributes novelty in terms of its specific research context — Tenth Avenue Mall Bandung in the post-pandemic period — as well as the use of comprehensive brand image dimensions based on Keller's (2024) CBBE Model.

Research Hypothesis

Based on the theoretical framework and prior studies reviewed above, the research hypothesis is as follows:

H₁: Brand image has a positive and significant effect on consumer purchase intention at Tenth Avenue Mall Bandung.

RESEARCH METHOD

Research Design

This study employs a quantitative approach with descriptive and verificative research types, following the positivist paradigm described by Creswell and Creswell (2023), which tests pre-established hypotheses through statistical analysis. Descriptive research is used to characterize the variables of brand image and consumer purchase intention, while verificative research is used to examine the effect between the two variables (Cooper & Schindler, 2021). A cross-sectional design is adopted because the primary aim of this study is to capture consumers' brand image perceptions and purchase intention at a single point in time, which is sufficient for testing the hypothesized relationship rather than tracking its change over time; nevertheless, this design identifies a statistical association between the two variables rather than a causal or temporally dynamic relationship, and future research employing a longitudinal design is recommended to observe how marketing activities or seasonal factors may alter this relationship over time.

Population, Sample, and Sampling Technique

The study population consists of all consumers who have visited or are aware of Tenth Avenue Mall Bandung (Ghozali, 2021). Given that the exact population size is unknown (infinite

population), the sample size was determined using the Cochran formula (Cooper & Schindler, 2021):

$$n_0 = \frac{Z^2 \cdot p \cdot q}{e^2}$$

With a 95% confidence level ($Z = 1.96$), proportion ($p = 0.5$), and a margin of error of 10% ($e = 0.10$), the minimum sample size obtained was 96 respondents, rounded up to **100 respondents**. The sampling technique used was non-probability sampling with purposive sampling based on the following criteria: (1) aged at least 17 years; (2) having visited Tenth Avenue Mall at least once in the past 6 months or at minimum being aware of its existence; (3) residing in the Greater Bandung area; and (4) willing to participate as a research respondent (Malhotra & Birks, 2021).

Variables and Operational Definitions

This study consists of two variables: (1) independent variable (X): brand image, measured using 10 statement items based on the dimensions of brand performance and brand imagery (Keller, 2024); and (2) dependent variable (Y): consumer purchase intention, measured using 8 statement items based on the dimensions of transactional, referential, preferential, and explorative intention (Ferdinand, 2022). All items were measured using a Likert scale of 1–5 (1 = Strongly Disagree, 5 = Strongly Agree).

Data Collection and Instrument Testing

Primary data were collected through questionnaires distributed both online (Google Forms) and offline to visitors of Tenth Avenue Mall during the period of February–March 2026. Prior to use, the instrument was piloted with 30 respondents for validity and reliability testing. Validity was assessed using Pearson Product Moment Correlation with the criterion of $r\text{-count} > r\text{-table}$ (0.30) (Hair et al., 2021), while reliability was assessed using Cronbach's Alpha with a minimum threshold of 0.60 (Ghozali, 2021).

Data Analysis Technique

Data analysis was conducted in two stages. First, descriptive analysis to characterize respondents and their responses to each variable using mean scores with an interpretation range of 1.00–1.80 (very poor) to 4.21–5.00 (very good) (Creswell & Creswell, 2023). Second, verificative analysis using simple linear regression with the equation $Y = a + bX + e$, preceded by classical assumption tests (normality, heteroscedasticity, and linearity) to ensure the model meets the Best Linear Unbiased Estimator (BLUE) criteria (Robbins & Coulter, 2021). Hypothesis testing was conducted using a t-test with the criterion: if $t\text{-count} > t\text{-table}$ or $\text{sig. value} < 0.05$, then H_0 is rejected and H_1 is accepted. All data processing was performed using IBM SPSS Statistics Version 26.

RESULTS AND DISCUSSION

Respondent Characteristics

This study successfully collected data from 100 respondents. Table II presents the overall demographic profile of respondents.

Based on Table II, respondents were predominantly female (51.0%), aged 16–20 years (39.0%), holding a bachelor's degree (78.0%), and students (41.0%), with most earning between IDR 3,000,000–5,000,000 per month (42.0%) and visiting 1–3 times per month (47.0%). This profile indicates that the sample is concentrated among young, highly educated respondents, and

The Effect of Brand Image on Consumer Buying Interest...

should therefore be interpreted as reflecting the perceptions of this specific consumer segment rather than the mall's entire visitor base, which likely also includes families, working professionals, and older consumers whose brand perceptions and purchasing behavior may differ.

Table 2.
Demographic Profile of Respondents

Characteristic	Category	(n)	Frequency (%)	Percentage
Gender	Male	49		49.0
	Female	51		51.0
Age	< 15 years	8		8.0
	16–20 years	39		39.0
	21–30 years	19		19.0
	> 30 years	34		34.0
Education	Senior High School	6		6.0
	Diploma (D3)	11		11.0
	Bachelor's (S1)	78		78.0
	Master's (S2)	5		5.0
Occupation	Student	41		41.0
	Private Employee	28		28.0
	Entrepreneur	17		17.0
	Civil Servant	14		14.0
Monthly Income	< IDR 3,000,000	28		28.0
	IDR 3,000,000–5,000,000	42		42.0
	IDR 5,000,000–7,000,000	18		18.0
	> IDR 7,000,000	12		12.0
Visit Frequency	< 1 time/month	15		15.0
	1–3 times/month	47		47.0
	4–6 times/month	26		26.0
	> 6 times/month	12		12.0
Total		100		100.0

Source: Processed data, 2026

Based on Table II, respondents were predominantly female (51.0%), aged 16–20 years (39.0%), holding a bachelor's degree (78.0%), and students (41.0%). The income distribution indicates that the majority of respondents earned between IDR 3,000,000–5,000,000 per month

(42.0%), suggesting that Tenth Avenue Mall Bandung is predominantly visited by the middle-class segment. In terms of visit frequency, most respondents visited the mall 1–3 times per month (47.0%), indicating a fairly regular and consistent level of engagement.

Instrument Testing Results

Table 3 presents a summary of the validity and reliability test results for all research instruments.

Table 3.
Validity and Reliability Test Results

Variable	Item	r Count	r Table	Validity	Cronbach's Alpha	Reliability
Brand Image (X)	X1.1	0,637	0,30	Valid	0,790	Reliable
	X1.2	0,697	0,30	Valid		
	X1.3	0,517	0,30	Valid		
	X1.4	0,739	0,30	Valid		
	X1.5	0,524	0,30	Valid		
	X1.6	0,508	0,30	Valid		
	X1.7	0,521	0,30	Valid		
	X1.8	0,697	0,30	Valid		
	X1.9	0,422	0,30	Valid		
	X1.10	0,673	0,30	Valid		
Buying Interest (Y)	Y1.1	0,546	0,30	Valid	0,694	Reliable
	Y1.2	0,853	0,30	Valid		
	Y1.3	0,470	0,30	Valid		
	Y1.4	0,791	0,30	Valid		
	Y1.5	0,708	0,30	Valid		
	Y1.6	0,582	0,30	Valid		
	Y1.7	0,548	0,30	Valid		
	Y1.8	0,712	0,30	Valid		

Source: Processed data, 2026

The validity test results in Table III show that all statement items for both the brand image (X) and purchase intention (Y) variables have r-count values greater than r-table (0.30), indicating that all items are valid (Hair et al., 2021). The reliability test results show Cronbach's Alpha values of 0.790 for brand image and 0.694 for purchase intention, both exceeding the minimum threshold of 0.60, confirming that the instruments are reliable (Ghozali, 2021). Thus, the questionnaire data used in this study meet the requirements of adequacy and representativeness.

Descriptive Analysis

1) Brand Image Variable (X)

Table IV presents the frequency distribution and mean scores of respondents' responses to the brand image variable.

Table 4.
Respondents' Responses to the Brand Image Variable (X)

Item	STS (1)	TS (2)	N (3)	S (4)	SS (5)	Mean
X1.1 – Tenant diversity	0 (0%)	0 (0%)	10 (10%)	31 (31%)	59 (59%)	4,49
X1.2 – Product/service quality	0 (0%)	0 (0%)	3 (3%)	41 (41%)	56 (56%)	4,53
X1.3 – Completeness of physical facilities	0 (0%)	0 (0%)	6 (6%)	44 (44%)	50 (50%)	4,44
X1.4 – Cleanliness	0 (0%)	0 (0%)	0 (0%)	40 (40%)	60 (60%)	4,60
X1.5 – Security system	0 (0%)	0 (0%)	8 (8%)	44 (44%)	48 (48%)	4,40
X1.6 – Quality of service	0 (0%)	0 (0%)	0 (0%)	35 (35%)	65 (65%)	4,65
X1.7 – Strategic location	0 (0%)	0 (0%)	14 (14%)	33 (33%)	53 (53%)	4,39
X1.8 – Interior/exterior design	0 (0%)	0 (0%)	0 (0%)	38 (38%)	62 (62%)	4,62
X1.9 – Brand imagery (target market)	0 (0%)	0 (0%)	0 (0%)	41 (41%)	59 (59%)	4,59
X1.10 – Modern lifestyle	0 (0%)	0 (0%)	4 (4%)	42 (42%)	54 (54%)	4,50
Average Total Variable						45,21

Source: Processed data, 2026

Note: SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree

Based on Table IV, respondents' responses to the brand image variable reflect highly positive assessments. Not a single respondent selected Strongly Disagree (SD) or Disagree (D) for any of the items. The mean score for each item ranged from 4.39 to 4.65. The highest-scoring item was X1.6, measuring service quality (mean = 4.65), indicating that the service aspect is the most strongly perceived dimension by respondents. Meanwhile, the lowest-scoring item was X1.7, measuring the strategic location (mean = 4.39), yet it still falls within the very good category. The overall mean of the brand image variable at 45.21 confirms that consumer perceptions of Tenth Avenue Mall Bandung's brand image fall within the **very good category**.

2) Consumer Purchase Intention Variable (Y)

Table 5 presents the frequency distribution and mean scores of respondents' responses to the consumer purchase intention variable.

Table 5.
Respondents' Responses to the Consumer Purchase Intention Variable (Y)

Item	STS (1)	TS (2)	N (3)	S (4)	SS (5)	Mean
Y1.1 – Intent to visit (transactional)	0 (0%)	0 (0%)	14 (14%)	27 (27%)	59 (59%)	4,45
Y1.2 – Shopping plan (transactional)	0 (0%)	0 (0%)	8 (8%)	39 (39%)	53 (53%)	4,45

Item	STS (1)	TS (2)	N (3)	S (4)	SS (5)	Mean
Y1.3 – Purchase consideration (transactional)	0 (0%)	0 (0%)	15 (15%)	36 (36%)	49 (49%)	4,34
Y1.4 – Transaction interest (transactional)	0 (0%)	0 (0%)	3 (3%)	42 (42%)	55 (55%)	4,52
Y1.5 – Recommendations to families (referential)	0 (0%)	0 (0%)	14 (14%)	27 (27%)	59 (59%)	4,45
Y1.6 – Recommendations to friends (referential)	0 (0%)	0 (0%)	9 (9%)	44 (44%)	47 (47%)	4,38
Y1.7 – Positive (<i>exploratory</i>) reviews	0 (0%)	0 (0%)	3 (3%)	41 (41%)	56 (56%)	4,53
Y1.8 – <i>Word of mouth</i> (referential)	0 (0%)	0 (0%)	4 (4%)	42 (42%)	54 (54%)	4,50
Average Total Variable						35,62

Source: Processed data, 2026

Note: SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree

Based on Table V, respondents' responses to the purchase intention variable also reflect a strongly positive trend. As with the brand image variable, no respondent selected Strongly Disagree (SD) or Disagree (D). The mean score for each item ranged from 4.34 to 4.53. The highest-scoring item was Y1.7, measuring the intention to provide positive reviews (mean = 4.53), while the lowest-scoring item was Y1.3, measuring purchase consideration (mean = 4.34), which nonetheless still falls within the very good category. The overall mean of the purchase intention variable at 35.62 indicates that consumer purchase intention at Tenth Avenue Mall Bandung is at a **high level**.

Classical Assumption Tests and Regression Analysis

1) Classical Assumption Tests

Table 6 summarizes the results of the classical assumption tests conducted prior to regression analysis.

Table 6.
Classical Assumption Test Results

Test	Method	Results	Critical Values	Conclusion
Normality	Kolmogorov-Smirnov	Asymp. Sig. = 0,200	$> 0,05$	Normally distributed data
Heteroskedasticity	Glejser test	Sig. variable X = 0.175	$> 0,05$	Heteroscedasticity does not occur
Linearity	<i>Deviation from Linearity</i>	Sig. = 0.389	$> 0,05$	Relationships are linear

Source: Processed data, 2026

The Kolmogorov-Smirnov normality test yielded an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05, indicating that the residual data are **normally distributed** (Robbins & Coulter, 2021). The Glejser heteroscedasticity test showed a significance value of 0.175 for the brand image variable, which is greater than 0.05, indicating that **no heteroscedasticity** is present in the regression model (Robbins & Coulter, 2021). The linearity test showed a significance value of 0.389 on the Deviation from Linearity row, which is greater than 0.05, confirming that the relationship between brand image and consumer purchase intention **is linear**. Therefore, all classical assumptions are met, and the regression model is suitable for further analysis.

2) Simple Linear Regression Analysis and Hypothesis Testing

Table 7 presents the results of the simple linear regression analysis and t-test (partial test).

Table 7.

Simple Linear Regression and Hypothesis Testing Results (t-Test)

Model	B	Std. Error	Beta (b)	t	Count	Say.	t	Tables	(df=98,	Remarks
Constanta	14,393	3,324	—	4,330	0,000	—	—	—	—	—
<i>Brand Image (X)</i>	0,470	0,073	0,543	6,402	0,000	1,661				H ₁ Accepted
R	0,543									
R ²	0,295									
Adjusted R ²	0,288									

Source: Processed data, 2026

Based on Table VII, the simple linear regression equation obtained is as follows:

$$Y = 14.393 + 0.470X$$

This equation can be interpreted as follows: (1) the constant value of 14.393 indicates that when the brand image variable (X) equals zero, the consumer purchase intention (Y) value is 14.393; (2) the regression coefficient of brand image at 0.470 indicates that every one-unit increase in brand image will increase consumer purchase intention by 0.470 units, assuming other variables remain constant.

The t-test results show a t-count value of 6.402 for the brand image variable, which is substantially greater than the t-table value of 1.661 (df = 98; $\alpha = 5\%$), with a significance value of $0.000 < 0.05$. Therefore, **H₀ is rejected, and H₁ is accepted**, meaning that brand image has a positive and significant effect on consumer purchase intention at Tenth Avenue Mall Bandung. The coefficient of determination (R²) of 0.295 indicates that the brand image variable accounts for 29.5% of the variation in consumer purchase intention, while the remaining 70.5% is explained by other variables outside the model, such as service quality, price, consumer satisfaction, promotion, and environmental factors.

Discussion

1) Brand Image of Tenth Avenue Mall Bandung

The descriptive analysis results indicate that the brand image of Tenth Avenue Mall Bandung is perceived as very good by respondents, with an overall variable mean of 45.21. The brand performance dimension — encompassing cleanliness (mean = 4.60), service quality (mean =

4.65), and interior/exterior design (mean = 4.62) — received the highest scores, indicating that the functional aspects and physical experience of the mall have successfully created strong positive impressions among consumers. Meanwhile, the brand imagery dimension — encompassing associations with an upper-middle-class target market (mean = 4.59) and modern lifestyle (mean = 4.50) — also received highly positive evaluations, demonstrating that the lifestyle mall concept promoted by Tenth Avenue Mall has been effectively communicated (Keller, 2024; Zong et al., 2023). These findings are consistent with Wang et al. (2024), who emphasized the importance of integrating physical experience and symbolic imagery in building a comprehensive brand image in the omnichannel retail era.

However, the strategic location item received the lowest score in the brand performance dimension (mean = 4.39), suggesting that accessibility remains an area that needs attention from management, particularly in terms of ease of transportation and clear directional signage for new visitors (Wijaya & Sirine, 2023). This is consistent with Kusuma et al. (2024), who emphasized the importance of accessibility and location visibility in building a competitive shopping mall brand image.

2) Consumer Purchase Intention at Tenth Avenue Mall Bandung

Consumer purchase intention at Tenth Avenue Mall Bandung is at a high level, with an overall variable mean of 35.62. The explorative intention dimension — reflected in the high willingness to provide positive reviews (mean = 4.53) — is the strongest dimension, indicating that consumers with a positive perception of the mall tend to actively share positive information through social media and interpersonal interactions (Chen et al., 2023). The transactional intention dimension also showed very strong results, particularly on the item measuring interest in conducting transactions (mean = 4.52), which reflects consumers' genuine intent to shop at Tenth Avenue Mall's tenants (Ferdinand, 2022; Zong et al., 2023).

These findings confirm that the predominance of younger respondents (aged 16–30 years, totaling 58%) contributed to the high referential and explorative intention dimensions, as this age group is known to be very active on social media and has a strong tendency to share their shopping experiences online (Chen et al., 2023; Handayani & Wibowo, 2023). The visit frequency distribution showing that 47% of respondents visited 1–3 times per month also indicates a consistent and recurring level of engagement, which is a positive indicator of purchase intention and consumer loyalty.

3) The Effect of Brand Image on Consumer Purchase Intention

The hypothesis testing results conclusively demonstrate that brand image has a positive and significant effect on consumer purchase intention at Tenth Avenue Mall Bandung ($t = 6.402$; $\beta = 0.543$; $p = 0.000$). These findings align with and reinforce prior studies, including Maharani and Sukawati (2021), Nugroho et al. (2021), and Simbolon and Sukaatmadja (2021), all of which consistently found a positive relationship between brand image and purchase intention across various contexts.

Theoretically, these results can be explained through three mechanisms. First, from the perspective of Keller's (2024) CBBE Model, a strong brand image creates positive brand salience and brand meaning, which ultimately drives brand response in the form of high purchase intention. Second, from Ajzen's (1991) TPB perspective, a positive perception of brand image shapes a favorable attitude toward behavior, which is a primary determinant of purchase intention. Third,

from the S-O-R perspective (Li et al., 2023), brand image functions as a stimulus that activates consumers' internal states (organism) — including perceived value, trust, and positive emotions — which then drives a response in the form of higher purchase intention.

The R^2 value of 0.295 (29.5%) demonstrates a significant contribution of brand image, although the majority of purchase intention variation (70.5%) is still influenced by other factors not examined in this study. This suggests that Tenth Avenue Mall management needs to consider complementary factors such as service quality, pricing, promotion, and consumer satisfaction to comprehensively enhance consumer purchase intention. This finding is consistent with Wijaya and Sirine (2023), who emphasized that brand image is one of several important determinants of purchase intention in the modern Indonesian shopping mall industry.

CONCLUSION

Summarizes key findings, reflects on their significance, and suggests implications for theory, policy, or practice. Limitations and directions for future research are also included.

Based on the research findings and discussion presented, three main conclusions can be drawn. First, the brand image of Tenth Avenue Mall Bandung is in the **very good category** based on the perceptions of 100 respondents, with an overall variable mean of 45.21. Service quality, interior/exterior design, and cleanliness emerged as the strongest dimensions in shaping the mall's positive brand image. Second, consumer purchase intention at Tenth Avenue Mall Bandung is in the **high category** with an overall variable mean of 35.62, driven primarily by transactional and explorative consumer intention. Third, brand image has a **positive and significant effect** on consumer purchase intention at Tenth Avenue Mall Bandung, evidenced by a t-count value of 6.402 > t-table of 1.661 and a significance level of $0.000 < 0.05$. The R^2 value of 0.295 indicates that brand image contributes 29.5% to consumer purchase intention, while the remaining 70.5% is influenced by other variables outside the model.

Based on these findings, this study recommends that Tenth Avenue Mall management: (1) continue to strengthen digital marketing communication strategies to broaden brand awareness; (2) maintain and improve standards of service quality, cleanliness, and facility comfort as the primary pillars of brand performance; (3) develop clearer differentiation through thematic events and collaborations with premium tenants to reinforce its position as the leading lifestyle mall in Bandung. For future researchers, it is recommended to incorporate mediating variables (such as consumer satisfaction and perceived value) and moderating variables (such as social media usage frequency) to gain a more comprehensive understanding of the mechanisms through which brand image influences consumer purchase intention.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Chen, L., Wang, R., & Liu, Y. (2023). The impact of online reviews on brand image and purchase intention in digital era. *Journal of Consumer Marketing*, 40(3), 287–301.
- Chernev, A. (2024). *Strategic marketing management* (10th ed.). Cerebellum Press.
- Cooper, D. R., & Schindler, P. S. (2021). *Business research methods* (13th ed.). McGraw-Hill Education.

- Creswell, J. W., & Creswell, J. D. (2023). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). SAGE Publications.
- Ferdinand, A. (2022). *Management research methods: A guide for theses, dissertations, and management science research* (6th ed.). Diponegoro University Publishing.
- Ghozali, I. (2021). *Multivariate analysis application with IBM SPSS 26* (10th ed.). Diponegoro University Publishing.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2021). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Handayani, S., & Wibowo, A. (2023). Consumer behavior in post-pandemic era: The role of mall experience and brand image. *Indonesian Journal of Business and Entrepreneurship*, 9(1), 45–58.
- Isbahi, M. B., Zuana, M. M. M. ., & Mariana, E. R. . (2022). The Technology Strategy in Website Communication Media in Improving Business Activities. *Majapahit Journal of Islamic Finance and Management*, 1(2), 126–138. <https://doi.org/10.31538/mjifm.v1i2.17>
- Kahneman, D. (2011). *Thinking, fast and slow*. Farrar, Straus and Giroux.
- Keller, K. L. (2024). Customer-based brand equity model: Building strong brands in digital age. *Journal of Brand Management*, 31(2), 156–174.
- Kotler, P., & Armstrong, G. (2023). *Marketing: An introduction* (15th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2022). *Marketing management* (16th ed.). Pearson Education.
- Kusuma, R. P., Suharto, & Rahayu, M. (2024). Brand positioning strategy in competitive retail market: Evidence from shopping malls in Indonesia. *Asia Pacific Journal of Marketing and Logistics*, 36(2), 312–328.
- Li, H., Chen, X., & Zhang, Y. (2023). Purchase intention in digital marketplace: An integrative framework. *Electronic Commerce Research*, 23(4), 1567–1589.
- Li, L., Chen, X., & Zhang, P. (2024). How do e-commerce anchors' characteristics influence consumers' impulse buying? An emotional contagion perspective. *Journal of Retailing and Consumer Services*, 76, Article 103587.
- Maharani, I. G. A. P. S., & Sukawati, T. G. R. (2021). The effect of brand image and product quality on consumer purchase intention. *E-Journal of Management Udayana University*, 10(2), 145–167.
- Malhotra, N. K., & Birks, D. F. (2021). *Marketing research: An applied approach* (5th ed.). Pearson Education.
- Nugroho, A., Wijaya, T., & Susanto, H. (2021). The impact of brand image on purchase intention: The mediating role of perceived value. *Journal of Business and Management*, 10(3), 189–203.
- Pratama, D., Kusumadewi, N., & Wicaksono, A. (2022). E-commerce brand image and its effect on online purchase intention: A study in Indonesia. *International Journal of Electronic Commerce Studies*, 13(1), 67–84.
- Rahmawati, D., & Sulastri, E. (2022). Digital marketing and social media: Their effects on brand image in retail industry. *Journal of Digital Marketing and Communication*, 5(2), 112–129.
- Robbins, S. P., & Coulter, M. (2021). *Management* (15th ed.). Pearson Education.
- Simbolon, N. H., & Sukaatmadja, I. P. G. (2021). The effect of brand image and brand trust on purchase intention for fashion products. *E-Journal of Management Udayana University*, 10(4), 367–386.

- Wang, Y., Liu, X., & Chen, Z. (2024). Digital touchpoints and brand image formation in omnichannel retail environment. *International Journal of Retail & Distribution Management*, 52(3), 445–462.
- Wibowo, S. (2023). Brand positioning strategy in enhancing the competitiveness of modern shopping malls in the digital era. *Indonesian Journal of Marketing Management*, 15(2), 145–162.
- Wijaya, B., & Sirine, H. (2023). The influence of brand image on customer retention in modern retail. *Asia Pacific Journal of Marketing and Logistics*, 35(4), 512–528.
- Zhou, Q., Ye, Z., & Li, H. (2023). Hedonic service consumption and purchase intention in retail. *Journal of Retailing and Consumer Services*, 73, 1–12.
- Zong, Y., Liu, X., & Gao, J. (2023). Exploring the mechanism of consumer purchase intention based on theory of planned behavior. *Journal of Business Research*, 156, 1–14.