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THE ROLE OF CUSTOMER TRUST AS MEDIATOR BETWEEN PRODUCT QUALITY, PRICE, AND PURCHASE DECISION AMONG EIGER ADVENTURE CUSTOMERS

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Abstract

This study aims to examine the influence of Product Quality and Perceived Price on Purchase Decision, with Customer Trust as a mediating variable. A quantitative approach was used through a survey method involving 200 EIGER Adventure customers in Bandung. Data were analyzed using Structural Equation Modeling (SEM) with the aid of AMOS 24 software. The sample size was set at 250 respondents, meeting the minimum requirement of 5–10 times the number of indicators used in SEM analysis. The results indicate that both Product Quality and Perceived Price have a positive and significant effect on Customer Trust and Purchase Decision. Furthermore, Customer Trust also has a positive influence on Purchase Decision and mediates the effect of Product Quality and Perceived Price on Purchase Decision. These findings emphasize the crucial role of Customer Trust in transforming product value into actual purchasing decisions. Although Product Quality may not directly drive purchase decisions, it plays a vital role in building trust.

Keywords: product quality; price; purchase decision; customer trust

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INTRODUCTION

The outdoor clothing and equipment industry in Indonesia has experienced growth alongside increasing interest in outdoor activities, particularly among the younger generation. Local brands like EIGER Adventure have contributed to this trend. However, claims of "significant growth" need to be supported by quantitative data. According to the Central Statistics Agency (BPS), the ready-to-wear clothing industry grew by 2.64% annually in the first quarter of 2024, driven by domestic demand and exports (Kompas.com., 2024). Nevertheless, long-term data is needed to avoid speculative conclusions. EIGER Adventure, established in 1989 under PT Eigerindo Multi Produk Industri, has built a strong reputation as a durable and functional outdoor equipment manufacturer, especially suited for tropical environments. Its products are classified into

three main categories: Hiking (mountaineering equipment), Riding (motorized activity gear), and Lifestyle (casual-style clothing and accessories), reflecting a product differentiation strategy based on market segmentation (Hadiyat et al., 2020). Hadiyat and colleagues' study indicated that EIGER's product quality influences consumer expectations; however, this research needs to be strengthened with more recent data and references to enhance its broader relevance. EIGER, an outdoor brand from Bandung, successfully leveraged Shopee's interactive features such as Shopee Live and Shopee Video to boost sales and customer engagement. In early 2024, EIGER expanded its livestreaming sessions from just 1 hour per day to over 12 hours a day for 7 consecutive days. This digital strategy led to a 16-fold increase in revenue, positioning Bandung as the center of EIGER's digital marketing innovation (Merdeka.com, 2024). The discrepancy between increasing visitors and declining sales indicates a paradox in consumer behavior, showing that high interest in products does not automatically translate into purchasing decisions. Therefore, further study is needed on factors affecting purchase decisions, including perceived value, brand trust, and market competition levels (Uda et al., 2022).

The research gap stems from the narrow scope of existing studies, which often focus on limited geographic areas, specific product categories, or restricted sample populations, thereby limiting the generalizability of their findings. For example, Havidz & Mahaputra (2020) conducted a literature review without empirical evidence, restricting practical applicability. Studies such as Senduk et al., (2021) focusing solely on Pizza Hut customers in Manado, and Anwar & Andrean (2021) concentrating on Traveloka users in Yogyakarta, fail to capture broader market dynamics. Similarly, Yuliantie (2021) research on repeat shoppers at Pand's Muslim Department Store, and Kadi et al., (2023) Tokopedia-based study in Madiun are contextually narrow and do not reflect wider consumer behavior across regions or platforms. Furthermore, while Ariyuni & Suhardi (2020); and Wasik et al., (2023) highlight price perception over brand image, their conclusions are limited to frozen food retail contexts and cannot be generalized to other product categories. Therefore, this study aims to address these limitations by empirically examining the mediating role of customer trust between product quality and purchase decisions, using a diverse, cross-regional sample within the outdoor equipment market in Indonesia. This approach not only broadens the geographic and product scope but also contributes to a more comprehensive understanding of consumer behavior in emerging markets.

Several studies have shown that perceived price has a direct influence on purchase decisions. For example, Dwiarta & Ardiansyah (2021) found that price perception has a significant impact on purchase decisions, while Ridwan (2024) emphasized that this influence can also occur indirectly through increased consumer trust and loyalty. On the other hand, other findings indicate that the effect of perceived price is not always significant if not mediated by certain variables. Wardoyo (2023), for instance, stated that without mediation such as purchase intention, the effect of perceived price on purchase decisions becomes insignificant. Conceptually, according to Koesworodjati & Fadillah (2022) as well as Lutian et al., (2024), perceived price refers to consumers' views of price based on their subjective evaluations, while price fairness refers to the extent to which the price is considered fair compared to the value received. The study Lutian et al., (2024), demonstrated that price fairness has a positive effect on the purchase decision of used iPhones, with brand image as a mediating variable. Nevertheless, the role of consumer trust as a mediator in the relationship between perceived price, product quality, and purchase decision remains underexplored, particularly in the context of adventure brands such as EIGER. Therefore, this study aims to fill that gap by exploring how consumer trust mediates the effect of product quality and perceived price on EIGER consumers' purchase decisions in Bandung City.

Moreover, while consumer trust is crucial in purchasing decisions, existing studies have limitations in terms of context, sample, and product type. Rachbini (2018) confirmed that consumer trust, along with factors such as risk perception and benefits, strongly influences purchase intentions and decisions. Liusito et al., (2020) found that consumer trust positively affects purchasing decisions, but their study only reflected specific platforms and could not be generalized to broader populations or different products. You et al., (2022) showed that online trust and commitment influence purchasing decisions on Chinese online shopping platforms, but these results are highly dependent on specific geographical contexts and are not entirely applicable to global or Indonesian markets. The study by Hongsuchon et al., (2022) revealed that consumer trust and loyalty influence sustainable purchases, although their findings were limited to e-marketplaces and specific product or service categories. Wang et al., (2022) found that consumer trust in sellers significantly impacts purchase intentions, but their study focused only on e-commerce and certain social media platforms, without considering other product types.

Meanwhile, studies such as those by Firdaus et al., (2023), and Puspita et al., (2024) indicated that factors such as customer reviews, product ratings, social media promotions, and brand image affect purchasing decisions, with consumer trust acting as a mediator. However, both studies were limited to specific samples, namely Lazada users in Indonesia and coffee shop customers, making their findings difficult to generalize. Research by Barutu et al., (2022); Saldanha et al., (2024), and Aditiya et al., (2024) demonstrated that consumer trust mediates the relationship between service quality and purchasing decisions, but these studies were limited to the transportation sector, which does not represent a broader population. Adyatma & Tarunajaya (2024) examined cultural differences between Indonesia and China in online purchasing, but their findings were only relevant to those two cultures. Overall, although many studies confirm the significant influence of consumer trust, most of these studies are limited to small samples, specific product types, or restricted geographic areas.

According to the Theory of Planned Behavior (Ajzen, 1991), consumer purchase decisions are shaped by intention, which is influenced by attitudes toward the product, subjective norms, and perceived behavioral control. In this context, consumer attitudes toward a product are shaped by their perceptions of its quality and price (Bangun et al., 2023). Meanwhile, the Commitment-Trust Theory developed by Morgan and Hunt (1994) posits that trust is the fundamental foundation for building commitment and decision-making in consumer-brand relationships (Fernandes, 2024). Therefore, from a theoretical standpoint, consumer trust can act as a mediating variable between product quality and perceived price in influencing purchase decisions. This relationship becomes increasingly relevant in the retail and e-commerce industries, which heavily rely on digital interactions, where trust is a key driver of transaction sustainability. However, prior studies have shown limitations in comprehensively examining the mediating role of consumer trust in the relationship between product quality, price perception, and purchase decisions. For instance, (Kurnianingrum & Hidayat, 2020) and (Alfiyanto et al., 2020) found that service quality influences consumer trust, but their studies were limited to specific sectors such as beauty clinics and Go-Car services, making it difficult to generalize their findings to the retail sector. Research by Irfan et al., (2022); and Hidajat & Setiawan (2022) showed that product quality affects trust, but their studies focused on orthopedic products and selected e-commerce platforms, which may not reflect consumer behavior in broader sectors. Similarly, Anas et al., (2023) confirmed that trust influences purchase intention, but the study was limited to Shopee users and women's care products, thereby restricting the generalizability of its findings. Studies by Suhaily & Darmoyo (2017); and Pasaribu et al., (2022) explored the influence of product and service quality on purchase decisions and loyalty, but only within specific markets such as Electronics City in South Jakarta and the Shopee platform. Research by Novitasari et al., (2024); and Safari et al., (2024) also demonstrated that service quality affects customer satisfaction with trust as a moderating variable, but their findings were confined to the Indonesian banking sector. Therefore, this study seeks to fill the gap in the literature by investigating the mediating role of consumer trust in the relationship between product quality, perceived price, and purchase decisions in the context of EIGER Adventure consumers in Bandung. The study aims to contribute theoretically by testing a mediation model grounded in the Theory of Planned Behavior and the Customer Trust Model, and practically by offering insights for brand trust-based marketing strategies for local Indonesian products.

Overall, although the positive relationship between product quality, service, and consumer trust has been widely confirmed, most of these studies are limited to narrow samples, specific product types, or particular sectors. This study aims to reveal how customer trust acts as a mediator in the relationship between these factors, focusing on the local Bandung market, which has unique characteristics and market dynamics. Previous research by Prayudi & Nugraha (2022); and Hidajat & Setiawan (2022) suggested that customer trust plays a crucial role in enhancing consumer loyalty and strengthening purchase decisions. Thus, understanding the role of customer trust becomes essential for companies like EIGER Adventure in designing more effective marketing strategies that align with consumer needs and expectations.

Although the positive relationship between product quality, service quality, and consumer trust has been widely acknowledged, prior studies have mostly focused on general sectors and have not explicitly positioned customer trust as a mediating variable in the relationship between product quality and service quality—particularly within the context of outdoor or adventure brands like EIGER. In fact, previous research by Prayudi & Nugraha (2022) and Hidajat & Setiawan (2022) emphasized the critical role of consumer trust in strengthening purchase decisions and fostering customer loyalty, yet they did not integrate both quality dimensions into a single,

comprehensive mediation model. The geographic context of Bandung is particularly relevant to this study, as it is not only the birthplace of the EIGER brand but also a city with a uniquely dynamic market. Consumers in Bandung tend to exhibit strong emotional attachment to local brands, demonstrate high levels of loyalty toward domestic products, yet remain highly critical of product and service quality. Moreover, EIGER's customer base in Bandung is composed largely of young, active individuals, including outdoor enthusiasts and urban travelers, who seek both functionality and lifestyle appeal in their purchases. These distinct consumer behaviors make Bandung an ideal setting for investigating how customer trust is formed and how it mediates the effects of product and service quality on purchase decisions. Therefore, this study not only addresses a gap in the existing literature but also offers valuable contextual insights for developing locally tailored marketing strategies.

A review of existing literature shows that while many studies discuss the relationship between product quality, perceived price, and purchase decisions, most focus on the direct effects between these variables without considering possible mediating roles in the decision-making process Syarifuddin (2022); and (Pasaribu et al., 2022). Previous studies have tended to examine the influence of these factors separately, without considering the complex interactions between these variables. Therefore, this study identifies a gap in the literature by offering a more holistic approach, recognizing customer trust as a mediator linking variables such as product quality, price, and brand image with purchase decisions.

Specifically, this study aims to examine whether customer trust can strengthen or modify the influence of product quality and perceived price on purchase decisions. This research not only contributes to the academic literature in marketing and consumer behavior but also provides practical insights for companies in formulating more effective strategies to enhance customer loyalty and purchasing behavior. What sets this study apart is its focus on the local market dynamics in Bandung, a city known for its strong cultural identity, vibrant youth population, and community-based consumption patterns. Consumers in Bandung are characterized by a strong sense of brand loyalty, especially toward local brands that reflect their values and lifestyle, such as EIGER Adventure. Trust plays a crucial role in purchasing decisions in this region, as consumers often rely on word-of-mouth recommendations, peer reviews, and emotional connections with local brands. Additionally, while they are price-sensitive, Bandung consumers are willing to pay a premium for products that offer authentic quality and resonate with their outdoor-oriented lifestyle. Therefore, this study contributes to a deeper and more contextually grounded understanding of consumer trust as a mediating variable in the relationship between product quality, perceived price, and purchase decisions. It provides a theoretical justification for developing trust-based marketing models tailored to the unique characteristics of regional markets. The novelty of this study lies in integrating psychological and behavioral consumer factors into a more comprehensive mediation model an area that remains underexplored, particularly in the context of local outdoor product brands like EIGER Adventure.

METHOD

This study employs a quantitative approach using a survey method to analyze the role of customer trust as a mediator in the relationship between product quality, price, and purchase decisions among EIGER Adventure customers. Since the total customer population is unknown, purposive sampling was used as the sampling technique. This technique was chosen to obtain data from respondents who have direct and relevant experience with the product, specifically customers who have made at least one purchase within the last six months. The purposive sampling approach aligns with the concept that emphasizes the importance of collecting data consistent with the study's objectives and context, thereby enhancing the validity and relevance of the data obtained (Memon et al., 2025; and Hair et al., 2017). The sample size was set at 250 respondents, meeting the minimum requirement of 5–10 times the number of indicators used in Structural Equation Modeling (SEM) analysis. Additionally, the application of purposive sampling in this study refers to the systematic framework developed by (Ames et al., 2019), which asserts that selecting samples based on specific criteria can ensure rich, diverse, and relevant data aligned with the study's focus, even though it is not intended for broad population generalization. Therefore, purposive sampling serves as a flexible and effective method for generating meaningful and credible insights that support the testing of the conceptual framework in this research. To assess these relationships, the indicators are outlined in Table 1.

Table 1. Research Constructs and Measurement Indicators

Variables	Indicators	Reference
Product Quality (ProQ)	1. Performance 2. Reliability 3. Features 4. Conformance 5. Durability 6. Serviceability 7. Aesthetics	(Kotler & Armstrong, 2018), and (Akbari et al., 2024)
Perceived Price (PcP)	1. Price fairness 2. Price information understanding 3. Perceived value	(Benetti Corrêa da Silva et al., 2022); (Wardoyo, 2023); and (Saragih, 2023)
Customer Trust (CsT)	1. Trust in product quality 2. Trust in product attributes 3. Trust in brand reputation 4. Trust in transparency and honesty 5. Trust in service	(Hongsuchon et al., 2022); and (Firdaus et al., 2023)
Purchase Decision (PcP)	1. Intention to purchase a product 2. Information processing for brand selection 3. Stability in product selection 4. Recommending the product to others 5. Repurchasing 6. Product selection 7. Purchase channel selection 8. Purchase timing 9. Purchase quantity	(Mappesona et al., 2020); (Prayogo & Ariadi, 2024); and (Fauzi & Ali, 2021)

Source: Researcher's processed data, 2025

Data analysis in this study was conducted using Structural Equation Modeling (SEM) with AMOS software. The analysis began with instrument quality assessment through validity and reliability testing. Construct validity was examined using Confirmatory Factor Analysis (CFA), where an indicator was considered valid if it had a standardized loading factor of ≥ 0.50. Convergent validity was assessed based on the Average Variance Extracted (AVE), with an acceptable threshold of ≥ 0.50. To ensure internal consistency among indicators within each construct, reliability testing was performed using both Composite Reliability (CR) and Cronbach's Alpha, with minimum acceptable values of ≥ 0.70 (Hair, Matthews, et al., 2017). Once the measurement model met the required standards, the structural model was evaluated using several Goodness of Fit (GoF) indices, including Chi-square/df ≤ 3.00, GFI ≥ 0.90, AGFI ≥ 0.90, CFI ≥ 0.90, TLI ≥ 0.90, and RMSEA ≤ 0.08. The relationships among variables were tested through path analysis, while the mediating effect of customer trust was assessed using the bootstrapping technique with bias-corrected confidence intervals to examine the significance of the indirect effects. This approach ensured that the proposed model was not only statistically well-fitted but also valid and reliable in measuring the intended constructs.

This study aims to validate the proposed hypotheses and explore the mediating role of customer trust in linking product quality, price, and purchase decisions within the context of EIGER Adventure customers. To illustrate the tested relationships between variables, the following figure presents the conceptual framework that visualizes the research hypotheses.

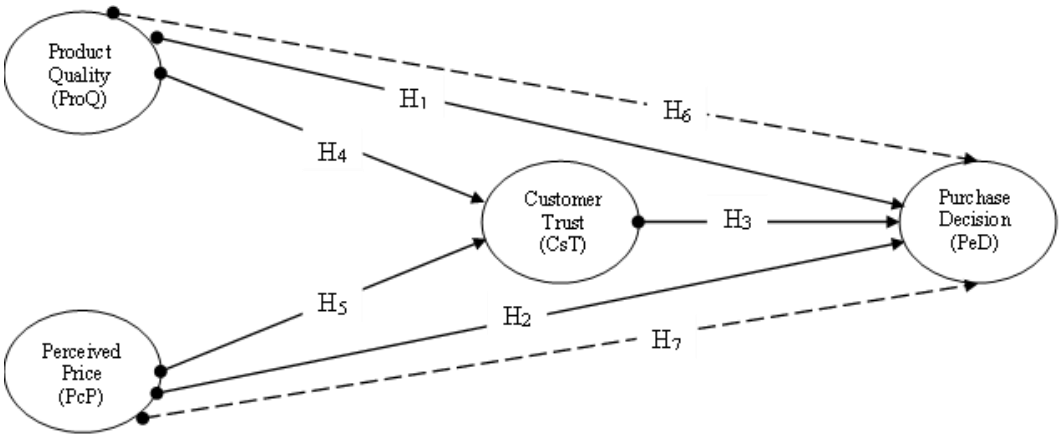

Figure 1. Conceptual Framework

Based on the presented conceptual framework, the hypotheses formulated in this study are as follows. The first hypothesis (H_1) states that product quality has a significant influence on purchase decisions. The second hypothesis (H_2) proposes that perceived price significantly affects purchase decisions. The third hypothesis (H_3) focuses on the impact of customer trust, suggesting that it significantly influences purchase decisions. Meanwhile, the fourth (H_4) and fifth (H_5) hypotheses assert that product quality and perceived price have a significant effect on customer trust. Finally, the sixth (H_6) and seventh (H_7) hypotheses suggest that customer trust mediates the relationship between product quality and purchase decisions, as well as between perceived price and purchase decisions.

RESULTS

The majority of EIGER Adventure product consumers are male, accounting for 59% (159 individuals), while 41% (111 individuals) are female. In terms of age distribution, most consumers fall within the 31–35 age group, representing 73% (198 individuals), followed by those aged 36 and above at 11% (30 individuals). Consumers under the age of 25 and those aged 26–30 constitute only 8% (22 individuals) and 7% (20 individuals) of the total respondents, respectively.

Table 2. Respondent Characteristics

Characteristic Respodent	Number	Prosentase (%)
Gender		
Male	159	59
Female	111	41
Total	**270**	**100**
Age		
< 25	22	8
26-30	20	7
31-35	198	73
>36	30	11
Total	**270**	**100**
Education		
Elementary School	7	3
Junior High School	23	9
Senior High School	66	24
Diploma	54	20
Undergraduate	77	29
Postgraduate S2	51	19
Postgraduate S3	22	8
Total	**270**	**100**
Experience of using the product		
1-3	139	51
3-6	110	41
6-8	10	4
>8	11	4
Total	**270**	**100**

Source: Researcher's processed data, 2025

Regarding educational background, the majority of EIGER Adventure product consumers hold a Bachelor's degree (S1), accounting for 29% (77 individuals), followed by those with a Diploma at 20% (54 individuals). Consumers with a high school education make up 24% (66 individuals), while 19% (51 individuals) hold a Master's degree (S2), and 8% (22 individuals) have earned a Doctoral degree (S3). Consumers with junior high school (SMP) and elementary school (SD) education are relatively few, representing 9% (23 individuals) and 3% (7 individuals), respectively. Regarding experience with EIGER Adventure products, the majority of consumers (51%, 139 individuals) have used the products for 1 to 3 years. Meanwhile, 41% (110 individuals) have been using them for 3 to 6 years, while 4% (10 individuals) have used them for 6 to 8 years, and another 4% (11 individuals) have been loyal users for more than 8 years.

Overall, EIGER Adventure product consumers are predominantly male, aged 31 to 35, with a strong educational background—mainly at the Bachelor's and Master's levels—and a considerable amount of

experience using the products. Validity and reliability tests were conducted using CFA for validity and CR and AVE for reliability. The results are summarized in Table 3.

Table 3. Test of Validity

Variable	Indicator	r count (First Test)	r count (Second Test)	r table	Description
Product Quality (ProQ)	ProQ1	0.823**	-	0.361	Valid
	ProQ2	0.838**	-	0.361	Valid
	ProQ3	0.839**	-	0.361	Valid
	ProQ4	0.878**	-	0.361	Valid
	ProQ5	0.885**	-	0.361	Valid
	ProQ6	0.884**	-	0.361	Valid
	ProQ7	0.633**	-	0.361	Valid
Perceived Price (PcP)	PcP1	0.813**	0.829**	0.361	Valid
	PcP2	0.862**	0.865**	0.361	Valid
	PcP3	0.696**	0.832**	0.361	Valid
	PcP4	0.676**	0.868**	0.361	Valid
	PcP5	0.272	-	0.361	Not Valid
	PcP6	0.222	-	0.361	Not Valid
Customer Trust (CsT)	CsT1	0.609**	0.641**	0.361	Valid
	CsT2	0.532**	0.580**	0.361	Valid
	CsT3	0.537**	0.525**	0.361	Valid
	CsT4	0.702**	0.677**	0.361	Valid
	CsT5	0.533**	-	0.361	Valid
	CsT6	-0.021	-	0.361	Not Valid
Purchase Decision (PeD)	PeD1	0.463*	-	0.361	Valid
	PeD2	0.368*	-	0.361	Valid
	PeD3	0.790**	-	0.361	Valid
	PeD4	0.747**	-	0.361	Valid
	PeD5	0.857**	-	0.361	Valid
	PeD6	0.589**	-	0.361	Valid
	PeD7	0.773**	-	0.361	Valid
	PeD8	0.682**	-	0.361	Valid
	PeD9	0.758**	-	0.361	Valid

Source: Researcher's processed data, 2025

The validity and reliability tests of the research instruments were conducted to ensure that each questionnaire item for the respective variables accurately and consistently measured the intended constructs. The validity test was carried out using the Corrected Item-Total Correlation method by comparing each item's correlation value with the critical r-value of 0.361 at the 5% significance level. In the first phase, the validity test results showed that all items under the Product Quality (ProQ) and Purchase Decision (PeD) variables met the validity criteria, with item-total correlation values ranging from 0.675 to 0.871. However, within the Perceived Price (PcP) variable, two indicators (PcP5 and PcP6) had correlation values below the r-table and were deemed invalid. Similarly, for the Customer Trust (CsT) variable, one item (CsT6) failed to meet the validity threshold. Consequently, a second phase of validity testing was conducted for the PcP and CsT variables by revising or re-evaluating the problematic indicators. The results of the second test showed a significant improvement in correlation values, with all items in the PcP variable ranging between 0.756 and 0.832, and all items in the CsT variable ranging between 0.793 and 0.844—exceeding the critical r-value—thus confirming their validity.

Table 4. Tests of Reliability

Indicator	Reliability Test (1st)	Reliability Test (2nd)	R Table	Description
PcP	0.743	0.828	0.70	Reliable
CsT	0.693	0.727	0.70	Reliable (2nd)
ProQ	-	0.764	0.70	Reliable
PeD	-	0.764	0.70	Reliable

The reliability test was conducted to measure the internal consistency of the research instrument using Cronbach's Alpha values. Based on the test results, the Perceived Price (PcP) variable showed a reliability value of 0.743 in the first test and increased to 0.828 in the second test, indicating that it met the reliability criteria. The Customer Trust (CsT) variable initially fell slightly below the threshold (0.693), but after revising

the instrument, its reliability increased to 0.727, thus meeting the reliability requirement in the second test. Furthermore, the Product Quality (ProQ) and Purchase Decision (PeD) variables showed Cronbach's Alpha values of 0.764, both satisfying the minimum reliability criterion of $\alpha \geq 0.70$. Based on these results, all research instruments were declared reliable and appropriate for further model testing.

In Structural Equation Modeling (SEM), significant multivariate outliers can impact parameter estimation and model significance. The Mahalanobis Distance (D^2) method is used to detect outliers, where observations with $p^2 < 0.001$ are classified as outliers (Arbuckle, 2017). Based on the AMOS output from the initial model, several observations met this criterion, which could lead to inaccurate model estimates. Therefore, further analysis is necessary to determine whether these observations should be retained or removed. Additionally, in the Confirmatory Factor Analysis (CFA) conducted using AMOS, the first step in evaluating the measurement model is assessing the significance of the relationship between indicators and latent constructs. Practically, the test decision is based on the Critical Ratio (C.R) value, where a relationship is considered significant if the C.R exceeds 1.96 at a 5% significance level ($p < 0.05$) or 2.58 at a 1% significance level ($p < 0.01$) Byrne (2011); and Ghozali (2017). Based on the AMOS CFA output presented in the table, the analysis results indicate that most indicators have skewness and kurtosis C.R. values exceeding the threshold of ±2.58, suggesting a violation of the univariate normality assumption. Several indicators with significant deviations from normal distribution include PeD2 (C.R. skew = -6.5592; C.R. kurtosis = 12.2524), CsT2 (C.R. skew = -6.237; C.R. kurtosis = 9.7115), CsT5 (C.R. skew = -5.62; C.R. kurtosis = 7.2065), PdQ5 (C.R. skew = -8.7403; C.R. kurtosis = 9.9094), PdQ2 (C.R. skew = -6.9405; C.R. kurtosis = 6.8723), and PdQ1 (C.R. skew = -7.4794; C.R. kurtosis = 8.4455). This indicates that the data distribution for these indicators is not normal. However, some indicators, such as PeD1 and CsT4, have skewness and kurtosis C.R. values within the range of ±2.58, suggesting they follow a normal distribution.

The multivariate kurtosis value of 601.2357 with a Critical Ratio (C.R.) of 134.1912 indicates a significant violation of the multivariate normality assumption, as the C.R. exceeds the threshold of 2.58. According to Hair et al. (2019), such a violation can bias the estimation of SEM (Structural Equation Modeling) parameters, including path coefficients and model fit indices. Despite this, most indicators showed acceptable loading factors (≥ 0.50), suggesting a degree of measurement reliability. However, if any indicators demonstrate extremely low loading values, it is advisable to remove them to improve overall model fit and construct validity.

To address potential bias caused by outliers and non-normal data, the *bootstrapping* approach is recommended (Byrne, 2011; Ghozali, 2017). Bootstrapping is a resampling technique used to assess the stability and robustness of parameter estimates under non-normal conditions. If the model remains valid after bootstrapping, then outliers may be tolerated. However, if their presence distorts the validity of the model, removing them should be considered. Furthermore, Bollen & Stine (1990) suggest using the *Bollen-Stine bootstrap p-value* to assess model fit. A p-value greater than 0.05 indicates a good model fit under non-normal data, while a p-value below 0.05 suggests poor fit. In this study, the CFA Model 1 tested with AMOS yielded a Bollen-Stine bootstrap p-value of 0.002, indicating that the data do not follow a normal distribution and may negatively affect model performance.

As emphasized by Byrne (2011), it is crucial to validate the measurement model through Confirmatory Factor Analysis (CFA) before proceeding to the full latent structural model analysis (SEM). Therefore, this study conducts a step-by-step model analysis based on modifications aligned with the research framework. Before advancing, it is also essential to clarify the model identification results. In SEM, models are classified as *just-identified*, *overidentified*, or *underidentified*. An *overidentified* model is ideal, as it provides more information than the number of estimated parameters, allowing for proper statistical estimation and hypothesis testing (Ghozali, 2017). Ensuring an overidentified structure is a critical prerequisite for valid SEM analysis.

The formula used to calculate the total number of sample moments is $p(p+1)/2$, where p represents the number of observed variables. In this study, the number of observed variables (indicators) is 25, resulting in a total sample moment calculation of $25(25+1)/2 = 325$. Meanwhile, the number of estimated parameters based on the AMOS output is 80, leading to a degree of freedom (df) calculation of $325 - 80 = 245$. Since the df value is positive, it can be concluded that this research model is overidentified, meaning that the model has more information than the number of parameters to be estimated, allowing for statistical model testing. As previously

mentioned, the research data is not normally distributed based on the test results of the first SEM-CFA model using AMOS. Additionally, the AMOS output for this CFA model indicates that the model does not yet achieve a good fit. The results are presented in the table below.

Table 5. Goodness-of-Fit Results for the Full Structural Model

Goodness of Fit Index	Expected Value	Obtained Value	Final Decision
Chi-Square/DF	$2 \leq X^2/df \leq 5$	9.253	Poor Fit
Significance Probability (p)	$0.05 \leq$ p-value ≤ 1.00	0	Poor Fit
RMSEA	RMSEA ≤ 0.07 or $0.05 \leq$ RMSEA ≤ 0.08	0.176	Poor Fit
GFI	≥ 0.90	0.612	Poor Fit
CFI	CFI ≥ 0.95 or ≤ 0.90	0.7172	Poor Fit
NFI	≥ 0.90	0.6946	Poor Fit
TLI	≥ 0.97 or $0.80 \leq$ TLI < 0.90	0.6846	Poor Fit
IFI	≥ 0.90 or $0.80 \leq$ IFI < 0.90	0.7183	Poor Fit
RFI	≥ 0.90 or $0.80 \leq$ RFI < 0.90	0.659	Poor Fit
AGFI	≥ 0.90 or $0.85 \leq$ AGFI < 0.90	0.5312	Poor Fit

Based on Table 5, the results indicate that the overall research model has not achieved a good fit. This is evidenced by the Bollen-Stine bootstrap value of 0.003, which is less than 0.05, suggesting that the data are not normally distributed. Additionally, the presence of outliers has contributed to the model's poor significance level. As Ghozali (2017) notes, model misspecification can often be identified through standard errors that are either too small (approaching zero, rendering statistical tests meaningless) or too large (indicating parameter instability), as supported by Bentler and Sorbom.

To improve model fit, modifications were conducted in stages. Excessively large error values shown in the Modification Indices (MIs) were gradually removed. This step was taken to enhance model fit, support parameter stability, and align with Bollen-Stine bootstrap detection. Furthermore, indicators with standardized residuals exceeding 2.58 in the AMOS output were considered for elimination, in line with Ghozali's (2017) recommendation. Indicators that fail to meet the criteria for unidimensionality and consistency were deemed invalid and thus removed.

Before respecifying the CFA model, the validity and reliability of each construct were analyzed by examining factor loadings, Construct Reliability (CR), and Average Variance Extracted (AVE). According to Hair et al. (2019), a factor loading of ≥ 0.70, CR > 0.70, and AVE > 0.50 indicate strong instrument validity and reliability. However, for early-stage research, a loading factor of 0.50 is still acceptable (Ghozali, 2017). As shown in Table 5, most indicators for Product Quality (ProQ), Perceived Price (PcP), Customer Trust (CsT), and Purchase Decision (PeD) met the recommended loading threshold. Nevertheless, some indicators—such as PdQ7 (0.5699), CsT2 (0.5201), CsT3 (0.5121), and PeD1 (0.3012)—fell below 0.70, suggesting weaker validity and the potential need for revision or removal.

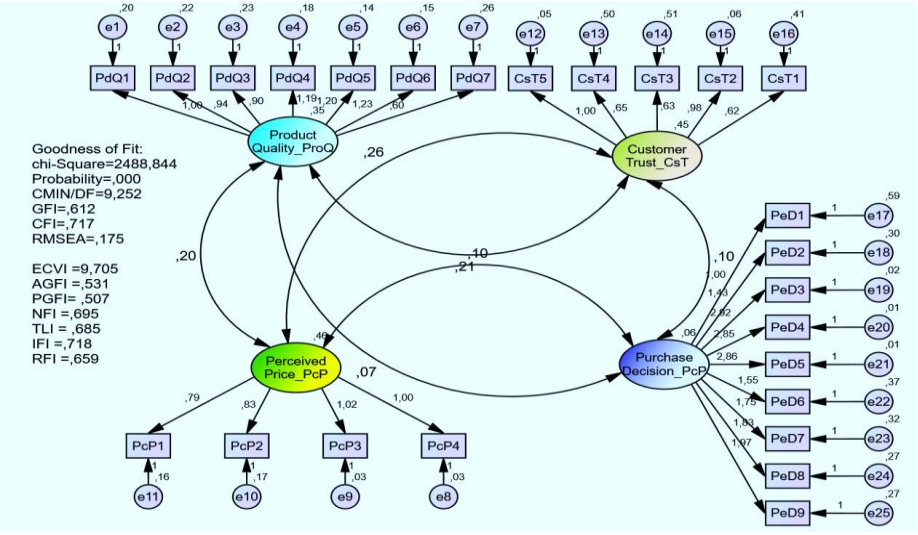

Figure 2. Measurement Model Fit, CsT as Mediator

Overall, the model's reliability is acceptable, as the CR values for each variable exceed 0.70, specifically 0.9203 for Product Quality, 0.9385 for Perceived Price, 0.8346 for Customer Trust, and 0.9399 for Purchase Decision. Additionally, the variance extracted (VE) values for these variables also indicate satisfactory results, with respective values of 0.6265, 0.7938, 0.5234, and 0.4993. Although the VE for Purchase Decision is slightly below the 0.50 threshold, the indicators in this model generally demonstrate acceptable convergent validity. As part of the Confirmatory Factor Analysis (CFA) Model 1 test, further analysis using the Structural Equation Modeling (SEM) CFA method is illustrated in Figure 2 as the output.

Based on the figure above, the CFA model indicates that some indicators have loading factors (LF) below 0.70, such as PdQ7, CsT2, CsT3, and PeD1, suggesting that convergent validity has not been met. Indicators with low LF will be removed from the model unless they still have a strong theoretical foundation. The model's goodness-of-fit is still suboptimal, with an RMSEA value of 0.175 and a CFI value of 0.717. Therefore, model modifications are necessary by removing low-LF indicators and making adjustments to improve overall model fit. In this study, two rounds of model modifications were conducted to enhance model fit. The first reformulation involved removing indicators with loading factors (LF) below 0.70, resulting in the second SEM model. The Bollen-Stine Bootstrap test produced a probability (p) value of 0.0160, which is lower than 0.05, indicating that the Goodness-of-Fit (GOF) test has not yet met the model fit criteria. The modification indices of this study are summarized in Table 6.

Table 6. Summary of Recommended Modification Indices (MIs)

Model Modification	Variable	MIs Correlation	Theoretical Basis
Model Modification 2	Perceived Price (PcP)	Correlation between Error 10 and Error 11	(Brown, 2024); (Gazi et al., 2020)
Model Modification 3	Product Quality (PdQ)	Correlation between Error 1 and Error 3	(Anas et al., 2023); (Simbolon et al., 2020)
Model Modification 4	Product Quality (PdQ)	Correlation between Error 1 and Error 5	(Soelton et al., 2020)

Source: Prepared by the author, 2025.

In the initial stage of measurement model testing, it was found that the model did not meet the recommended fit criteria. This was indicated by a significant Chi-square value and a low p-value, as well as other fit indices such as RMSEA, CFI, and TLI falling outside the acceptable thresholds. Additionally, the Bollen-Stine bootstrapping test results indicated a violation of the multivariate normality assumption. Therefore, model modification was necessary to better align with the empirical data structure. As a step of model respecification, an analysis of the modification indices (MI) and standardized residuals was conducted. One of the highest MIs appeared between Error 10 and Error 11, referring respectively to the indicators Price Clarity Perception (PcP2) and Price Fairness Perception (PcP1). PcP2 assesses the extent to which the pricing information of Eiger products is easy to understand and transparent, while PcP1 evaluates the perceived fairness of the price relative to the product's quality and functionality. Although both indicators belong to the same construct (PcP), they represent two distinct dimensions of price perception. However, conceptually, they are closely related in shaping customers' overall perception of price fairness. The addition of a residual correlation between PcP1 and PcP2 was carefully considered based on theoretical justification. Brown (2024) emphasized that price transparency and price fairness are critical foundations in building consumer trust, especially in the context of dynamic pricing algorithms employed by modern companies. Similarly, Gazi et al., (2020) found that AI-based pricing models can optimize company profits while maintaining transparency, thereby contributing to consumer perceptions of fairness. Considering these theoretical insights, the addition of a correlation between PcP1 and PcP2 not only statistically improved the model fit but also strengthened the theoretical validity of the Price Clarity Perception construct. This process preserved methodological integrity by re-examining construct reliability through composite reliability (CR) and average variance extracted (AVE) before and after modification. Thus, the model revision reflects a balance between statistical consideration and theoretical rationality in measurement model-based research.

The correlation between PdQ1 ("Eiger Adventure products offer great performance and ease of use in outdoor activities") and PdQ3 ("Their features meet my needs, providing sufficient storage, comfort, and practicality") can be explained through the perceived product quality theory, which emphasizes that product quality is assessed based on performance, ease of use, and alignment with consumer needs (Anas et al., 2023).

Product quality and services impact purchasing decisions and customer loyalty, but this study focuses only on the market. In the context of Eiger Adventure, the correlation between PdQ1 and PdQ3 indicates that performance and ease of use are closely related to product features that meet consumer needs. Therefore, the modification index connecting these two indicators is theoretically acceptable as it reflects the relationship between perceived product performance and feature satisfaction in supporting outdoor activities.

The correlation between PdQ1 (performance and ease of use) and PdQ5 (product durability) shows that Eiger products not only provide optimal performance but also possess high durability for outdoor use. Product quality plays a crucial role in building customer trust. High product quality enhances purchasing decisions and customer loyalty (Soelton et al., 2020). Therefore, the correlation between PdQ1 and PdQ5 is theoretically acceptable, as durability is part of product performance that influences consumer satisfaction and trust.

These findings align with the second model reformulation process, which applies modification indices (MIs) recommendations to improve model fit. At this stage, the second model reformulation uses the first modification indices (MIs) recommendation from the output of the second model. The third model respecification refers to the modification indices (MIs) of the second model, specifically linking the PcP1 indicator to PcP2 within the perceived price (PcP) construct due to their high correlation. The results show that the Bollen-Stine Bootstrap (Mahalanobis) yielded a probability (p) of 0.0699, which is greater than 0.05, indicating that the model obtained from the bootstrap process fits the data. Thus, these findings suggest that there is no significant difference between the sample covariance matrix and the model covariance matrix, indicating a good model fit with the data. However, AGFI has not yet met the criteria for a well-fitting model, necessitating a third model reformulation based on the third MIs model. In the third reformulation, PdQ1 is linked to PdQ3 within the product quality (PdQ) construct due to their high correlation. The results show that the Bollen-Stine Bootstrap (Mahalanobis) yielded an increased probability (p) from 0.069 to 0.0918. However, AGFI still does not meet the criteria for a well-fitting model.

Therefore, the final model revision and indices were applied in the fourth model, referring to the MIs of the fourth model. In this fourth reformulation, PdQ1 was further correlated with PdQ5 within the product quality (PdQ) construct as the third (final) MIs. The results indicate that the Bollen-Stine Bootstrap probability (p) increased from 0.0918 to 0.0998, meaning that the model derived from the bootstrap process is considered a better fit with the data than the previous models. Additionally, AGFI increased from 0.840 to 0.850, meeting the criteria for a well-fitting model.

The measurement model testing focuses on the modified model in the fourth CFA and is presented in the form of a structural equation model. The evaluation of latent construct reliability and validity was conducted using composite reliability (CR) and average variance extracted (AVE). According to the recommendations of Hair et al. (2007), reliability is considered adequate if CR ≥ 0.70, and convergent validity is met if AVE ≥ 0.50. The calculation results using AMOS are presented in Table 7.

Table 7. Summary of Loading Factor, Construct Reliability (CR), and Variance Extracted Test Results for the Fourth SEM Model

Construct		Manifest	LF	CR	VE
Product Quality (ProQ)	PdQ1	Eiger Adventure products offer great performance and ease of use in outdoor activities.	0,7704	0,89	0,6686
	PdQ2	They are reliable in extreme conditions like bad weather or rough terrain.	0,763		
	PdQ3	Their features meet my needs, providing sufficient storage, comfort, and practicality.	0,7209		
	PdQ4	They meet quality standards in materials, construction, and design details.	0,8638		
	PdQ5	They are durable and last long, even with regular outdoor use.	0,872		
	PdQ6	The after-sales service is adequate, ensuring easy access to assistance or repairs.	0,8999		
Perceived Price (PcP)	PcP1	The price of Eiger Adventure products is considered fair compared to the quality and functionality provided.	0,977	0,9185	0,7826
	PcP2	Information about the pricing of Eiger Adventure products is easy to understand and clear, including both the base price and any additional costs.	0,9683		
	PcP3	I feel that the price paid for Eiger Adventure products is proportional to the quality and functionality received.	0,7899		
	PcP4	I believe that the price of Eiger Adventure products offers good value, considering the long-term benefits gained from these products.	0,7839		
Customer Trust (CsT)	CsT2	I feel that the attributes of Eiger Adventure products, such as materials, design, and features, meet my expectations.	0,9668	0,9457	0,9058
	CsT5	I am confident that the service provided by Eiger Adventure is always satisfying and dependable.	0,9364		
Purchase Decision (PeD)	PeD3	I am confident in my choice and rarely change my decision.	0,9883	0,9907	0,9732
	PeD4	I would recommend these products to others based on my experience.	0,9853		
	PeD5	I am likely to repurchase them if needed.	0,9859		

Based on the results presented in Table 7, after the reformulation of the fourth research model, all indicators for the variables Product Quality (ProQ), Perceived Price (PcP), Customer Trust (CsT), and Purchase Decision (PeD) have loading factors greater than 0.70. This indicates that all indicators within these latent variables meet the criteria for convergent validity. Additionally, the test results show that the values of Construct Reliability (CR) and Variance Extracted (VE) are consistent across all latent variables. The CR values for all constructs exceed 0.70, indicating strong internal consistency among the indicators within each variable. Meanwhile, the VE values for all constructs also surpass the minimum threshold of 0.50, demonstrating that the indicators within each latent variable effectively explain the variance.

More specifically, the PdQ6 indicator ("After-sales service is adequate, ensuring easy access to assistance or repairs") has the highest loading factor of 0.8999 within the Product Quality (ProQ) variable, indicating that after-sales service plays a dominant role in shaping product quality perception. In the Perceived Price (PcP) variable, the PcP1 indicator ("The price of Eiger Adventure products is considered fair compared to the quality and functionality provided") has the highest loading factor of 0.977, suggesting that price fairness is the most influential factor in shaping price perception. Meanwhile, within the Customer Trust (CsT) variable, the CsT2 indicator ("I feel that the attributes of Eiger Adventure products, such as materials, design, and features, meet my expectations") has the highest loading factor of 0.9668. In the Purchase Decision (PeD) variable, the PeD3 indicator ("I am confident in my choice and rarely change my decision") has the highest loading factor of 0.9883, indicating that confidence in decision-making is the primary factor influencing purchasing decisions.

Thus, it can be concluded that the model meets the requirements for validity and reliability, making it suitable for further analysis in Structural Equation Modeling (SEM). The Overall Model Fit test aims to evaluate the overall model's goodness-of-fit based on three main categories: Absolute Fit, Incremental Fit, and Parsimony Fit. In the Absolute Fit category, the model's compatibility with the data is assessed using Chi-Square/DF and Probability of Chi-Square, where a lower ratio and a probability value greater than 0.05 indicate a good fit. Additionally, an RMSEA below 0.07, a GFI above 0.90, and a low SRMR further support model adequacy. The Incremental Fit category examines how well the tested model performs compared to a baseline model using indices such as CFI, NFI, TLI, IFI, RFI, and AGFI, where higher values indicate better fit. Lastly, the Parsimony Fit category assesses the balance between model complexity and fit using PGFI, AIC, and CAIC, with a more efficient model characterized by a higher PGFI value and lower AIC and CAIC values. The results of the model fit test, comparing the third modification index as the initial model and the fifth modification index as a refined model, are presented in Table 8.

Table 8. Summary of Model Fit Assessment for Reformulated Models

Goodness of Fit Index	Model 3	Model 4	Expected Value / Criteria	Final Decision
Chi-Square (X^2) / DF	246.33 / 82 = 4.74	241.58 / 81 = 2.98	$2 \leq X^2/df \leq 5$	Good Fit
Significance Probability (p)	0.000	0.000	$0.05 \leq$ p-value ≤ 1.00	Poor Fit
RMSEA	0.0865	0.086	$0.05 \leq$ RMSEA ≤ 0.08	Good Fit
GFI	0.8935	0.8954	≥ 0.90	Marginal Fit
SRMR	0.0291	0.0291	SRMR ≤ 0.05 or $0.05 <$ SRMR ≤ 0.08	Good Fit
ECVI	1.2027	1.1925	Default model < Saturated model (1.5632)	Good Fit
CFI	0.9671	0.9678	CFI ≥ 0.95 or ≤ 0.90	Good Fit
NFI	0.9517	0.9526	NFI ≥ 0.90	Good Fit
TLI	0.9579	0.9583	TLI ≥ 0.97 or $0.80 \leq$ TLI < 0.90	Marginal Fit
IFI	0.9672	0.968	IFI ≥ 0.90 or $0.80 \leq$ IFI < 0.90	Good Fit
RFI	0.9381	0.9386	RFI ≥ 0.90 or $0.80 \leq$ RFI < 0.90	Good Fit
AGFI	0.8441	0.845	AGFI ≥ 0.90 or $0.85 \leq$ AGFI < 0.90	Marginal Fit
PGFI	0.6105	0.6044	≥ 0.90; 0.50–0.90	Marginal Fit

Source: Prepared by the author, 2025.
*Source: (Jöreskog & Sörbom, 1993); Schermelleh-Engel et al., (2003); Ghozali (2017); Wijanto (2008); and Hair et al., (2017).

Based on Table 8, the model fit quality between the third reformulation (initial estimation) and the fourth reformulation (final estimation) demonstrates improvements across various fit indices. In the Absolute Fit category, the fourth reformulation shows better results compared to the third. The Chi-Square (X^2) to Degree of Freedom (df) ratio decreased from 4.737 in the third reformulation to 2.984 in the fourth, indicating an

improved model fit. Additionally, the RMSEA slightly declined from 0.0865 to 0.086, remaining within an acceptable range (≤ 0.07 or 0.05 ≤ RMSEA ≤ 0.08). The Goodness of Fit Index (GFI) improved from 0.8935 to 0.8954, approaching the minimum threshold of 0.90, while the Standardized Root Mean Square Residual (SRMR) remained stable at 0.0291, indicating excellent model fit. Furthermore, the Expected Cross-Validation Index (ECVI) decreased from 1.2027 to 1.1925, suggesting that the fourth model is more efficient than the previous one.

In the Incremental Fit category, the fourth reformulation also shows improvement. All indices, including CFI, NFI, TLI, IFI, and RFI, experienced slight increases and remained within the Good Fit range. For instance, CFI increased from 0.9671 in the third reformulation to 0.9678 in the fourth, reflecting better model fit. In the Parsimony Fit category, PGFI slightly decreased from 0.6105 to 0.6044, which still falls within the Marginal Fit range (0.50 – 0.90). Despite this slight reduction, the value still indicates that the model effectively balances fit and complexity. Overall, the fourth reformulation demonstrates an improvement in model fit across nearly all Goodness of Fit indicators, making it a more suitable model for structural analysis compared to the third reformulation. The final SEM analysis results are illustrated in Figure 3.

This section serves as the final analysis to test the research hypotheses. Following Ghozali (2017) and Clayton & Pett (2008), the assessment is conducted by evaluating the P-value and Critical Ratio (CR). A P-value ≤ 0.05 indicates a significant relationship, while a CR ≥ 1.96 signifies significance at a 95% confidence level. These two indicators ensure the validity and reliability of the relationships between variables in the structural model. The statistical results obtained using AMOS are summarized in Table 9.

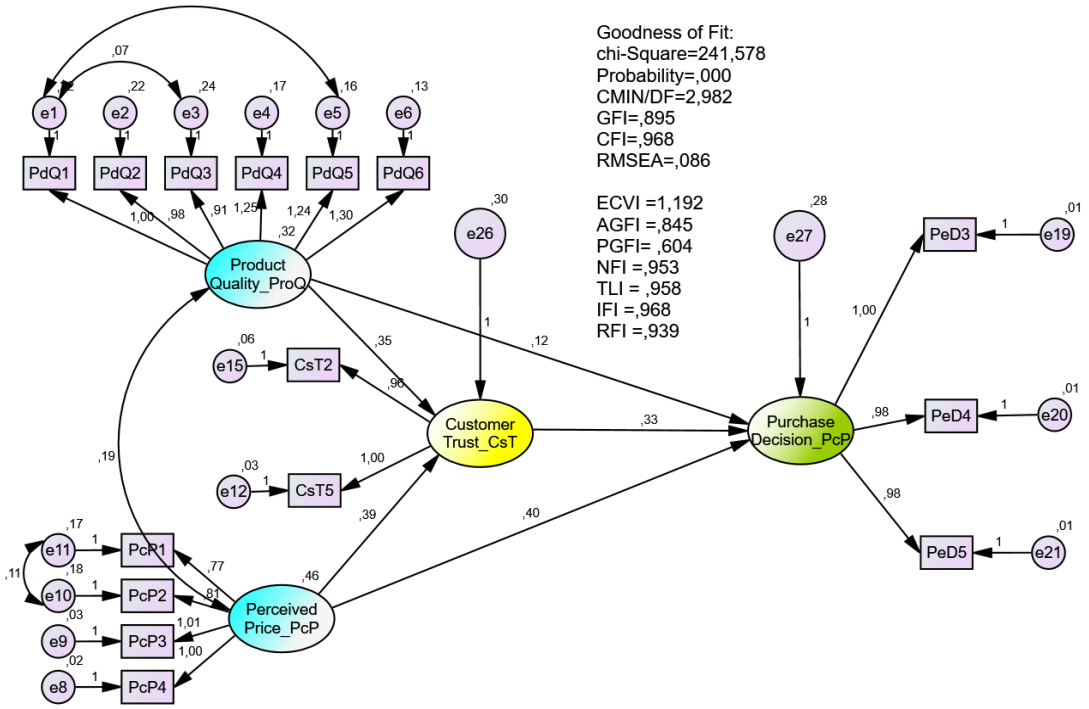

Figure 3. Structural Equation Modeling (SEM) Output
Customer Trust as a Mediator in the Relationship between ProQ, PcP, CsT, and PeD

Based on Figure 3, the results of the Structural Equation Modeling (SEM) analysis using AMOS further confirm that the model has a reasonably good fit, with CFI = 0.968, TLI = 0.958, and RMSEA = 0.086. The estimation results indicate that Perceived Price has a significant effect on Customer Trust and Purchase Decision, while Product Quality significantly influences Customer Trust but does not directly affect Purchase Decision. Furthermore, Customer Trust serves as a significant mediator in the relationship between Perceived Price and Product Quality with Purchase Decision. Overall, this model demonstrates valid and reliable relationships in explaining the factors influencing purchasing decisions.

Table 9. Hypothesis Testing Results in Structural Equation Modeling

Path	Estimasi	S.E.	C.R. Score	P-value	Hypothesis Conclusion
Product Quality → Purchase Decision	0,1207	0,0740	16,313	0,1028	H_1 Not Significant
Perceived Price →Purchase Decision	0,4007	0,0623	64,320	0,000	H_2 Significant
Customer Trust → Purchase Decision	0,3319	0,0626	52,983	0,000	H_3 Significant
Product Quality → Customer Trust	0,3510	0,0763	46,001	0,000	H_4 Significant
Perceived Price → Customer Trust	0,3903	0,0611	63,846	0,000	H_5 Significant

Source: Prepared by the author, 2025

The analysis results indicate that Product Quality does not have a significant effect on Purchase Decision ($\beta = 0.1207$; CR = 1.6313; $p = 0.1028$), thus hypothesis H1 is rejected. In contrast, Perceived Price has a positive and significant effect on Purchase Decision ($\beta = 0.4007$; CR = 6.4320; $p < 0.001$), supporting H2. Customer Trust also shows a significant influence on Purchase Decision ($\beta = 0.3319$; CR = 5.2983; $p < 0.001$), thus H5 is accepted. Furthermore, the relationship between exogenous and mediating variables reveals that Product Quality significantly influences Customer Trust ($\beta = 0.3510$; CR = 4.6001; $p < 0.001$), supporting H3. Perceived Price also exerts a significant effect on Customer Trust ($\beta = 0.3903$; CR = 6.3846; $p < 0.001$), confirming H4. Overall, out of the five direct effect hypotheses tested, four are statistically significant based on the criteria of CR ≥ 1.96 and $p \leq 0.05$. These findings suggest that most variables within the structural model exert direct effects that are both relevant and theoretically consistent with SEM principles.

A mediation test was conducted to evaluate the role of Customer Trust as a mediator between Product Quality and Perceived Price toward Purchase Decision. Based on the Sobel test calculation with a standard error (Sab) of 0.0626, the path Product Quality → Customer Trust → Purchase Decision yielded a t-value of 3.47 ($p = 0.000051 < 0.05$), indicating that H6 is supported. This result implies that the perception of product quality can enhance customer trust, which subsequently leads to stronger purchasing decisions. Similarly, the path Perceived Price → Customer Trust → Purchase Decision resulted in a t-value of 4.08 ($p = 0.000045 < 0.05$), supporting H7. These findings suggest that fair and transparent price perceptions increase customer trust, ultimately reinforcing purchase decisions. Hence, Customer Trust is proven to play a significant mediating role in both relationships.

These findings contribute to the existing literature on the effects of Perceived Price and Product Quality on Purchase Decision by incorporating Customer Trust as a mediating variable. This study is consistent with Suhaily & Darmoyo (2017), who asserted that consumer trust strengthens the impact of product quality on purchase decisions. It also aligns with Ridwan (2024), who found that price perception significantly affects purchase decisions through trust. Additionally, this study extends the model developed by Rachbini (2018) by emphasizing the importance of integrating product value and trust in consumer behavior. Finally, the results enrich the findings of Ariyuni & Suhardi (2020) by providing new empirical context in the setting of a local Indonesian brand (EIGER), rather than global products. Theoretically, this research underscores Customer Trust as a crucial psychological mechanism that bridges product attributes with purchasing behavior, and serves as a central element in consumer perception-based marketing strategies.

DISSCUSSION

Product quality does not significantly influence purchase decisions, as indicated by a critical ratio value below 1.96 and a p-value greater than 0.05. This finding is notable because it contradicts dominant theoretical perspectives, which position product quality as a primary determinant of consumer purchasing behavior. In the context of the outdoor equipment sector, such as EIGER, this lack of significance can be explained by several specific factors. Consumers of outdoor gear tend to base their decisions on aspects like price, functionality, design compatibility with an adventurous lifestyle, and the availability of promotions or loyalty programs. Furthermore, EIGER has established a strong reputation for consistent quality, leading customers to consider quality as a given or baseline expectation. As a result, product quality may not stand out as a decisive factor in their purchase considerations. This result aligns with several previous studies that have also reported an insignificant effect of product quality on purchase decisions, such as those by Damayanti & Saputro (2023); and Aditiya et al., (2024) , Viando et al., (2023), and Zamharira & Nainggolan (2023). However, it contradicts other studies that found a significant influence, including Simbolon et al., (2020); and Alfalisyado & Haryanto

(2023), Akbari et al., (2024); Chaerudin & Syafarudin (2021); and Nilowardono et al., (2024). The key differences between these conflicting findings lie in the nature of the products studied and the characteristics of the consumers. Many of the studies supporting a significant impact examined consumer goods such as smartphones, cosmetics, or daily-use items—products where quality is more immediately perceivable and plays a direct role in shaping perceived value. In contrast, for outdoor gear like hiking backpacks or mountain jackets, consumers may place greater emphasis on durability, comfort in extreme conditions, or community recommendations—factors that may not be explicitly captured by general perceptions of "product quality."

Although the statistical analysis indicates no significant influence, most respondents still perceive EIGER products as high-quality. This suggests that product quality remains important in an indirect way, particularly in fostering customer trust and long-term brand loyalty. The discrepancy between the positive perception of quality and its lack of direct influence on purchase decisions implies that other factors—such as competitive pricing, promotional offers, or product availability—may play a more prominent role at the point of purchase. Therefore, even though the analysis does not show a direct significant effect, maintaining high product quality is still crucial. It supports brand image and customer trust, both of which are essential in driving loyalty and influencing future purchase decisions.

The findings of this study indicate that perceived price has a positive and significant effect on purchase decisions. Based on the Structural Equation Modeling (SEM) analysis, the p-value of 0.000, which is lower than 0.05, and a Critical Ratio (CR) greater than 1.96 confirm a significant relationship between these two variables. The significance of this result is particularly relevant in the context of the outdoor equipment industry, where price becomes a dominant factor in purchase decision-making. This is because outdoor products generally have relatively high prices and are used for long periods, prompting consumers to conduct more thorough evaluations of price as a primary consideration. Unlike fast-consumption products such as food and beverages, which are frequently purchased impulsively, outdoor products are more of an investment, making price perception even more critical. These findings support consumer behavior theory, which states that price is a crucial determinant in decision-making (Kotler & Armstrong, 2018). The results also align with Wardoyo (2023) research, which found that a positive price perception can increase the likelihood of purchase. However, most previous studies, such as those by Dwiarta & Ardiansyah (2021); and Ariyuni & Suhardi (2020), focus on the food and beverage sector, which has different characteristics. Food and beverage products typically have a fast consumption cycle and purchase decisions that are more influenced by factors such as taste or convenience, whereas outdoor products emphasize value for price, quality, and durability. Therefore, although the findings are consistent with prior research, the difference in product and industry characteristics may influence consumer priorities regarding price.

Moreover, Wasik et al., (2023) emphasized that price perception is a crucial variable in consumers' minds when making purchase decisions. A related study by Yuliantie (2021) focusing on clothing products at Pand's Muslim Department Store, also found that perceived price positively influences purchase decisions, though in a different product context compared to food and beverages. However, these results slightly contrast with Wardoyo (2023) findings, which suggest that perceived price does not directly impact purchase decisions; rather, trust and product quality contribute positively. This discrepancy may be due to methodological differences and sample focus, as this study concentrates on outdoor products that require more detailed and strategic price considerations compared to other consumer goods. Overall, these findings reinforce the theory that price has a significant influence on purchase decisions while highlighting the importance of other factors, such as product quality and brand image, as moderators of this relationship. This study fills a gap in the limited literature on the influence of perceived price in the outdoor equipment industry by providing more specific contextual insights. From a practical standpoint, the findings suggest that companies should maintain pricing strategies aligned with consumer perceptions of product value and enhance communication about product quality to strengthen purchase decisions. While price plays a vital role, factors such as promotions and discount policies may also affect purchase decisions, opening avenues for further research to explore interactions among these factors.

The findings of this study indicate that customer trust has a significant positive effect on purchase decision, as the Structural Equation Modeling (SEM) analysis resulted in a p-value lower than 0.05 and a critical ratio greater than 1.96. Customer trust is particularly crucial in the context of outdoor products like

those offered by EIGER Adventure, where consumers highly value product reliability, durability, and safety given the demanding nature of outdoor activities. In this industry, trust extends beyond mere product quality to encompass overall customer experience and brand reputation, which are essential for consumers who rely on equipment for their safety and performance during adventures. This study also elaborates on the mechanisms through which customer trust influences purchase decisions. Trust encourages consumers to have confidence in their buying choices, often built through positive past experiences, recommendations from friends or family, and consistent brand communication that reinforces credibility. For instance, customers who have had satisfactory interactions—whether online or offline—are more likely to repeat purchases and recommend the brand to others. Moreover, transparent and responsive communication from the brand helps to reduce perceived risks, making customers feel secure in their purchase decisions. These findings align with previous research by Firdaus et al., (2023); Hongsuchon et al., (2022); Djan & Rubbiah Adawiyyah (2020); and You et al., (2022), which emphasize customer trust as a key factor influencing purchase decisions. However, while those studies primarily focus on fully online e-commerce platforms like Lazada and Shopee, this research highlights the hybrid distribution model of EIGER Adventure, providing broader insights into how trust functions in both online and offline purchasing environments. Similar relationships have been observed in other contexts, such as by Aditiya et al., (2024) with Indosat card users, and by Saldanha et al., (2024); and Puspita et al., (2024) in transportation and food and beverage sectors respectively, though these industries differ from the outdoor equipment sector.

These results can be explained through consumer behavior theory, which states that customer trust in a brand reflects expectations regarding product quality, service, and brand reputation (Kotler & Keller, 2016). In the context of EIGER Adventure, customers tend to trust products with a strong reputation and a consistent purchasing experience, whether through physical stores or online platforms. Customer trust plays a crucial role in purchase decisions by encouraging consumers to feel confident about their choices. This trust is often built through positive past experiences, recommendations from friends or family, and consistent brand communication that reinforces credibility. For example, customers who have satisfying interactions—both online and offline—are more likely to make repeat purchases and recommend the brand to others. Moreover, transparent and responsive brand communication helps reduce perceived risks, making customers feel safer when making purchase decisions. From a practical standpoint, the results suggest that EIGER Adventure should continuously invest in building and maintaining customer trust through strategies like enhancing brand transparency, ensuring consistent service quality across all channels, and leveraging trust-based marketing initiatives such as loyalty programs and social media engagement. Improving customer experience and communication can further solidify trust, which in turn drives purchase decisions and fosters brand loyalty. This study also opens avenues for future research to explore other moderating factors, such as price sensitivity and customer reviews, that may interact with trust to influence purchasing behavior in the outdoor equipment industry.

The findings of this study indicate that product quality has a significant positive effect on customer trust, with a CR value greater than 1.96 and a p-value below 0.05. The mechanism linking product quality to customer trust can be explained through a psychological process whereby consistent and superior product quality builds consumer confidence that the product is reliable and meets their needs. When consumers experience high-quality products, it triggers feelings of safety and satisfaction that strengthen their trust in the brand. Socially, quality perception is also influenced by recommendations from close acquaintances, positive reviews, and a strong brand reputation, which serve as external validations and reinforce consumer trust. This psychological process is rooted in consumers' expectations regarding the benefits and performance of the product, where quality serves as a key indicator in assessing brand value and credibility. Thus, product quality not only fulfills functional needs but also satisfies consumers' emotional need for trust and certainty. Furthermore, consistent brand communication and repeated positive experiences across various distribution channels—both online and offline—strengthen this trust relationship. These findings align with studies by Suhaily & Darmoyo (2017); Alfiyanto et al., (2020); and Pasaribu et al., (2022), which showed that product quality significantly influences customer trust. However, those studies mostly focused on e-commerce and shopping mall consumers, whereas this study examines outdoor equipment products from EIGER Adventure with a hybrid distribution strategy, providing new perspectives in a different context. Moreover, this study

supports findings by Bismo & Gunawan (2019); and Surapati et al., (2020), who demonstrated a significant impact of product quality on customer trust in the building materials sector. The difference in industry context adds insight that although product quality has a strong effect on trust, the psychological and social mechanisms at work may vary depending on the product type and distribution strategy employed.

The contribution of this study lies in addressing the literature gap regarding the impact of product quality on customer trust in the outdoor equipment industry, which has distinct characteristics compared to the e-commerce or building materials sectors. By emphasizing hybrid distribution, this research enhances understanding of how product quality remains a key factor in building customer trust, even within more complex distribution channels. These results can be explained through Relationship Marketing Theory, which states that high product quality enhances customer experience, thereby strengthening the relationship between companies and consumers (Helmy & Moehammad, 2023). In the context of EIGER Adventure, customers tend to trust products with guaranteed quality, whether purchased through physical stores or online platforms. This indicates that the company must maintain consistent product quality across all distribution channels to build stronger customer trust. Practically, these findings suggest that EIGER Adventure must continuously ensure and optimize product quality across all its distribution channels. Strategies that can be implemented include enhancing brand transparency, providing a consistent experience between physical and online stores, and optimizing customer service by offering clear product information and showcasing positive consumer reviews. Leveraging digital platforms to increase customer interaction and strengthen relationships with consumers is also crucial.

Perceived price has a positive and significant effect on customer trust, as indicated by a critical ratio greater than 1.96 and a p-value lower than 0.05. These findings align with previous research Kurnianingrum & Hidayat (2020), which demonstrated that perceived price significantly influences customer trust. Other studies by Humam et al., (2022); and Muadz & Rahayu (2023) also support this result. However, these previous studies focused on beauty care services, educational services, and the property industry. In contrast, this study examines consumers who have used products from EIGER Adventure, a brand specializing in outdoor and adventure equipment. This distinction provides new insights into how perceived price shapes customer trust within the outdoor gear industry, differing from the service-based sectors examined in prior research.

Furthermore, this study differs from the findings of Hidajat & Setiawan (2022), which concluded that price perception and product quality influence shopping decisions, with customer trust acting as a moderating variable. Unlike their study, this research does not treat customer trust as a moderating variable but rather as a dependent variable influenced by perceived price. This difference in research context highlights the ongoing academic debate regarding whether customer trust functions more effectively as a dependent variable or as a moderator in various market relationships.

From a theoretical perspective, these findings reinforce the concept that a fair and reasonable perceived price, aligned with product quality, can enhance consumer trust in a brand. Consumers who perceive that the price they pay is proportional to the benefits received tend to exhibit higher levels of trust. These results also have marketing strategy implications, emphasizing the importance of effectively communicating the value of product pricing to strengthen customer trust. Product quality significantly influences purchase decision through the mediation of customer trust. This mediating effect is supported by the Sobel test results, where the t-value exceeds the critical value of 1.96, and the p-value is lower than 0.05. These findings align with previous studies by Misi et al., (2024); Prastowo et al., (2024); and Nofrizal et al., (2023). While these studies also treated customer trust as a mediating variable, they did not focus on EIGER product users, which differs from the main analysis of this research. Additionally, prior studies have examined customer trust as a mediator, but in the context of information quality rather than product quality influencing purchase decision, such as in the study by Pratondo et al., (2023). These findings support the theory that product quality affects purchase decisions indirectly through customer trust, in line with the Theory of Planned Behavior (Ajzen, 2019). Consumer trust in product quality is vital in shaping purchase intentions and decisions. This study advances theory in the outdoor adventure product sector, where trust plays a more prominent role than in other categories. It fills a literature gap by emphasizing the mediating role of customer trust, particularly in the context of EIGER Adventure—an area less explored compared to digital, financial, or e-commerce sectors. While product quality is important, purchase decisions rely on trust built through experience, reviews, and brand reputation. These insights help companies craft strategies to strengthen trust and boost sales.

Additionally, customer trust mediates the influence of perceived price on purchase decision, as evidenced by a t-value exceeding the critical ratio of 1.96 and a p-value lower than the significance level of $\alpha = 0.05$. The mediation mechanism can be explained as follows: a fair and competitive price perception fosters customer trust in the product's value and brand integrity. This trust acts as a psychological bridge connecting price perception with purchase decisions, since consumers who believe the price they pay aligns with the product's quality and benefits tend to be more confident in making a purchase. This process involves consumers' belief that the product will meet their expectations without hidden risks, thereby reducing uncertainty and hesitation during decision-making. This study aligns with findings from Religia et al., (2024); and Suhaily & Darmoyo (2017), which emphasize the role of trust as a mediator between price perception and purchase decisions. However, it differs from Carvalho et al., (2020), who found that customer satisfaction, rather than trust, mediates this relationship. This discrepancy is likely influenced by product context and market characteristics. For instance, in products or markets where direct usage experience and functional satisfaction are more readily evaluated, customer satisfaction may be the more dominant mediator. Conversely, in outdoor equipment products like EIGER Adventure, where purchase risk is higher and product reliability is critical, customer trust becomes the key factor linking price perception and purchase decision. Thus, the mediation role between trust and satisfaction can depend on the nature of the product, the perceived risk level by consumers, and market dynamics. This study fills a gap by highlighting customer trust as a mediator in the outdoor gear industry—an area previously underexplored compared to the digital and financial product sectors. The findings indicate that competitive pricing alone is insufficient; building trust through brand reputation, testimonials, and consumer experience is crucial in influencing purchase decisions. Therefore, companies should combine pricing strategies with efforts to strengthen trust through transparency, after-sales service, and consistent communication. These results also open avenues for further research to explore the conditions and factors determining when satisfaction or trust serves as the dominant mediator in the relationship between price and purchase decision across different industry contexts.

CONCLUSION

This study demonstrates that product quality, perceived price, and customer trust significantly influence purchase decision. Although product quality does not have a direct significant effect on purchase decision, high-quality products remain essential in building consumer trust, which in turn affects purchasing decisions. Perceived price also has a significant positive impact on purchase decision, reinforcing the importance of fair pricing that aligns with the perceived benefits. Customer trust plays a central role in mediating the relationship between product quality and price with purchase decision.

This study is limited to a sample of consumers in Bandung and focuses on products from the EIGER brand, which may restrict the generalizability of the findings to other regions or brands. Additionally, other variables such as promotions or previous customer experiences that could influence purchase decisions were not examined in depth. The study also relies on consumer perceptions, which may be affected by subjective factors. Therefore, further objective measurements of product quality and pricing are necessary to support a more comprehensive analysis. Despite these limitations, the findings offer meaningful theoretical contributions. The relationship between trust and purchase decisions represents a relevant conceptual proposition to be tested in various contexts, including different regions and brands. As such, this study provides a theoretical foundation for similar companies to analyze the role of trust in mediating factors that influence purchase decisions and encourages comparative or replication studies in broader settings.

Based on these findings, companies should enhance product quality as a strategy to build customer trust, even though quality does not directly affect purchase decisions. Additionally, value-based pricing strategies should be implemented to ensure that product prices reflect the benefits received by customers, such as through discounts or loyalty programs. Consumer trust can be strengthened through transparent information, excellent customer service, and customer testimonials. Optimizing digital channels, such as providing detailed product descriptions and customer reviews, can also enhance trust and purchase interest. Companies are also encouraged to conduct continuous market research to understand other factors influencing purchase decisions, including previous customer experiences and the effectiveness of promotional strategies.

Future research can further explore and analyze other variables, such as promotions and previous customer experiences, which may also impact purchase decisions. Additionally, expanding the sample to include various brands and locations would improve the generalizability of the findings. Longitudinal studies are also recommended to understand the dynamics of consumer trust and its long-term influence on purchase decisions.

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