

## The Influence of Brand Collaboration and Price Image On Purchase Intention Mediated By Design (An Empirical Study of The Passion Jewelry Consumers In Jakarta)

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### KEYWORDS

brand collaboration; price image; design; purchase intention

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### ABSTRACT

The objective of this research is to investigate the impact of brand collaboration and price image on purchase intention, as well as to examine the role of design as a mediating variable among consumers of the Passion Jewelry brand in Jakarta. Data for this study were collected through both online and offline methods, involving 185 respondents who are diamond jewelry consumers and owners in Jakarta. This research adopts a quantitative approach utilizing structural equation modeling, processed using the AMOS 24 software. The findings of this study reveal that brand collaboration and price image exert a positive and significant influence on purchase intention among Passion Jewelry consumers in Jakarta. Based on these findings, it can be concluded that both independent variables, along with the mediating variable, can effectively enhance the purchase intention of Passion Jewelry consumers. A limitation of this study is that the survey was conducted with only one diamond jewelry brand, and the respondents were exclusively consumers of the Passion Jewelry brand residing in Jakarta. The implication of this research is to analyze the interaction between the variables of brand collaboration, price image, and design on purchase intention. This study seeks to understand how brand collaboration can enhance price image, which ultimately influences purchase intention. The results of this research are anticipated to provide valuable insights for marketers and producers in formulating effective brand collaboration strategies and price image settings to increase consumer purchase intention.

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### Introduction

Indonesia's population income data for 2023 has been released by Indonesia's Central Statistics Agency (BPS), which provides a detailed overview of the income distribution in the country. The Gini ratio is used as an indicator to measure the gap in population expenditure in a country. In March 2023, Indonesia's Gini ratio was recorded at 0.388.

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This figure indicates that there is still a significant income gap among the population, although it can mean that there is an improvement or decrease in the gap compared to previous years depending on historical trends. (Badan Pusat Statistik, 2024)

In 2023, Indonesia's economy is measured through Gross Domestic Product (GDP) on the basis of prevailing prices recording a figure of Rp 20,892.4 trillion, with GDP per capita reaching Rp 75 million. This figure shows that the economy grew by 5.04 percent compared to the previous year, reflecting economic growth or changes in the measurement and collection of revenue data by BPS. The Gross Regional Domestic Product (GDP) published by BPS explained that the three provinces with the largest contribution to Indonesia's economy are DKI Jakarta, East Java, and West Java, which together contribute 43.94 percent. (Badan Pusat Statistik, 2024) (Badan Pusat Statistik, 2024)

The report also reveals differences in income by gender. Men in Indonesia have an average annual income of Rp 45.3 million, while women have an average annual income of Rp 41.3 million. This disparity can indicate a difference in economic opportunities between men and women. Age also affects income levels, where residents aged 25-34 years have the highest average income of Rp 48.3 million per year. In contrast, residents aged 65 and over have a lower median income of Rp 24.3 million per year, reflecting the transition from work to retirement.

Indonesia has experienced significant economic growth over the past few decades which has led to an increase in income among its population. This increase in income has led to an increase in purchasing power and has created a growing market for luxury products or services to display wealth and social status through the acquisition of luxury goods and the use of luxury services. The population in Indonesia is also growing rapidly so that urban centers such as Jakarta have become luxury shopping centers that attract consumers, both locals and tourists who indulge in premium brands. Modern society often associates the appearance of a person using luxury goods and using luxury services as a form of success, prestige, and social status. This association is interpreted as a symbol of achievement and can increase the reputation of a person in their social circle. . (Wiedmann & Hennigs, 2009) (Putri, 2020)

The Central Statistics Agency (BPS) of DKI Jakarta Province in 2023 recorded that household consumption expenditure in the Transportation, Communication, Recreation, and Culture sector showed the second highest growth, with an increase of 5.89 percent when compared to the average of 4.49 percent. The increase in public expenditure in this sector can be seen from the increase in driving mobility and sales of transportation modes, and the increase in the number of passengers using various modes of transportation also supports an increase in public expenditure in the transportation sector. Household consumption expenditure in the clothing and footwear sector is one of the tertiary needs of the community. Clothing consumption continues to increase from year to year, even in 2023 it will reach a growth of 4.09 percent, in contrast to previous years which experienced contraction.

One of the consumerism of the people in Indonesia is the culture of using luxury goods to support the reputation of a person's appearance, making Indonesia one of the growing markets for the sale and procurement of luxury goods, one of these items is diamond jewelry. Diamond jewelry has a long history in Indonesia, underpinning a trace back to ancient times when diamonds were highly valued for their beauty and rarity. Diamond jewelry is a cultural heritage derived from the country's natural resources, which has contributed to the development of the thriving jewelry industry over the years.

Indonesia itself is known for its diamond production, especially in areas such as Borneo, Central Kalimantan, West Kalimantan, Martapura, Banjar Baru, Barito, and Sampit. (Asosiasi Pengusaha Emas Perhiasan Indonesia, 2024) (Agustin & Widiyarti, 2024)

The formation of natural or natural diamonds is formed about three billion years in the earth's crust under conditions of intense heat and pressure, so this process involves carbon atoms crystallizing into diamonds at a depth of approximately 150-200 km below the earth's surface, while for the temperature in the area can reach an average of 900 to 1,300 degrees Celsius with a pressure of about 45 to 60 kilobars. These extreme conditions cause molten lamproite and kimberlite or magma to form within the layers of the Earth's mantle which causes volcanic eruptions that bring diamond rocks to the surface. The first natural diamond discovery by humans was 4,000 years ago in the caves of India. Most of the diamonds that emerged to earth through volcanoes were found uncut and unpolished. It is the uncut and unpolished diamond that captivates the viewer with its brilliance and durability. (Cape Town Diamond Museum, 2024) (Mobley, 2024)

One of the main reasons why diamonds are considered a luxury product is their rarity in nature and the natural shaping process. The geological conditions required for diamond formation are quite specific and naturally produced through nature, making natural diamonds relatively rare when compared to other gemstones. The rarity is a calculation of value and exclusivity in the jewelry market. In addition to the rarity to get natural diamonds, the higher the quality of diamonds because they have different 4C values. The 4C values in question are (Gemological Institute Of America Inc., 2024) *Color, Clarity, Cut, Carat*. When a diamond has gone through the 4C stage, the value of diamond luxury will be clearer and its value can be determined.

The growth of diamond company brands in Indonesia over the past decade illustrates the competitive and rapidly evolving industry dynamics. Several companies have recorded significant improvements in various aspects of their operations, signaling maturity and expansion in the sector. Sinar Surabaya Jewelry, which was established in 2005, also showed consistent growth. Over the past decade, the company has not only increased revenue but also managed to expand its store network, which indicates a geographical expansion and an increase in the customer base (Cindy et al., 2018).

Furthermore, PT Central Mega Kencana, with more than 50 years of experience, has recorded significant growth in the same period. The increase in revenue and the expansion of the store network confirm the success of their business strategy oriented towards sustainable growth and product innovation. The synthetic diamond industry also stands out with tremendous growth, where the increase in demand and sales reached 28% compared to the previous period. This indicates a shift in consumer preferences and a large market potential for ethically and sustainably produced diamonds (Salim, 2022).

In the midst of increasing competition, especially from the synthetic diamond industry, natural diamond companies in Indonesia continue to innovate and adapt. Despite the challenges, many of them remain optimistic and proactive in dealing with market changes. This shows a dynamic picture of the industry, where adaptation and innovation are key in maintaining relevance and competitive advantage in the long term.

**Table 1 Diamond Companies Established from 2014-2024 (Researcher, 2024)**

Year	Company Name	Website	Description
2014	Gallery 24	<a href="https://www.galeri24.co.id/">https://www.galeri24.co.id/</a>	A jewelry store that sells gold, diamonds, and other precious stones.
2014	The Palace	<a href="https://thepalacejeweler.com/">https://thepalacejeweler.com/</a>	A jewelry store that is famous for its collection of wedding rings.

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2014	Frank & Co.	<a href="https://www.frankncojewellery.com/en/">https://www.frankncojewellery.com/en/</a>	A jewelry store that sells diamond jewelry with modern and elegant designs.
2015	Lucent Gems	<a href="https://www.swarovski.com/">https://www.swarovski.com/</a>	A jewelry store that sells precious stones of high quality.
2015	L'Atelier Jewelry	<a href="https://latelierglobal.com/collections/the-jewelry-collection">https://latelierglobal.com/collections/the-jewelry-collection</a>	A jewelry store that offers custom-made jewelry designs.
2015	Kimfook	<a href="https://kimfook.com/">https://kimfook.com/</a>	A jewelry store specializing in modern wedding rings.
2016	V&A Jewellery	<a href="https://www.va-jewellery.com/">https://www.va-jewellery.com/</a>	A jewelry store that sells jewelry with classic and vintage designs.
2016	Monochrome Jewelry	<a href="https://monochrome.ru/en/shop/jewelry">https://monochrome.ru/en/shop/jewelry</a>	A jewelry store that sells minimalist jewelry with a modern design.
2016	Eunoia Jewellery	<a href="https://eunoiajewelry.com/shop/">https://eunoiajewelry.com/shop/</a>	A jewelry store that sells handmade jewelry with unique and personalized designs.
2017	Hera Jewelry	<a href="https://herajewelry.nl/">https://herajewelry.nl/</a>	A jewelry store that sells gold jewelry with designs inspired by Indonesia culture.
2017	The Story of Jewelry	<a href="https://www.amazon.com/Story-Jewelry-J-Anderson-Black/dp/0688003087">https://www.amazon.com/Story-Jewelry-J-Anderson-Black/dp/0688003087</a>	A jewelry store that sells jewelry with a story behind each design.
2017	Siloam Diamonds	<a href="https://discoversiloam.com/events/denim-and-diamonds/">https://discoversiloam.com/events/denim-and-diamonds/</a>	A jewelry store that sells diamonds with GIA and HRD certificates.
2018	Gem Queen	<a href="https://id.linkedin.com/in/permata-indonesia-ab97b3305">https://id.linkedin.com/in/permata-indonesia-ab97b3305</a>	A jewelry store that sells gold jewelry at affordable prices.
2018	Elif Jewelry	<a href="https://elafjewelry.com/">https://elafjewelry.com/</a>	A jewelry store that sells silver jewelry with bohemian designs.
2018	Inez Design Jewelry	<a href="https://www.inez-designs.com/shop">https://www.inez-designs.com/shop</a>	A jewelry store that offers custom-made jewelry designs with a personal touch.
2018	Passion Prive	<a href="https://www.passionjewelry.co.id/">https://www.passionjewelry.co.id/</a>	A jewelry store that sells diamond jewelry with a GIA certificate and offers exclusive services.
2019	L'Or Jewellery	<a href="https://lorjewelry.com/">https://lorjewelry.com/</a>	A jewelry store that sells gold jewelry with modern and elegant designs.
2019	Adelle Jewellery	<a href="https://adellejewellery.com/">https://adellejewellery.com/</a>	A jewelry store that sells diamond jewelry with classic and timeless designs.
2019	Celine Agnes	<a href="https://www.celine.com/en-int/celine-women/jewellery/">https://www.celine.com/en-int/celine-women/jewellery/</a>	A jewelry store that sells handmade jewelry with unique and colorful designs.
2020	Diamond & Co.	<a href="https://www.diamondnc.co.id/">https://www.diamondnc.co.id/</a>	A diamond jewelry store that sells diamond jewelry at affordable prices.

In recent years, the concept of brand collaboration has gained significant attention on the marketing industry. Brand collaboration refers to a strategic collaboration between

two or more brands to create a piece of art that can be a product or service to leverage the strengths and values of each brand involved. This approach through brand collaboration cooperation can allow brands to explore new markets, reach a wider audience, and improve the image of each brand involved through the collaboration of other trusted brands. (Popsters, 2024)

According to Blackett & Boad (1999), a brand collaboration is a collaboration between two brands with significant recognition from their customers. Brand collaboration includes collaborative efforts designed to advance and achieve the goals of interest between two or more parties in a strategic manner and considered by those parties involved. Brand collaborations can generate more sales from the available target market and open up more opportunities with the target consumers of the combination of each collaborating brand. Keller & Kevin (2008) explained that brand collaboration is "*Co-branding opens up additional opportunities for new consumers and channels, so, companies can generate sales from existing target market. It's also a valuable way to know if companies reaching out.*". Based on the explanation above, it means that brand collaboration opens up additional opportunities for consumers and new consumer connections, companies can generate sales according to their existing and new target markets. This is also an effective step to identify the approach steps with the consumers.

Brand collaboration is referred to as *dual branding* or brand *bundling*, effectively combining two or more brands into one, then marketed together in several steps. Brand collaborations generally use two brands that are already superior or well-known, then combined with goals and steps that have been planned to reinforce each other and are expected to attract the attention of the public (Kotler & Armstrong, 2018).

Brand collaboration strategies aim to influence purchase decisions by encouraging consumers to buy products to increase the profits of both brands (Keller & Kevin, 2008). Brand collaboration is an efficient solution to deal with increasingly fierce competition between brands between long-standing and emerging brands. Considerations in choosing a brand partner need to be studied deeply and carefully to get to the point where collaboration can be established by describing the image aspect of the brand partner.

Brand collaboration is the merger of two or more brands, both goods and services, to strengthen each brand and create an attractive product or service. There are several types of brand collaborations, including component brand collaborations, where two brands create new products by adding components from other brands that have guaranteed quality, such as Cornetto ice cream with Oreo biscuits. Brand collaborations of the same company involve brands from one company to reduce competition and dominate the market, for example Indomie's Indomie flavored Chitatos. Joint venture collaboration branding involves two companies with similar products that collaborate in various corporate activities, such as Aqua bottled water in collaboration with PT. Tirta Investama and Danone. Lastly, sponsoring brand collaborations involve several companies forming strategic alliances in technology, promotion, and sales, resulting in products under the same brand name, such as Blu Ray Disc from the combined brands Sony, Hitachi, Samsung, LG, Pioneer, Sharp, and Philips.

According to Ubaidillah (2016) explained *Price Image* or Price Image is the consumer's perception of various price levels. *Price Image* is a multidimensional latent variable that includes subjective beliefs and consumer feelings regarding pricing by retailers. Price itself can be interpreted as the purchasing power to obtain satisfaction and benefits for a person. A person will dare to buy a product at a relatively high or expensive price if he feels that the satisfaction value according to the expectations or expectations

of the product paid for is high. On the other hand, if a person feels that the satisfaction value of a product is low, he will not be willing to pay or buy the product at an expensive price. This economic value is created at the time of the occurrence of a market mechanism between buyers and sellers. Price image is considered important to maintain satisfaction expectations from customers. (Ubaidillah, 2016) (Nurhab, 2018)

Historically, prices were determined by buyers and sellers through a bargaining process and an agreement was reached at a certain price. In a purchase transaction, between the buyer and the seller will get a reward, the amount of the reward is determined from the agreement and a price is formed as a reward which is interpreted as the value of the acquisition. Price is one of the factors that plays a role in a person's buying decisions and interests, where price is a variable to determine the value of income (*revenue*) and also the value of spending (*spending*) on a person.

*Purchase Intention* or purchase intention is a decision made by consumers after analyzing the decision and reason for buying a product brand (Shah et al., 2012). The number of customers for a product will decrease if the product is considered cheap or the product packaging is too simple so that the information obtained about the product is too minimal. The decision and reason for buying a product brand can be influenced by external factors and internal factors. According to Kotler et al. (2012), customer interest in analyzing a product brand has 6 (six) processes, namely *Awareness, Knowledge, Interest, Preference, Persuasion, and Purchase*.

*Purchase Intention* is a choice made by customers after analyzing several similar products. Customers will make product selections according to product functions and habits. *Purchase Intention* is a form of intention to buy an item with considerations other than buying, one of which is recommending to others (Purwianti & Ricarto, 2018).

Design etymologically comes from the Italian word *design*, which means image (Jervis, 1984). The word *design* gave a new meaning in 17th-century English which was used to give the name *School of Design* in 1836. The word is often practiced in the same meaning as the word *craft*, then two figures of the anti-industrial movement in the United Kingdom in the 19th century, namely Ruskin and Morris, the word design is given weight as art and skill. Design is a blend of art and skill (Sachari & Sunarya, 2002).

Jewelry design is the first thing done to determine what category of jewelry will be produced. An article written by Winter (2024) entitled *How to Turn Your Jewelry Hobby Into a Thriving Business*, jewelry designs can be grouped into 2 (two) categories explained as follows:

1. *Fashion Jewelry*

It is jewelry whose design follows along with the trends that exist in society. This jewelry design has a relatively cheap price and is sometimes mass-produced. This design is also intended for daily use.

2. *Fine Jewelry*

PT Passion Abadi Korpora, founded by Antonio Prawira and Airyn Tanu in 2005, is a jewelry company that focuses on luxury designs with special meanings, using metal materials or precious stones that are generally of high value. This design is often used for accents of luxury or dowry in weddings or other special occasions. Starting from a door to door business, the company is growing rapidly with a strong vision and mission as well as a commitment to innovation and technology. Their first store, AN AI Boutique, opened in 2005 and then changed its name to Passion Jewelry in 2006, with the first store in Puri Indah Mall. Their diversification strategy involves offering exclusive jewelry collections to target a wider audience. Expansion continued, with the opening of its own production

plant in 2009 to strengthen quality control and operations. In 2018, Passion Jewelry launched Passion Prive for its customizable High Jewelry products. During the Covid-19 pandemic in 2020, they managed to adapt the business by opening Diamond & Co. which targets the younger generation, demonstrating flexibility and a forward-thinking approach. Based on the background that has been described above, the researcher wants to examine research on several variables found in diamond jewelry sector companies. The title of the research formed is "*The Influence of Brand Collaboration and Price Image on Purchase Intention Mediated By Design (An Empirical Study of The Passion Jewelry Consumers in Jakarta)*".

The objective of this research is to investigate the impact of brand collaboration and price image on purchase intention, as well as to examine the role of design as a mediating variable among consumers of the Passion Jewelry brand in Jakarta

The novelty of this research lies in its focus on the intersection of brand collaboration, price image, and design in influencing purchase intentions within the luxury diamond jewelry sector, specifically targeting Passion Jewelry consumers in Jakarta. While previous studies have explored these variables individually, this study uniquely integrates them, examining how brand collaboration and price image, when mediated by design, collectively impact consumer purchase intentions. This approach provides a fresh perspective on consumer behavior in the luxury market, highlighting the importance of design as a mediating factor that enhances the effectiveness of brand collaborations and price perceptions. The empirical analysis within the specific context of Jakarta's luxury jewelry market further adds to the study's originality, offering insights that are directly applicable to businesses operating in similar emerging markets.

## **Research Methods**

A research design is a detailed design that includes the steps that will be taken by the researcher, starting from the formation of the hypothesis and its operational strategy to the final data analysis stage, then continued with the conclusions drawn and suggestions for the next research given to answer the research statement (Sekaran & Bougie, 2019). Research design or design is a stage that includes all aspects related to the structure of the research, including ideas, objectives, planning, sources of information or data, as well as a literature review to design and implement the research (Noor, 2017). The following is the design in the study: This study applies hypothesis testing, which aims to test statements that describe the relationship or difference between two variables or groups, or the independence of certain factors in a certain context (Sekaran & Bougie, 2019). This research is included in the category of quantitative research, which focuses on the analysis of the frequency of research variables and uses numerical data to present quantitative information (Morissan, 2017). This quantitative research was carried out in the form of a survey that collected data on the research variables and the subjects being studied (Noor, 2017). The selection of quantitative research is due to the tendency of more accurate and precise results compared to qualitative research (Morissan, 2017). Hypothesis testing has a causal nature, which means it tests whether there is an influence between one variable and another, or whether there is a cause-and-effect relationship between these variables (Sekaran & Bougie, 2019). This study uses a cross-sectional time dimension, where data is collected only once in daily, weekly, and monthly periods to answer research questions (Noor, 2017). The research analysis unit was consumers and diamond jewelry owners in the city of Jakarta as respondents. The required research data sources are divided into two types, namely primary data sources and secondary data sources. Primary data sources are

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obtained through filling out questionnaires, while secondary data sources are obtained from findings in previous literature or studies. There are four variables in this study, namely Brand Collaboration, Price Image, Purchase Intention, and Design.

**Results and Discussions**

**Goodness Of Fit (GOF) Model Test**

**Table 2 Fit Model Measurement Criteria**

No	Goodness of Fit Index	Cut-off Value	Criteria
1	Degree of Freedom (DF)	> 0	Over Identified
2	Statistic Chi-Square (X <sup>2</sup> )	< α , df ; α = CMINDF/DF	Good Fit
3	Probability	≥ 0.05	Good Fit
4	Goodness of Fit Index (GFI)	≥ 0.90	Good Fit
5	Adjusted Goodness of Fit Index (AGFI)	≥ 0.90	Good Fit
6	Comparative Fit Index (CFI)	≥ 0.90	Good Fit
7	Tucker Lewis Index (TLI)	≥ 0.90	Good Fit
8	CMIN/DF	≤ 2.00	Good Fit
9	Root Mean Square Error of Approximation (RMSEA)	≤ 0.08	Good Fit
10	Root Mean Square Residual (RMR)	≤ 0.05	Good Fit
11	Normed Fit Index (NFI)	≥ 0.90	Good Fit
12	Parsimonious Normed Fit Index (PNFI)	> 0.60	Good Fit

Source: Ghozali (2017)

**Table 3 Goodness of Fit Test Results**

Goodness of Fit Index	Cut-off Value	Analysis Results	Criteria
Chi-Square	The Smaller, The Better	296.848	Good Fit
Degree of Freedom (DF)	The Bigger, The Better	164	
Probability	≥ 0.05	0.000	
CMIN/DF	< 2	1.810	
GFI	≥ 0.90	0.861	Marginal Fit
AGFI	≥ 0.90	0.822	Marginal Fit
CFI	≥ 0.90	0.951	Good Fit
TLI	≥ 0.90	0.943	Good Fit
IFI	≥ 0.90	0.952	Good Fit
RMSEA	≤ 0.08	0.066	Good Fit
RMR	≤ 0.05	0.020	Good Fit
NFI	≥ 0.90	0.898	Marginal Fit
PNFI	≥ 0.50	0.775	Good Fit
PGFI	≥ 0.50	0.672	Good Fit
PCFI	≥ 0.50	0.821	Good Fit

Source: Data processed by the author (2024)



**Determination Coefficient Test (*R Square*)****Table 4 Determination Coefficient Test**

<i>Model Summary</i>				
<i>Model Summary</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
Variables: BC, PI -> D	.866	.749	.747	.30386
Variables: BC, PI, D -> PIN	.919	.845	.843	.26935

Source: Data processed by the author (2024)

**Hypothesis Test Results****Hypothesis Testing (Influence Between Variables)**

The following are the basis for decision-making in hypothesis testing:

- If the p-value  $\leq 0.05$  and the CR  $\geq 1.967$  then H0 is rejected, Ha is accepted.
- If the p-value  $> 0.05$  or CR  $< 1.967$  then H0 is accepted, Ha is rejected.

Hypothesis testing was carried out by looking at the output results of the *regression weights* model value from the AMOS program. Table 12 explains the results of the estimation of the research model.

**Table 5 Regression Weights**

<b>Information</b>		<i>Estimate</i>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>
<i>Design</i>	← <i>Brand Collaboration</i>	0.606	0.133	4.562	***
<i>Design</i>	← <i>Price Image</i>	0.467	0.115	4.072	***
<i>Purchase Intention</i>	← <i>Brand Collaboration</i>	0.389	0.179	2.175	0.03
<i>Purchase Intention</i>	← <i>Price Image</i>	0.326	0.143	2.289	0.022
<i>Purchase Intention</i>	← <i>Design</i>	0.591	0.217	2.725	0.006

Source: Data processed by the author (2024)

**Table 6 Results of Hypothesis Testing**

	<b>Description</b>	<b>Decision</b>
H1	<i>Brand Collaboration</i> has a significant positive effect on <i>Design</i> for Passion Jewelry consumers in Jakarta.	Accepted
H2	<i>Price Image</i> has a significant positive effect on <i>Design</i> for Passion Jewelry consumers in Jakarta.	Accepted
H3	<i>Brand Collaboration</i> has a significant positive effect on <i>Purchase Intention</i> for Passion Jewelry consumers in Jakarta.	Accepted
H4	<i>Price Image</i> has a significant positive effect on <i>Purchase Intention</i> in Passion Jewelry consumers in Jakarta.	Accepted
H5	<i>Design</i> has a significant positive effect on <i>Purchase Intention</i> in Passion Jewelry consumers in Jakarta.	Accepted
H6	<i>Design</i> mediates the influence of <i>Brand Collaboration</i> on <i>Purchase Intention</i> on Passion Jewelry consumers in Jakarta.	Accepted
H7	<i>Design</i> mediates the influence of <i>Price Image</i> on <i>Purchase Intention</i> on Passion Jewelry consumers in Jakarta.	Accepted

Source: Data processed by the author (2024)

Based on Table 5, it can be seen that the influence of significance or at least known from the p-value and the *Critical Ratio* (CR) value. The significance of the alpha used is 0.05. If the CR value is above 1.967 and the p-value is less than 0.05, the hypothesis is accepted. The following is an explanation of the testing of all research hypotheses:

1. H1: *Brand Collaboration* has a significant positive effect on *Design* for Passion Jewelry consumers in Jakarta

In Table 5, the p-value of the BC variable = \*\*\* < 0.05 and CR = 4,562 > 1,967 so that H0 is rejected and H1 is accepted, so it can be concluded that the BC variable has a positive and significant influence on D, every change to brand *collaboration* will give a change that is directly proportional to the *design*.

2. H2: *Price Image* has a significant positive effect on *Design* for Passion Jewelry consumers in Jakarta.

In Table 5, the p-value of the PI variable = \*\*\* < 0.05 and CR = 4,072 > 1,967 so that H0 is rejected and H2 is accepted, so it can be concluded that the PI variable has a positive and significant influence on D, every change in the *price image* will give a change that is directly proportional to the *design*.

3. H3: *Brand Collaboration* has a significant positive effect on *Purchase Intention* in Passion Jewelry consumers in Jakarta.

In Table 5 = the p-value value of the BC variable = 0.03 < 0.05 and CR = 2,175 > 1,967 so that H0 is rejected and H3 is accepted, so it can be concluded that the BC variable has a positive and significant influence on the PIN, every change to the *brand collaboration* will give a change that is directly proportional to the *purchase intention*.

4. H4: *Price Image* has a significant positive effect on *Purchase Intention* in Passion Jewelry consumers in Jakarta.

In Table 5, the p-value of the PI variable = 0.022 < 0.05 and CR = 2.289 > 1.967 so that H0 is rejected and H4 is accepted, so it can be concluded that the PI variable has a positive and significant influence on the PIN, every change in the *price image* will give a change that is directly proportional to the *purchase intention*.

5. H5: *Design* has a significant positive effect on *Purchase Intention* in Passion Jewelry consumers in Jakarta.

In Table 5, the p-value of variable D = 0.006 < 0.05 and CR = 2.725 > 1.967 so that H0 is rejected and H5 is accepted, so it can be concluded that variable D has a positive and significant influence on the PIN, every change to the *design* will give a change that is directly proportional to the *purchase intention*.

#### Direct, Indirect and Total Influence

The calculation of the Sobel test can be done using a certain formula.

$$Sab = \sqrt{((b^2)(Sa^2)) + ((a^2)(Sb^2)) + ((Sa^2)(Sb^2))}$$

Information:

**Sat** = Amount *Standard Error* Indirect influence

**a** = Regression coefficient of the influence of independent variables on mediation variables

**b** = Regression coefficient of the influence of the mediating variable on the dependent variable

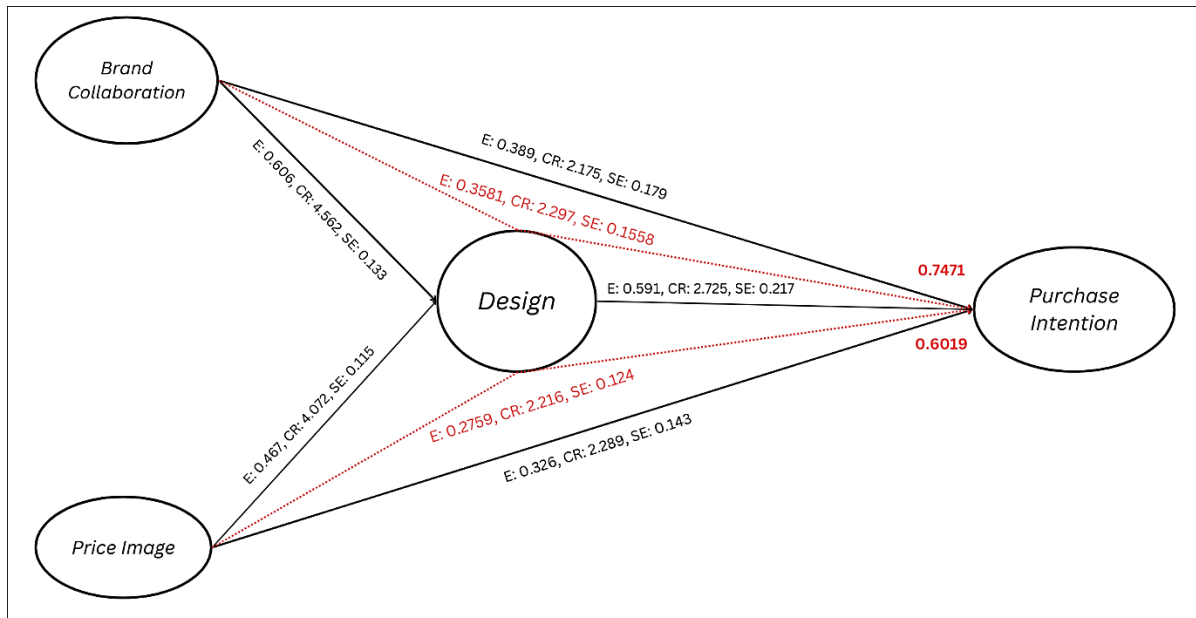
**Sa** = *Standard error* for coefficient A

**Sb** = *Standard error* for coefficient B

To test the significance of the indirect influence, it is necessary to calculate the CR value from the coefficient with the following formula:

$$CR = \frac{a \times b}{Sab}$$

The CR value from the calculation results must be > 1,967 with a significance of 5% cut off value in this study. If the CR > 1,967, it can be concluded that there is an influence on mediation (Ghozali, 2017).



Source: Data processed by the author (2024)

**Figure 1 Direct and Indirect Effects of BC and PI on PI (Direct) through mediation D (Indirect)**

Based on Figure 4, the calculation according to the Sobel formula can be described to determine the magnitude of direct and indirect influence between variables as follows:

Brand Collaboration → Design → Purchase Intention

$$0.606 \times 0.591 = 0.358146$$

$$Estimate = 0.606 \times 0.591 = 0.358146$$

$$SE = \sqrt{(0.606)^2 (0.217)^2 + (0.591)^2 (0.133)^2 + (0.133)^2 (0.217)^2} = 0.1558979$$

$$CR = Estimate / SE = 0.358146 / 0.1558979 = 2.29731 (CR > 1.967)$$

BC-D-PIN is significant because the value (CR = 2.297) > 1.967

Price Image → Design → Purchase Intention

$$0.467 \times 0.591 = 0.275997$$

$$Estimate = 0.467 \times 0.591 = 0.275997$$

$$SE = \sqrt{(0.467)^2 (0.217)^2 + (0.591)^2 (0.115)^2 + (0.115)^2 (0.217)^2} = 0.124545$$

$$CR = Estimate / SE = 0.275997 / 0.124545 = 2.21603 (CR > 1.967)$$

PI-D-PIN is significant because the value (CR = 2.216) > 1.967

**Table 7 Comparison of Direct and Indirect Influences**

Variable	Estimate	Status	Conclusion
BC - PIN	0.389	Significant	Better direct influence
BC - D - BATTERY	0.358	Significant	
PI - PIN	0.326	Significant	Better direct influence
PI - D - PIN	0.275	Significant	

Source: Data processed by the author (2024)

### **Direct and Indirect Influence of Brand Collaboration on Purchase Intention through Design**

Based on Table 7, the direct influence of *brand collaboration* on *purchase intention* has significant results, and the influence of *brand collaboration* on *purchase intention* mediated by *design* also has significant results, but the direct *estimate* value is 0.389 greater than the *estimate* value Through mediation 0.3581, the influence of *brand collaboration* on *purchase intention* will be maximized if directly or without design mediation. In this case, *the design* variable has a significant influence in mediating *the brand collaboration* relationship on *purchase intention*, but has a smaller influence as a mediator when compared to the direct influence of *the brand collaboration* variable on *purchase intention*. This is because *brand collaboration* can directly have a positive impact on Passion Jewelry brand diamond jewelry consumers. Even when the company is unable to provide satisfaction for its consumers, *brand collaboration* will be able to make consumers have the intention to buy products from Passion Jewelry.

### **Price Image : Direct and Indirect Influence of Price Image on Purchase Intention through Design**

Based on Table 7, the direct influence of *price image* on *purchase intention* has significant results, and the influence of *price image* on *purchase intention* mediated by *design* also has significant results, but the direct *estimate* value of 0.326 is greater than the *estimate value* through mediation of 0.2759, then the influence of *Price image* to *purchase intention* will be maximized if directly or without design mediation. In this case, *the design* variable has a significant influence in mediating the relationship *between price image* and *purchase intention*, but has a smaller influence as a mediator when compared to the direct influence of *the price image* variable on *purchase intention*. This is because *the price image* can directly have a positive impact on the consumers of Passion Jewelry brand diamond jewelry. Even when the company is unable to provide satisfaction for its consumers, *the price image* will be able to make consumers have the intention to buy products from Passion Jewelry.

### **Total Direct and Indirect Influence**

Based on Figure 1, the total influence of *brand collaboration* on *purchase intention* directly and indirectly (mediated *design*) is 0.7471. Meanwhile, the total influence of *price image* on *purchase intention* directly and indirectly (mediation *design*) is 0.6019. So it can be concluded that the total influence both directly and indirectly is the largest *brand collaboration* to *purchase intention* then followed by *price image* to *purchase intention*.

### **Discussion**

#### **Brand Collaboration and Design**

Research shows that brand collaborations have a positive and significant influence on the design of Passion Jewelry products in Jakarta. The majority of respondents are women aged 21-25 years with Diploma/S1 education and employment as a public/private employee. They have a monthly expenditure of 1 million to 10 million. Good brand collaboration improves product designs that are considered attractive and innovative, providing maximum satisfaction for consumers. A design that considers aesthetics, quality, and exclusivity makes the product more attractive. This research is consistent with Lee et al. (2023) and Kim et al. (2023) who stated that brand collaboration has a positive effect on design.

### **Price Image and Design**

Research shows that price image has a positive and significant influence on design on Passion Jewelry consumers in Jakarta. The majority of respondents are women aged 21-25 years with Diploma/S1 education and employment as a public/private employee. Consumers appreciate innovative designs that are seen as a value-added. Reasonable and rational prices increase the attractiveness of the design. This research is consistent with Livia et al. (2024) and Chen et al. (2022) who stated that price image has a positive effect on design.

### **Brand Collaboration and Purchase Intention**

Research shows that brand collaborations have a positive and significant influence on the purchase intention of Passion Jewelry consumers in Jakarta. The majority of respondents are women aged 21-25 years with Diploma/S1 education and employment as a public/private employee. Engaging and quality collaborations increase purchase intent. Rare and exclusive collaboration products are more attractive to consumers. This research is consistent with Kim et al. (2023) and Andriani & Balqiah (2021) who stated that brand collaboration has a positive effect on purchase intention.

### **Price Image and Purchase Intention**

Research shows that price image has a positive and significant influence on the purchase intention of Passion Jewelry consumers in Jakarta. The majority of respondents are women aged 21-25 years with Diploma/S1 education and employment as a public/private employee. A good price image increases buying intentions. Consumers who feel that the price is reasonable and provide good value are more likely to buy the product. This research is consistent with Cheah et al. (2020) and Utama & Tarigan (2024) which stated that price image has a positive effect on purchase intention.

### **Design and Purchase Intention**

Research shows that design has a positive and significant influence on the purchase intention of Passion Jewelry consumers in Jakarta. The majority of respondents are women aged 21-25 years with Diploma/S1 education and employment as a public/private employee. Attractive, quality, and innovative designs increase purchase intent. Computer-aided technology and AI improve the quality of design and consumer buying interest. This research is consistent with Yuan Li et al. (2023) and Yanru Lyu et al. (2024) who stated that design has a positive effect on purchase intention.

### **Brand Collaboration, Design, and Purchase Intention**

Research shows that brand collaboration has a positive effect on design-mediated purchase intent in Passion Jewelry consumers in Jakarta. The majority of respondents are women aged 21-25 years with Diploma/S1 education and employment as a public/private employee. Brand collaborations result in unique and innovative product designs, increasing purchase intent. The use of sustainable materials and design innovations increase the appeal of the product. This research is consistent with Livia et al. (2024) and Zahid et al. (2022) who stated that brand collaboration has a positive effect on design-mediated purchase intent.

### **Price Image, Design, and Purchase Intention**

Research shows that price image has a positive effect on design-mediated purchase intention in Passion Jewelry consumers in Jakarta. The majority of respondents are women aged 21-25 years with Diploma/S1 education and employment as a public/private employee. An attractive and innovative design reinforces the relationship between price image and purchase intent. High-quality design improves good price perception and consumer purchase intent. This research is consistent with Livia et al. (2024), Zahid et al.

(2022), and Utama & Tarigan (2024) which state that price image has a positive effect on design-mediated purchase intentions.

## **Conclusion**

This study shows that brand collaboration has a positive and significant effect on the design of the Passion Jewelry brand in Jakarta, emphasizing the need for the right design approach to ensure the product not only has visual appeal but also provides additional benefits for consumers. In addition, a positive price image also has a significant impact on design, supporting consumer acceptance of innovative designs which can ultimately improve market growth prospects. Brand collaboration has also been proven to increase consumer purchase intent by providing collaboration products as limited editions and ensuring a strong alignment between retailers and brands. A positive price image is a key strategy in the jewelry industry to increase consumer buying intentions. Designs that utilize computer technology and artificial intelligence (AI) can deepen the exploration and understanding of form elements, resulting in superior design innovation and quality, thereby increasing consumer purchase intent. In addition, brand collaboration through innovation in product design can increase consumer purchase intention, which shows the importance of design innovation in mediation between brand collaboration and purchase intent. Finally, a positive price image also has a significant effect on design-mediated purchase intent, suggesting that understanding how design affects price image and purchase intent is essential for companies to design more effective products to increase appeal and sales.

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