THE MEDIATING ROLE OF BRAND IMAGE IN THE EFFECT OF PRICE FAIRNESS ON CONSUMER PURCHASE DECISION
(A Study on NVN Urban Café Consumers)

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Abstract
The food and beverage industry is currently one of the most promising sectors in Indonesia. Many entrepreneurs are interested in venturing into this field, often realized through the establishment of various coffee shops. One such establishment in Denpasar City is NVN Urban Café. This study aims to analyze the effect of price fairness on purchase decisions, mediated by brand image. The sample consists of 100 respondents who are visitors of NVN Urban Café. The sampling technique employed is purposive sampling. This study utilizes path analysis, the Sobel test, and the Variance Accounted For (VAF) test. The results indicate that price fairness has a positive and significant effect on purchase decisions; price fairness also has a positive and significant effect on brand image; brand image positively and significantly affects purchase decisions; and brand image mediates the relationship between price fairness and purchase decisions.
Keywords: Brand Image, Purchase Decision, Price Fairness

INTRODUCTION

The food and beverage industry is currently one of the most promising sectors in Indonesia (Rifai et al., 2023). Many entrepreneurs are interested in establishing businesses in this sector, often realized through the creation of various coffee shops. As service-based businesses, each coffee shop strives to provide the best quality and services to its customers (Koestartyod et al., 2016). This condition demands that each company rely on highly competent human resources who can be counted on to navigate intense competition and meet evolving lifestyle needs.

The coffee shop business has become a widespread topic of discussion within society, serving not only beverages but also creating unique social experiences (Lindiani et al., 2024). Undeniably, competition exists everywhere in the economy in general, and even within the vicinity of each business. The emergence of competing new products, technological advancements, and rapid changes in legislation and government policies compel business actors to continue competing to survive and fulfill consumers' expectations and desires (Febriani & Dewi, 2019).

As a center of economic activity and a metropolitan city in Bali, Denpasar holds vast potential for food and beverage businesses. Many entrepreneurs strive to develop ventures such as restaurants, eateries, cafés, coffee shops, and other businesses in the food and beverage sector—each with different themes and concepts, driven by urban population growth, high community mobility, and increasingly consumptive lifestyles (Ikhsan et al., 2023).

One highly rated café in Denpasar City—with a 4.5/5 score on Google Reviews—is NVN Urban Café. Established in 2019, NVN Urban Café was founded by an owner with a passion for coffee, who then decided to launch a coffee business located at Jl. Tukad Balian No.134, Renon, South Denpasar, Denpasar City. NVN Urban Café started its coffee business with a modest amount of capital. Its core objective is to elevate the profile of Indonesian—particularly Balinese—coffee.

NVN Urban Café was chosen as the object of this study due to several characteristics that make it representative of coffee shop businesses in Denpasar. As one of the better-known coffee shops in the city, NVN Urban Café is particularly popular among young people, university students, and professionals—demographics that make up a major segment of the current food and beverage consumer market. Its strategic location in the heart of Denpasar makes it easily accessible and situated in a vibrant area of social and economic activity. Additionally, NVN Urban Café adopts a modern and comfortable urban concept, serving not only as a place to enjoy drinks but also as a work-from-café environment. The café actively utilizes social media and digital services such as GoFood to market its products, demonstrating its adaptability to technological developments and digitalization trends.

To attract consumer interest, business actors must market their products in a way that fulfills customer needs and wants (Wibowo et al., 2021). When consumers feel that the products offered meet their expectations, they are more likely to make a purchase decision. A purchase decision refers to the process by which a consumer forms preferences among different brands and selects the one they favor most (Permatasari et al., 2023). It is a decision that follows the evaluation of relevant information, the perceived reality, and the appropriateness of the product or service. According to Yusuf (2021), a purchase decision is a thought process in which individuals evaluate various choices and determine their preference for a particular product among many. Purchase decisions can also be influenced by promotional offers or customer-generated reviews, which help attract interest.

Understanding consumer purchase decisions is essential and should be carefully considered, as these decisions directly influence a company's future strategy (Wijayanti & Lestari, 2023). Numerous factors influence purchasing decisions, including competition, lifestyle, economic conditions, and social factors. Among these, brand image and price stand out as dominant factors (Solihin, 2020). Consumers often

become accustomed to certain brands and develop price perceptions based on their frequency of use (Budiastari, 2018).

It is common for consumers to compare prices across similar products or services before making a purchase decision (Wijayanti & Lestari, 2023). According to Soelasih in Fakhrudin (2019), price fairness is the consumer's tendency to use price as a benchmark in evaluating the appropriateness of the benefits offered by a product or service. This assessment of fairness also depends on the level of comparison among the parties involved in the transaction. Price is one of the most critical factors in gaining a competitive advantage in the market (Pangestu, 2022). Setting prices accurately is crucial to the success of a business in achieving both short-term and long-term objectives (Amilia, 2017). If a company fails to offer appropriate pricing, consumers may become reluctant to purchase its products or services (Budiastari, 2018). When consumers feel that the price they pay matches the value they receive, this can significantly enhance the café's brand image in their perception.

Purchase decisions are influenced not only by price perception but also by brand image. In fact, brand image is one of the key factors—aside from price—that affects consumer purchasing behavior (Wijayanti & Lestari, 2023). According to Setiadi (in Supangkat & Supriyatin, 2017), a brand image refers to the positive perception a consumer holds toward a brand, which increases the likelihood of making a purchase. Consumers with a positive perception of a certain brand are more likely to engage in repeat purchases of that brand's products (Kiswanto et al., 2023). Tjiptono & Diana (2016, in Nugroho & Dirgantara, 2021) state that if consumers have not had a positive experience with a product, they tend not to trust it; conversely, if they have had positive experiences, they are more inclined to trust and favor well-known brands.

Several studies support this relationship. Fakhrudin (2019) found that price fairness has a positive and significant effect on purchase decisions, and that brand image also significantly affects purchasing decisions. Mustafa and Setiawan (2022) likewise concluded that price positively and significantly affects purchase decisions. On the other hand, Destarini & Prambudi (2020) argued that price does not have a significant impact on purchase decisions, noting that a higher price may lead to a lower likelihood of purchasing.

Rahma and Aksari (2018) observed that price positively and significantly affects brand image. Huda (2020) found that brand image has a significant and positive influence on purchase decisions for Yamaha scooter consumers. Similarly, Arianty (2021) concluded that brand image has a significant impact on consumer purchase decisions.

Anggraini et al. (2020) revealed that price fairness significantly affects brand image, while Wuryan & Wahid (2025) found otherwise—stating that price fairness does not affect brand image, as customers tend to focus more on perceived benefits and experiences than on price fairness alone.

The conflicting results from prior studies indicate that a positive brand image can enhance consumer perceptions of price fairness. If consumers perceive a brand as reputable and trustworthy, they are more likely to accept the offered price, believing that the brand delivers quality products worthy of their cost. A strong brand image can thus reinforce the relationship between perceived price fairness and purchase decisions. This means that consumer perceptions of fair pricing will have a greater impact on purchasing behavior when the brand holds a strong and positive image.

In competitive markets where many products have similar prices and quality levels, brand image serves as a differentiating factor that drives consumer choice. A strong brand image allows price fairness to be evaluated not merely in numerical terms, but also through the identity and added value the brand represents. Therefore, brand image plays a crucial mediating role in understanding the effect of price fairness on consumer purchase decisions.

Based on the phenomena and research gaps discussed above, the researcher is interested in investigating this topic further, under the title: "The Role of Brand Image in Mediating the Effect of Price Fairness on Consumer Purchase Decisions at NVN Urban Café.".

RESEARCH METHOD

This study employs a quantitative approach with an associative research design to examine the relationship between variables, namely price fairness (X), brand image (M), and purchase decision (Y) among consumers of NVN Urban Café in Denpasar City. Denpasar was selected as the research location due to its status as an economic hub with dynamic business activity in the coffee shop industry. The price fairness variable is measured based on customer perceptions of price justice, while brand image includes maker image, user image, and product image. Purchase decision is assessed through indicators such as decisiveness, habitual purchase, recommendation, and revisit intention (Savitri, 2018; Mardani et al., 2020; Sholihat, 2019).

The study population comprises residents of Denpasar City who have purchased products at NVN Urban Café, with a sample of 100 respondents selected using purposive sampling based on specific criteria. Data were collected through a Likert-scale questionnaire and analyzed using SPSS 25. Instrument validity was tested using Pearson correlation and reliability through Cronbach's Alpha, with all indicators meeting the validity (> 0.3) and reliability (> 0.6) thresholds. Data analysis included both descriptive and inferential statistics, comprising classical assumption tests (normality, multicollinearity, heteroscedasticity) and path analysis to assess both direct and indirect relationships among variables (Sugiyono, 2022).

The mediating effect of brand image on the relationship between price fairness and purchase decision was tested using the Sobel test to determine the significance of indirect effects. The path equations involved two structural models and regression

coefficients calculated via SPSS. A Sobel test Z-value of ≥ 1.96 indicates that brand image significantly mediates the relationship. This analysis provides insights into the direct and indirect contributions of price fairness to purchase decisions through brand image, and thus serves as a foundation for marketing strategy formulation at NVN Urban Café (Suyana Utama, 2016).

RESULTS AND DISCUSSION
Inferential Data Analysis
Classical Assumption Test
 A regression model is considered a good model if it is free from classical statistical assumptions. Theoretically, a regression model will yield accurate estimators when it meets the classical regression assumption requirements, namely: normality test, multicollinearity test, and heteroscedasticity test.

1) **Normality Test**
 The normality test in this study was conducted using the One-Sample Kolmogorov-Smirnov analysis by comparing the calculated Kolmogorov-Smirnov value with the table value. The results of the One-Sample Kolmogorov-Smirnov test are presented in Table 1 as follows:

Table 1. Normality Test (One-Sample Kolmogorov-Smirnov)

Equality	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov
Substructure 1	0.200
Substructure 2	0.200

Source: processed primary data, 2024

 The normality test using the One-Sample Kolmogorov-Smirnov Test, as shown in Table 1, indicates that the Asymp. Sig. (2-tailed) values for both substructures are 0.200. Since these values are greater than the alpha level of 0.05, this indicates that the data used in this study are normally distributed. Therefore, it can be concluded that the regression model meets the normality assumption.

2) **Multicollinearity Test**
 The multicollinearity test was conducted by analyzing the tolerance and Variance Inflation Factor (VIF) values. These values are used to measure the variability among the independent variables or the intercorrelation between them. If the tolerance value is less than 0.10 or the VIF exceeds 10, it indicates the presence of multicollinearity. The tolerance and VIF values are presented in Table 2 as follows:

Table 2. Multicollinearity Test (Tolerance and Variance Inflation Factor)

Model		collinearity statistics	
		Tolerance	VIF
Substructure 2	Reasonable prices	0.779	1,283
	Brand Image	0.779	1,283

Source: processed primary data, 2024

Table 2 shows that none of the independent variables have a tolerance value less than 0.10 or a VIF value exceeding 10. Therefore, the regression model is free from multicollinearity issues.

3) **Heteroscedasticity Test**

The heteroscedasticity test was performed using the Glejser method. This method involves regressing the residuals from the initial regression model, taking the absolute values of those residuals, and regressing them against all independent variables. If any independent variable has a statistically significant effect on the absolute residuals, heteroscedasticity is present in the model. The results of the Glejser test are presented in Table 3 below.

Table 3. Heteroscedasticity Test (Glejser Test)

Equality	Model	T	Sig.
Substructure 1	Price Fairness	0.275	0.784
Substructure 2	Reasonable prices	-0.261	0.795
	Brand Image	0.914	0.363

Source: processed primary data, 2024

Table 3 indicates that each model has a significance value greater than 0.05. This result implies that the independent variables used in this study do not significantly affect the absolute residuals, thus confirming that the model is free from heteroscedasticity symptoms.

Path Analysis

This study employed path analysis to examine the causal relationships among the exogenous variable (Price Fairness), the endogenous variables (Purchase Decision and Brand Image), and the mediating role of Brand Image in the relationship between Price Fairness and Purchase Decision.

1) **Formulating hypotheses and structural equations**

The first step in path analysis is to formulate hypotheses and model equations based on the underlying theoretical framework. The hypotheses are as follows.

(1) Price Fairness has a positive and significant effect on Purchase Decision at NVN Urban Café.

(2) Price Fairness has a positive and significant effect on Brand Image at NVN Urban Café.

(3) Brand Image has a positive and significant effect on Purchase Decision at NVN Urban Café.

(4) Brand Image mediates the effect of Price Fairness on Purchase Decision at NVN Urban Café

Based on the above hypotheses, the structural sub-equation 1 can be formulated as follows:

$M = \beta_2 X + e_1$

Structural sub-equation 2 can be formulated as follows::

$Y = \beta_1 X + \beta_3 M + e_2$

In this study, the effect of Price Fairness on Brand Image was calculated using SPSS 25.0 for Windows. The results of the first structure estimation are shown in Table 4.

Table 4. Path Analysis Results for Substructure 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	6,147	0.826		7,439	0,000
Price Fairness	0.317	0.060	0.470	5,267	0,000
R2: 0.221					

Source: processed primary data, 2024

Table 4 shows the result of path analysis, thus the structural equation formed is:

$M = \beta_2 X + e_1$

$M = 0.317 X + e_1$

This structural equation can be interpreted as follows:

The Price Fairness variable has a coefficient value of 0.317, indicating that Price Fairness has a positive effect on Brand Image. This means that if Price Fairness increases, Brand Image will increase by 0.317.

In this study, the effects of Price Fairness and Brand Image on Purchase Decision were also calculated using SPSS 25.0 for Windows. The results of the second structure estimation are presented in Table 5.

Table 5. Path Analysis Results for Substructure 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	2,655	1,107		2.99	0.018

Price Fairness	0.548	0.073	0.586	7,509	0,000
Brand Image	0.341	0.108	0.246	3,157	0.002
R2: 0.540					

Source: processed primary data, 2024

Based on the results in Table 5, the structural equation formed is as follows:

Y = β1X + β3M + e2

Y = 0.548X + 0.341M + e2

The structural equation can be interpreted as:

This structural equation can be interpreted as follows:

The Price Fairness variable has a coefficient value of 0.548, indicating that Price Fairness has a positive effect on Purchase Decision. This means that if Price Fairness increases, Purchase Decision will increase by 0.548. The Brand Image variable has a coefficient value of 0.341, indicating that Brand Image has a positive effect on Purchase Decision. This means that if Brand Image increases, Purchase Decision will increase by 0.341.

2) Path coefficient diagram

(1) Direct effect

A direct effect occurs when a variable influences another variable without the presence of a mediating variable.

a) The direct effect of Price Fairness on Purchase Decision is 0.586

b) The direct effect of Price Fairness on Brand Image is 0.470

c) The direct effect of Brand Image on Purchase Decision is 0.246

(2) Indirect effect

An indirect effect arises when another variable mediates the relationship between two variables. The indirect effect of Price Fairness on Purchase Decision through Brand Image is calculated as follows 470 × 0.246 = 0.116.

(3) Total effect

The total effect is obtained by summing the direct effect of Price Fairness on Purchase Decision (0.586) and the indirect effect of Price Fairness on Purchase Decision through Brand Image (0.116), resulting in 0.586 + 0.116 = 0.702.

3) Testing the Coefficient of Determination (R^2) and Error Variables (e)

This test aims to identify the value of each determination coefficient for substructure 1 and substructure 2, as well as the respective error variables in each structure, to construct the final path diagram model. The calculation of the error variable in each structure is as follows.

$e_i = \sqrt{1 - Ri^2}$

$e_1 = \sqrt{1 - R1^2} = \sqrt{1 - 0,221} = \sqrt{0,779} = 0,883$

$e_2 = \sqrt{1 - R2^2} = \sqrt{1 - 0,540} = \sqrt{0,460} = 0,678$

Based on the error effect calculation, the result for the error in substructure 1 (e_1) is 0.883, and in substructure 2 (e_2) is 0.678. The total determination coefficient is calculated as follows:

$$R^2_m = 1 - (e_1)^2(e_2)^2$$
$$= 1 - (0{,}883)^2(0{,}678)^2$$
$$= 1 - (0{,}779)(0{,}460)$$
$$= 1 - 0{,}358 = 0{,}642$$

The calculated total determination coefficient is 0.642, indicating that 64.2% of the variance in Purchase Decision is influenced by Price Fairness and Brand Image, while the remaining 35.8% is influenced by other factors not included in the research model.

Based on the structural equation elaboration, the resulting path coefficient values are represented by the standardized Beta coefficients for each relationship among variables. The following presents the path coefficient values of each variable relationship as illustrated in Figure 1.

Figure 1. Path Analysis Model
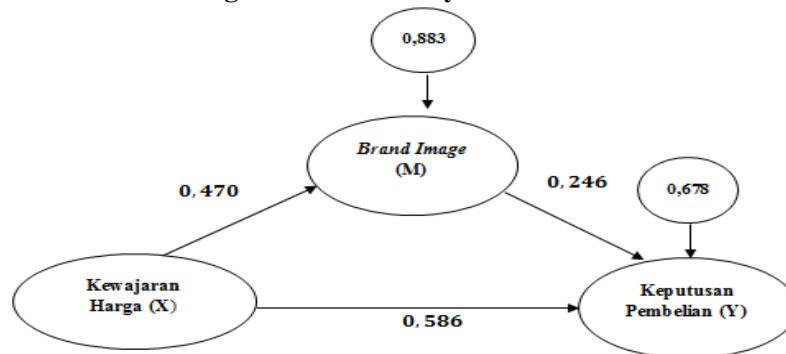
4) Hypothesis testing

The criteria for interpreting the relationships among variables are as follows:

If Sig ≤ 0.05, then H_0 is rejected and H_a is accepted.

If Sig ≥ 0.05, then H_0 is accepted and H_a is rejected.

(1) Effect of Price Fairness on Purchase Decision

H_0: There is no effect of Price Fairness on Purchase Decision

H_1: There is an effect of Price Fairness on Purchase decision

The analysis results in Table 4.10 indicate that Price Fairness has a Beta coefficient of 0.586 and a significance value of 0.000. Therefore, H_1 is accepted since the Sig value 0.000 < 0.05. This result demonstrates that Price Fairness has a positive and significant effect on Purchase Decision among NVN Urban Café customers.

(2) Effect of Price Fairness on Brand Image

H_0: There is no effect of Price Fairness on Brand Image

H_2: There is an effect of Price Fairness on Brand image

The analysis results in Table 4.9 show that Price Fairness has a Beta coefficient of 0.470 and a significance value of 0.000. Hence, H_2 is accepted since the Sig value 0.000 < 0.05. This indicates that Price Fairness has a positive and significant effect on Brand Image among NVN Urban Café customers.

(3) Effect of Brand Image on Purchase Decision

H_0: There is no effect of Brand Image on Purchase Decision

H_3: There is an effect of Brand Image on Purchase Decision

The analysis results in Table 4.10 reveal that Brand Image has a Beta coefficient of 0.246 and a significance value of 0.002. Thus, H_3 is accepted as 0.002 < 0.05. This shows that Brand Image has a positive and significant effect on Purchase Decision among NVN Urban Café customers.

5) Summarizing and Concluding

Based on the previous calculations, a summary of the direct, indirect, and total effects of each structural equation is presented in Table 6.

Table 6. Direct and Indirect Effects of Brand Image (M) on Fair Price (X) and Purchase Decision (Y)

Variable Effect	Direct influence	Indirect Effect Via M	Total Effect	Significant	Results
X → M	0.470		0.470	0,000	Significant
M → Y	0.246		0.246	0.002	Significant
X → Y	0.586	0.116	0.702	0,000	Significant

Source: Processed primary data, 2024

Table 6 shows a summary of each direct and indirect path between variables, as well as the total effects resulting from the path analysis technique. The interpretation of each value in Table 6 is explained as follows.

1) Effect of Fair Price on Brand Image

   The study conducted among customers of NVN Urban Café revealed that Fair Price has a direct effect on Brand Image, with a coefficient value of 0.470.

2) Effect of Brand Image on Purchase Decision

   The study conducted among customers of NVN Urban Café indicated that Brand Image has a direct influence on Purchase Decision, with a coefficient value of 0.246.

3) Effect of Fair Price on Purchase Decision

   The study conducted among customers of NVN Urban Café showed that Fair Price has a direct impact on Purchase Decision, with a coefficient value of 0.586.

4) The Mediating Role of Brand Image in the Effect of Fair Price on Purchase Decision

The research conducted among customers of NVN Urban Café concerning the mediating role of Brand Image in the relationship between Fair Price and Purchase Decision demonstrated that Fair Price has both a direct and indirect influence through Brand Image, with respective coefficients of 0.586 and 0.116. Hence, the total effect is 0.702.

Sobel test

a) The Sobel test is formulated with the following equation and can be calculated using Microsoft Excel. If the calculated M value exceeds 1.96 (at a 95% confidence level), the mediating variable is considered to significantly mediate the relationship between the independent and dependent variables.

$$M = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2}}$$

$$M = \frac{(0{,}317)(0{,}341)}{\sqrt{((0{,}341)^2(0{,}06)^2) + ((0{,}317)^2(0{,}108)^2)}}$$

$$M = \frac{0{,}108}{\sqrt{0{,}0016}}$$

$$M = \frac{0{,}108}{0{,}040} = 2{,}71$$

Explanation:

a   :0,317
Sa   :0,060
b   :0,341
Sb   :0,108

According to Suyana Utama (2016:169), these numerical values are derived from the results of the path analysis in Structural Equation I and Structural Equation II, specifically from the unstandardized coefficients listed in the coefficients table. The Sobel Test result shows that the calculated M value is 2.71 > 1.96, thus confirming that the variable Brand Image significantly mediates the effect of Fair Price on the Purchase Decision of NVN Urban Café customers.

Discussion

The Effect of Price Fairness on Purchase Decision

The hypothesis testing results indicate that price fairness has a positive and significant effect on purchase decision. This finding implies that the better the price fairness offered by NVN Urban Café, the higher the customers' purchase decision.

This result is consistent with the view of Mustafa and Setiawan (2022), who stated that price has a positive and significant influence on purchase decisions. Similarly, research by Albari et al. (2018) concluded that price positively affects purchase decisions. Armayani and Jatra (2019) also emphasized that price has a positive and significant influence on purchase decisions. Furthermore, Dwipayana and

Mandala (2022) found that price fairness has a significant and positive effect on purchase decisions.

The Effect of Price Fairness on Brand Image

The hypothesis testing results show that price fairness has a positive and significant effect on brand image. This means that the better the price fairness offered by NVN Urban Café, the stronger the brand image perceived by customers. Consequently, the fairness of pricing contributes to the formation of a favorable brand image in the minds of NVN Urban Café customers.

This finding aligns with the results of Rahma and Aksari (2018), who stated that price has a positive and significant impact on brand image. Simanjuntak and Ardani (2018) also found that price fairness significantly affects brand image. In line with these studies, Yunita (2018) demonstrated that price fairness positively and significantly influences brand image among Go Food consumers in Yogyakarta.

The Effect of Brand Image on Purchase Decision

The hypothesis testing results indicate that brand image has a positive and significant effect on purchase decision. This finding implies that the stronger the brand image of NVN Urban Café, the higher the customers' purchase decision. Therefore, a positive brand image encourages customers to proceed with purchasing products from NVN Urban Café.

This result is supported by the findings of Fijar and Zainul (2018), who stated that brand image influences consumer purchase decisions. Huda (2020) also revealed that brand image has a significantly positive effect on consumer purchase decisions for Yamaha automatic scooters. Similarly, Ariawan et al. (2019) found that brand image has a positive effect on purchase decisions. Research conducted by Albari and Safitri (2018) also indicated that brand image has a positive impact on purchase decisions. Lastly, Suryantari and Respati (2022) confirmed that brand image has a positive and significant effect on consumer purchase decisions.

The Mediating Role of Brand Image in the Effect of Price Fairness on Customer Purchase Decision

The results of the Sobel test indicate that brand image significantly mediates the effect of price fairness on purchase decision, thus supporting the hypothesis. A positive brand image can strengthen the effect of price fairness by fostering trust and emotional added value toward the product. Consumers who perceive a brand as having a good reputation and high credibility are more likely to view its pricing as fair, even when compared to similar products. Therefore, a combination of a positive brand image and fair pricing enhances the likelihood of customer purchase decisions at NVN Urban Café.

This finding is consistent with the research conducted by Wahyuni and Rahanatha (2020), which showed that brand image can mediate the effect of price fairness on consumer purchase decisions. Stiawan et al. (2022) also stated that brand

image serves as a mediating variable in the relationship between price fairness and purchase decisions for Joger products, specifically as a partial mediation variable. Similarly, Widiastiti et al. (2020) found that brand image mediates the effects of product quality and price fairness on purchase decisions for iPhones in Denpasar.

CONCLUSION

Based on the results of the research, several conclusions can be drawn as follows.

1) The study conducted on customers of NVN Urban Café regarding the effect of price fairness on purchase decision shows that price fairness has a positive and significant effect on purchase decision. This implies that the fairer the price of NVN Urban Café's products, the higher the purchase decisions made by customers.

2) The study conducted on customers of NVN Urban Café regarding the effect of price fairness on brand image reveals that price fairness has a positive and significant effect on brand image. This means that the fairer the price of NVN Urban Café's products, the stronger the brand image perceived by customers.

3) The study conducted on customers of NVN Urban Café regarding the effect of brand image on purchase decision demonstrates that brand image has a positive and significant effect on purchase decision. This indicates that the better the brand image of NVN Urban Café, the higher the purchase decisions made by customers.

4) The study on NVN Urban Café's customers regarding the mediating role of brand image in the relationship between price fairness and purchase decision shows that brand image significantly and positively mediates the relationship between price fairness and purchase decision. This means that the fairer the product price of NVN Urban Café, the higher the customers' purchase decision, thereby enhancing the brand image of NVN Urban Café.

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