



The Influence of Perceived Value and Brand Personality on Consumer Purchase Intention at Barley Store 2 Blitar

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ABSTRACT: This study aims to analyze the influence of perceived value and brand personality on consumer purchase intention at Barley Store 2 Blitar. The study employed a quantitative approach using a survey method. The population consisted of 641 consumers who made offline purchases at Barley Store 2 Blitar during October–December 2024. A total of 100 respondents were selected using non-probability sampling with a purposive sampling technique. Data were collected through questionnaires using a five-point Likert scale and analyzed using multiple linear regression with IBM SPSS Statistics 25. The results indicate that perceived value has a positive and significant effect on purchase intention, with a t-value of 6.584 and a significance level of <0.001. Brand personality also has a positive and significant effect on purchase intention, with a t-value of 6.469 and a significance level of <0.001. Simultaneously, perceived value and brand personality significantly influence purchase intention. The coefficient of determination (R^2) of 0.512 indicates that 51.2% of the variation in purchase intention can be explained by perceived value and brand personality, while the remaining 48.8% is influenced by other factors. These findings suggest that improving consumer perceived value and maintaining a strong and consistent brand personality can enhance consumer purchase intention at Barley Store 2 Blitar.

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1. INTRODUCTION

The fashion industry is one of the rapidly growing business sectors in Indonesia and has become an important part of the national creative economy. Its development has also intensified competition among both national and local fashion brands. According to data from the Central Statistics Agency (BPS), the fashion sector experienced fluctuations during the COVID-19 pandemic but began to recover in 2022, recording growth of 9.34%, followed by 5.15% in 2023, with its value estimated to reach IDR 154.00 trillion in 2024. This development shows the strong potential of the fashion sector while also requiring businesses to compete more effectively in attracting and retaining consumers. At the same time, consumer preferences, particularly among millennials and Generation Z, have shifted from purely functional considerations such as price and product quality toward more emotional and symbolic aspects, including brand values, self-identity, and perceived benefits.

In this competitive environment, local fashion businesses need to develop strategies that differentiate them from competitors. Barley Division is one of the local fashion brands operating in Blitar and has been active in the fashion and distribution industry since 2016. Compared with several other local brands in Blitar, such as Magnesium 137, Drunken Story, Dectrik Division, and Jeen Sneakers, Barley Division has maintained its presence for several years. Barley Store 2 Blitar also experienced relatively stable consumer activity from October to December 2024, with 210 consumers in October, 206 in November, and 225 in December. The increase in December may have been influenced by year-end shopping activities, promotions, and higher consumer interest during the holiday period. These fluctuations indicate that maintaining consumer purchase intention remains important for Barley Store 2 Blitar.

Purchase intention refers to consumers' tendency or willingness to make a purchase. Fishbein and Ajzen (1975) explain intention as an individual's willingness to perform a particular behavior, while Kotler and Keller (2016) describe purchase intention as a form of consumer behavior that reflects the desire to purchase a product. Purchase intention may be represented through exploratory, referential, transactional, and preferential interest. One factor that may influence purchase intention is perceived value. Zeithaml (1988) defines perceived value as consumers' overall assessment of product utility based on what they receive compared with what they sacrifice. Similarly, Konuk (2018) explains perceived value as an evaluation of the benefits obtained relative to the sacrifices made. In this study, perceived value is reflected through valuation, cost, and usability. Previous studies by Wangsahardja (2019) and Yenisanya Viopradina and Sesilya Kempa (2021) found that perceived value has a positive and significant effect on purchase intention.

Another important factor is brand personality. Kotler and Armstrong (2016) describe brand personality as a set of human characteristics associated with a brand. Through brand personality, consumers may perceive a brand as sincere, exciting, competent, sophisticated, or rugged. These characteristics can help create emotional connections between consumers and brands and strengthen brand differentiation. Previous studies conducted by Widjajanta et al. (2020), Medinna and Hasbi (2020), and Shidwan et al. (2022) found that brand personality significantly influences purchase intention. Therefore, a strong and attractive brand personality, together with high perceived value, may increase consumers' willingness to purchase Barley products.

Despite the growing number of studies on perceived value, brand personality, and purchase intention, several research gaps remain. Many previous studies have focused on large or international brands and consumers in major cities, while research on local fashion brands in secondary cities such as Blitar remains limited. Local culture, consumer expectations, and market characteristics may differ from those in metropolitan areas. In addition, several previous studies have examined perceived value and brand personality separately, while studies combining both variables in the context of a local physical fashion store are still limited. Therefore, this study examines the partial and simultaneous effects of perceived value and brand personality on consumer purchase intention at Barley Store 2 Blitar. The findings are expected to provide practical insights for developing marketing and branding strategies and contribute to research on consumer behavior in the local fashion retail sector.

II. LITERATURE REVIEW

Marketing

Marketing is an important business activity because it connects companies with consumers and facilitates the creation, communication, and delivery of value. Kotler and Keller (2016) describe marketing as the process of meeting consumer needs profitably. Marketing therefore involves more than selling products; it also includes identifying consumer needs, developing products and services that provide value, communicating those benefits, and maintaining relationships with customers. Effective marketing allows companies to respond to consumer expectations while achieving organizational objectives.

Consumer Behavior

Consumer behavior is closely related to the process by which individuals search for, evaluate, purchase, use, and respond to products or services. Indrasari (2019) explains that consumer behavior includes activities such as searching for, examining, and evaluating products before consumers make purchasing decisions. Consumer behavior may be influenced by cultural, social, personal, and psychological factors. Understanding these factors is particularly important in fashion retail because consumers often evaluate products not only in terms of functional benefits but also according to identity, lifestyle, emotional value, and perceptions of the brand.

Perceived Value

Perceived value refers to consumers' evaluation of a product or service by comparing the benefits received with the sacrifices required to obtain those benefits. Consumers generally compare available alternatives and tend to choose products that provide the greatest perceived value. Positive consumer perceptions of product quality, price, benefits, and overall experience can therefore increase their willingness to purchase.

According to Konuk (2018), perceived value in this study is measured through three indicators: valuation, cost, and usability. Valuation refers to consumers' assessment of the value received from a product. Cost concerns whether the price or sacrifice required is appropriate in relation to the benefits provided. Usability refers to the extent to which a product provides useful functions and benefits for consumers. In the operationalization of this research, these indicators include product quality, attractive design, product uniqueness, affordable price, attractive promotions, ease of use, practical functions, and product comfort.

Brand Personality

Brand personality refers to human-like characteristics associated with a brand. These characteristics enable consumers to perceive a brand as having a particular identity and personality and can help companies differentiate themselves from competitors. A strong brand personality can also create emotional closeness between consumers and brands because consumers tend to prefer brands whose characteristics are consistent with their self-image, values, or desired identity.

Brand personality is represented through the dimensions of sincerity, excitement, competence, sophistication, and ruggedness. Sincerity refers to characteristics such as honesty, authenticity, friendliness, and simplicity. Excitement represents a dynamic, enthusiastic, creative, and innovative character. Competence represents professionalism, reliability, and the ability of the brand to gain consumer trust. Sophistication relates to elegance, prestige, and attractiveness, while ruggedness reflects strength and durability.

Purchase Intention

Purchase intention describes consumers' tendency or willingness to purchase a particular product. It appears when consumers develop an interest in a product and consider purchasing it rather than choosing alternative products. According to Priansa (2017), purchase intention can be measured through exploratory, referential, transactional, and preferential interest. Exploratory interest reflects consumers' willingness to search for information about a product. Referential interest concerns consumers' tendency to recommend the product to others. Transactional interest refers to consumers' willingness to purchase the product, while preferential interest indicates that consumers consider a particular product or brand as their main choice.

Hypothesis Formulation

H1: It is suspected that Perceived Value partially has a positive effect on Purchase Intention at Barley Store 2 Blitar.

Consumers tend to develop stronger purchase intentions when they perceive that the benefits received from a product are greater than the costs or sacrifices required. When Barley products are perceived as offering good quality, appropriate prices, useful functions, and positive consumption experiences, consumers are expected to demonstrate stronger intentions to purchase. Previous studies by Wangsahardja (2019) and Bhirowo et al. (2022) also indicated that perceived value has a positive and significant influence on purchase intention.

H2: It is suspected that Brand Personality partially has a positive effect on Purchase Intention at Barley Store 2 Blitar.

Brand personality can influence consumers by creating distinctive perceptions and emotional relationships with a brand. Consumers may be more willing to purchase products from brands whose personalities are consistent with their own characteristics or preferences. Previous studies by Widjajanta et al. (2020), Medinna and Hasbi (2020), and Shidwan et al. (2022) found that brand personality significantly affects purchase intention.

H3: It is suspected that Perceived Value and Brand Personality simultaneously have a positive effect on Purchase Intention at Barley Store 2 Blitar.

Perceived value and brand personality represent different but complementary aspects of consumer evaluation. Perceived value represents consumers' evaluation of the benefits and sacrifices associated with a product, while brand personality represents the emotional and symbolic characteristics associated with the brand. Previous research by Yenvisanya Viopradina and Sesilya Kempa (2021) showed that perceived value and brand personality significantly influence purchase intention.

III. METHOD

This study used a quantitative approach with a survey method and was conducted within the field of Marketing Management. Quantitative research was selected because the study aimed to examine predetermined hypotheses and statistically analyze the influence among variables. The study consisted of two independent variables, namely Perceived Value (X1) and Brand Personality (X2), and one dependent variable, namely Purchase Intention (Y). Data were primarily collected through questionnaires distributed to respondents.

The population of this study consisted of consumers who made offline purchases at Barley Store 2 Blitar during October–December 2024. The total population was 641 consumers, consisting of 210 consumers in October, 206 in November, and 225 in December. The minimum sample size was determined using the Slovin formula with a 10% margin of error, resulting in approximately 86.5 respondents. To minimize sampling error, the study ultimately involved 100 respondents. The sampling technique used was non-probability sampling with purposive sampling, in which respondents were selected based on specific criteria, particularly consumers who had previously purchased Barley products.

This study used both primary and secondary data. Primary data were obtained directly from respondents through questionnaires, while secondary data were collected from books, journals, internet sources, and internal data from Barley. Preliminary interviews with the Barley Blitar manager were also conducted to obtain additional information related to the research object. The questionnaire used a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Perceived Value (X1) was measured through valuation, cost, and usability, while Brand Personality (X2) was measured through sincerity, excitement, competence, and sophistication. Purchase Intention (Y) was measured through referential, preferential, transactional, and exploratory interests.

The collected data were analyzed using IBM SPSS Statistics 25. The analysis included descriptive statistical analysis, validity and reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination, and hypothesis testing. The classical assumption tests consisted of normality, multicollinearity, and heteroscedasticity tests. The partial effects of Perceived Value and Brand Personality on Purchase Intention were examined using the t-test, while their simultaneous effect on Purchase Intention was tested using the F-test.

IV. RESULTS

Validity Test

According to Sugiyono (2017), validity is defined as the degree of alignment between the data collected by the researcher and the actual data observed in the research object. The validity test was conducted to determine whether the questionnaire items accurately measured the research variables. With 100 respondents, the r-table value used in the study was approximately 0.196. The results indicated that all questionnaire items measuring Perceived Value, Brand Personality, and Purchase Intention had r-count values greater than the r-table value. Therefore, all items were declared valid and could be used for further analysis. The following are the results of the validity test using IBM SPSS Statistics 25:

Table 1. Validity Test Results

Variabel	Item Code	Statistics		Ket.
		r-count	R table	
Perceived Value (X1)	X1.1.1	0,895	0,196	Valid
	X1.1.2	0,894	0,196	Valid
	X1.1.3	0,875	0,196	Valid
	X1.2.1	0,846	0,196	Valid
	X1.2.2	0,863	0,196	Valid
	X1.3.1	0,860	0,196	Valid
	X1.3.2	0,848	0,196	Valid
	X1.3.3	0,853	0,196	Valid
Brand Personality (X2)	X2.1.1	0,844	0,196	Valid
	X2.1.2	0,817	0,196	Valid
	X2.1.3	0,826	0,196	Valid
	X2.2.1	0,848	0,196	Valid
	X2.2.2	0,814	0,196	Valid
	X2.2.3	0,850	0,196	Valid
	X2.3.1	0,844	0,196	Valid
	X2.3.2	0,882	0,196	Valid
	X2.3.3	0,845	0,196	Valid
	X2.4.1	0,831	0,196	Valid
	X2.4.2	0,236	0,196	Valid
Purchase Intention (Y)	Y.1.1.1	0,794	0,196	Valid
	Y.1.1.2	0,719	0,196	Valid
	Y.1.1.3	0,754	0,196	Valid
	Y.1.2.1	0,704	0,196	Valid
	Y.1.2.2	0,727	0,196	Valid

Source: Processed Data (2025)

Based on Table 1, the validity test results show that all the questionnaire items used to measure the variables Perceived Value (X1), Brand Personality (X2), and Purchase Intention (Y) are valid. This is proven by the fact that all item scores have a correlation value $r\text{-count} > r\text{-table value (0.196)}$ and a significance level < 0.05 .

Reliability Test

Reliability is a tool to measure a questionnaire which is an indicator of a variable or construct. Respondents' answers to questions are said to be reliable if each question is answered consistently. If the variable being studied has a Cronbach Alpha (α) > 0.6 then the variable is said to be reliable, otherwise if Cronbach Alpha (α) < 0.6 then the variable can be said to be unreliable.

The following are the results of the reliability test using IBM SPSS Statistics 25:

Table 2. Reliability Test Results

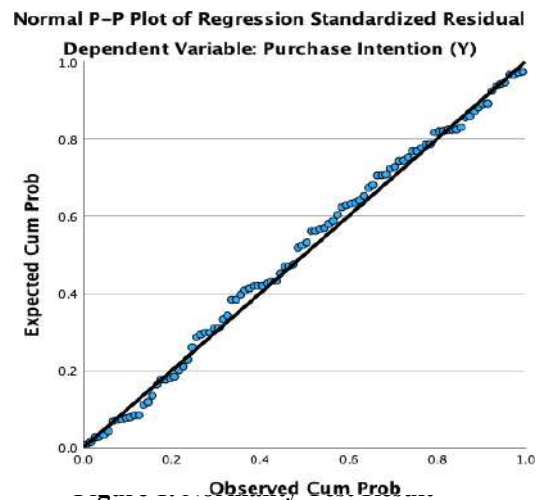
Variabel	Number of Items	Cronbach Alpha	Standard Grades	Results
(X1) Perceived Value	8	0,953	0,6	Highly Reliable
(X2) Brand Personality	11	0,936	0,6	Highly Reliable
(Y) Purchase Intention	10	0,906	0,6	Highly Reliable

Source: Processed Data (2025)

Based on Table 2, the results showed that Perceived Value had a Cronbach's Alpha value of **0.953**, Brand Personality had a value of 0.936, and Purchase Intention had a value of 0.906. All values exceeded the required reliability threshold of 0.60, indicating that the instruments used to measure all research variables were highly reliable.

Normality Test

According to Ghozali (2018:161), the purpose of the Normality Test is to determine whether the residuals or error terms in a regression model are normally distributed. The normality of the data can be assessed visually through graphs, if the data points in a normal probability plot lie close to the diagonal line and follow its direction, or if the histogram shows a bell-shaped curve, then the regression model can be considered to meet the normality assumption. The normality test results in this study are shown in the image below:



Source: IBM SPSS Statistic 25, Processed Data (2025)

Based on the figure 1 normality test results, the data points are spread around and follow the direction of the diagonal line in the normality plot, and the histogram shows a normal distribution pattern. This indicates that the linear regression model in this study meets the normality assumption.

Multicollinearity Test

According to Ghozali (2018:157), the multicollinearity test aims to determine whether there is a correlation between the independent variables in a regression model. A good regression model should not indicate multicollinearity. Multicollinearity can be identified using tolerance and Variance Inflation Factor (VIF) values. The results of the multicollinearity test in this study can be seen in table as follows:

Table 3. Multicollinearity Test Result

Type	Collinearity		Information
	Tolerance	VIVID	
Perceived Value (X1)	.973	1.028	Not Multicholinertias
Brand personality (X2)	.973	1.028	Not Multicholinertias

Source: Processed Data (2025)

Based on Table 3, the tolerance values of Perceived Value and Brand Personality are $0.973 > 0.10$, while the VIF values are $1.028 < 10$. Therefore, it can be concluded that there is no multicollinearity between the independent variables, and the regression model is appropriate for further analysis.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is an unequal variance of residuals across observations in a regression model. A good regression model should not show symptoms of heteroscedasticity. The presence of heteroscedasticity can be examined through the distribution pattern of points in a scatterplot. The following are the results of the heteroscedasticity test in this study using the graphical method:

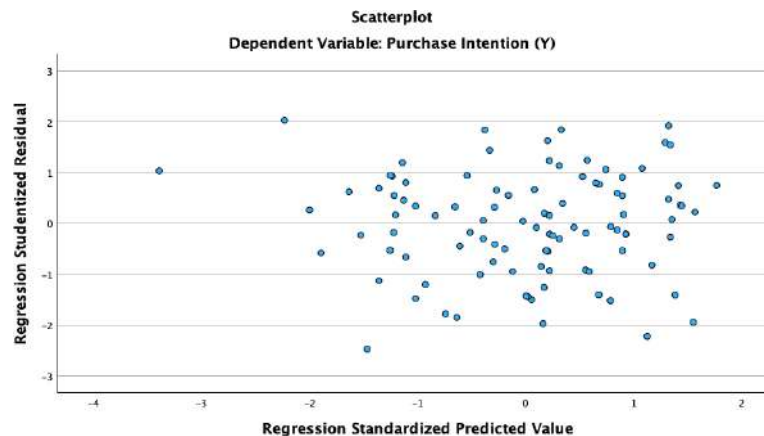


Figure 3. Heteroscedasticity Test Result

Source: IBM SPSS Statistic 25, Processed Data (2025)

Based on Figure 3, the points are randomly distributed above and below zero on the Y-axis and do not form a specific pattern. No extreme distribution pattern is observed. Therefore, it can be concluded that the regression model does not show symptoms of heteroscedasticity and can be used for further analysis.

Multiple Regression Analysis

Multiple linear regression analysis is used to examine the relationship between one dependent variable and two or more independent variables. In this study, the independent variables are Perceived Value (X1) and Brand Personality (X2), while the dependent variable is Purchase Intention (Y). The following presents the results of data processing using IBM SPSS Statistics 25:

Table 4. Multiple Regression Analysis Result

Model	B	Std. Error
Constant	16.011	2.508
Perceived Value (X1)	0.348	0.053
Brand Personality (X2)	0.303	0.047

Source: Processed Data (2025)

Based on the table 4, the results of multiple linear regression analysis tests can be known linear regression equation as follows:

$$Y = 16.011 + 0.348X_1 + 0.303X_2 + e$$

Y = the dependent variable whose value will be obtained from the independent variable. In this study, the dependent variable is Purchase Intention whose value will be predicted by the independent variables, namely Perceived Value and Brand Personality. Based on the equation above, it can be explained that:

1. Constant Value (a) = 16.011

The constant value of 16.011 indicates that if Perceived Value (X1) and Brand Personality (X2) are assumed to be zero, Purchase Intention (Y) has a theoretical constant value of 16.011.

2. Perceived Value Regression Coefficient (b1) = 0.348

The coefficient of Perceived Value is positive at 0.348. This means that every one-unit increase in Perceived Value, assuming Brand Personality remains constant, will increase Purchase Intention by 0.348 units.

3. Brand Personality Regression Coefficient (b2) = 0.303

The coefficient of Brand Personality is positive at 0.303. This means that every one-unit increase in Brand Personality, assuming Perceived Value remains constant, will increase Purchase Intention by 0.303 units.

Based on the standardized coefficient, Perceived Value has a slightly greater influence on Purchase Intention with a Beta value of 0.473, compared with Brand Personality with a Beta value of 0.465.

Determinant Analysis (coefficient of determination)

The coefficient of determination (R^2) is used to measure the ability of the regression model to explain variations in the dependent variable. The following presents the results of data processing using IBM SPSS Statistics 25:

Table 5. Coefficient of Determination Result (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716	.512	.502	2.794

Source: Processed Data (2025)

Based on the table 5, the R value of 0.716 indicates a strong positive relationship between Perceived Value and Brand Personality with Purchase Intention. The R Square value of 0.512 indicates that Perceived Value and Brand Personality explain 51.2% of the variation in Purchase Intention at Barley Store 2 Blitar, while the remaining 48.8% is influenced by other variables not examined in this study. The Adjusted R Square value of 0.502 indicates that after adjustment, the model is able to explain approximately 50.2% of the variation in Purchase Intention.

Partial Test (T test)

According to Ghozali (2018), the t-test aims to determine the extent to which each independent variable individually influences the dependent variable. With a significance level of 5% and $df = 97$, the t-table value used in this study is 1.984. The following presents the results of data processing using IBM SPSS Statistics 25:

Table 6. Partial Test (T test) Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.011	2.508		6.383	<.001
	Experience Customer	.348	0,053	.473	6.584	<.001
	Belief	.303	0,047	.465	6.469	<.001
a. Dependent Variable: purchase Intention (Y)						

Source: Processed Data (2025)

Based on the table 6, the t-test results for the Perceived Value and Brand Personality variables on Purchase Intention are as follows:

1. Hypothesis 1 is accepted. The t-count value of Perceived Value is greater than the t-table value ($6.584 > 1.984$) with a significance value of $p < 0.001 < 0.05$. Therefore, Perceived Value has a positive and significant partial effect on Purchase Intention at Barley Store 2 Blitar.
2. Hypothesis 2 is accepted. The t-count value of Brand Personality is greater than the t-table value ($6.469 > 1.984$) with a significance value of $p < 0.001 < 0.05$. Therefore, Brand Personality has a positive and significant partial effect on Purchase Intention at Barley Store 2 Blitar.

Simultaneous Test (F test)

The F-test is used to determine whether all independent variables included in the regression model simultaneously have a significant effect on the dependent variable. In this study, the test examines whether Perceived Value and Brand Personality collectively influence Purchase Intention at Barley Store 2 Blitar. The following presents the results of data processing using IBM SPSS Statistics 25:

Table 7. Simultaneous Test (F test) Result

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	795.420	2	397.710	72,783	<0,001b
	Residual	757.330	97	7.808		
	Total	1552.750	99			
a. Dependent Variable: Purchase Intention (Y)						
b. Predictors: (Constant), Brand Personality (X2), Perceived Value (Y)						

Source: Processed Data (2025)

Based on table 7, the simultaneous hypothesis test indicates that H3 is accepted and H0 is rejected, because the significance value is $p < 0.001 < 0.05$. Therefore, it can be concluded that Perceived Value and Brand Personality simultaneously have a significant effect on Purchase Intention at Barley Store 2 Blitar.

V. DISCUSSION

1. The Influence of Perceived Value on Purchase Intention

The results of this study show that Perceived Value (X1) has a positive and significant influence on Purchase Intention (Y) at Barley Store 2 Blitar, as indicated by the t-count value of $6.584 > 1.984$ and a significance value of $p < 0.001 < 0.05$, meaning that H1 is accepted. The standardized Beta coefficient of 0.473 also shows that Perceived Value provides a relatively strong contribution to Purchase Intention. This means that consumers are more likely to develop purchase intention when they perceive that Barley products provide appropriate benefits compared with the sacrifices they make, including product quality, attractive design, product uniqueness, affordable prices, promotions, usability, and product comfort. This finding is consistent with the concept of perceived value, which emphasizes consumers' evaluation of the benefits received compared with the costs or sacrifices required to obtain a product. The results are also in line with Wangsahardja (2019) and Yennisanya Viopradina and Sesilya Kempa (2021), who found that perceived value has a positive and significant effect on purchase intention. Therefore, Barley Store 2 Blitar should continue to maintain product quality, provide appropriate prices, and improve the overall value received by consumers.

2. The Influence of Brand Personality on Purchase Intention

The results of this study show that Brand Personality (X2) has a positive and significant influence on Purchase Intention (Y), as indicated by the t-count value of $6.469 > 1.984$ and a significance value of $p < 0.001 < 0.05$, which means that H2 is accepted. The standardized Beta coefficient of 0.465 indicates that a stronger and more positive perception of Barley's brand personality is associated with higher consumer purchase intention. Brand personality reflects the human characteristics associated with a brand and helps consumers develop emotional and psychological relationships with it. In the context of Barley Store 2 Blitar, consumers positively perceive characteristics such as honesty, trustworthiness, friendliness, trendiness, creativity, professionalism, quality, and sophistication. When consumers perceive Barley as an attractive, reliable, youthful, and distinctive brand, they become more confident and interested in choosing its products. These findings are consistent with previous studies by Widjajanta et al. (2020), Medinna and Hasbi (2020), and Shidwan et al. (2022), which also showed that brand personality has a positive and significant effect on purchase intention. Therefore, Barley should maintain a consistent brand personality through product design, communication style, customer service, and promotional activities.

3. The Influence of Perceived Value and Brand Personality on Purchase Intention

The results of this study indicate that Perceived Value (X1) and Brand Personality (X2) simultaneously have a significant influence on Purchase Intention (Y) at Barley Store 2 Blitar, as shown by the F-test significance value of $p < 0.001 < 0.05$, meaning that H3 is accepted. The coefficient of determination shows an R Square value of 0.512, indicating that Perceived Value and Brand Personality collectively explain 51.2% of the variation in Purchase Intention, while the remaining 48.8% is influenced by other variables outside the research model. These results show that consumer purchase intention is influenced by both rational evaluations of product value and emotional perceptions of the brand. Perceived Value represents consumers' assessments of quality, benefits, usability, and price, while Brand Personality represents the characteristics and identity communicated by the brand. The standardized Beta coefficients also show that Perceived Value (0.473) has a slightly stronger influence than Brand Personality (0.465). This finding is consistent with Yennisanya Viopradina and Sesilya Kempa (2021), who found that perceived value and brand personality jointly have a positive and significant influence on purchase intention. Therefore, Barley Store 2 Blitar should improve product value and strengthen a consistent brand personality simultaneously to increase consumer purchase intention.

VI. CONCLUSION

Based on the research conducted through questionnaires, the results indicate that Perceived Value and Brand Personality significantly influence Purchase Intention. After completing the validity and reliability tests, along with partial and simultaneous hypothesis testing, the following conclusions can be drawn:

1. Perceived Value (X1) has a positive and significant partial effect on Purchase Intention (Y). This means that higher consumer perceptions of product value, including valuation, cost, and usability, can increase consumers' intention to purchase Barley products.
2. Brand Personality (X2) has a positive and significant partial effect on Purchase Intention (Y). This indicates that a strong and positive brand personality, reflected through characteristics such as sincerity, excitement, competence, and sophistication, can encourage consumers to develop stronger purchase intentions toward Barley products.
3. Perceived Value (X1) and Brand Personality (X2) simultaneously have a positive and significant effect on Purchase Intention (Y). Therefore, increasing consumer purchase intention requires Barley Store 2 Blitar to provide strong perceived value while consistently maintaining an attractive and distinctive brand personality.

VII. SUGGESTIONS

From the research results that have been presented, there are several suggestions that can be used as considerations in conducting further research on The Influence of Perceived Value and Brand Personality on Consumer Purchase Intention at Barley Store 2 Blitar. The suggestions are as follows:

1. Based on the findings of this study, Barley Store 2 Blitar is recommended to continue improving consumer perceived value. This can be achieved by maintaining the quality of product materials, providing attractive and trend-relevant designs, ensuring that prices are appropriate to the benefits offered, and improving product comfort and functionality. Friendly service and convenient purchasing processes, both offline and online, should also be maintained to strengthen consumers' perceptions of the overall value offered by Barley.
2. Barley Store 2 Blitar should also consistently strengthen its brand personality. The characteristics of the brand need to be communicated consistently through product design, communication style, promotional activities, customer service, packaging, and social media. Maintaining consistency between the intended brand personality and consumers' actual experiences may strengthen emotional relationships with consumers and increase future purchase intentions.
3. For future researchers, it is recommended to expand the research area and involve different research objects so that the findings can be generalized more broadly. Future studies may also incorporate additional variables that potentially influence Purchase Intention, such as brand trust, customer satisfaction, brand experience, price, promotion, and product quality. The use of additional variables and indicators may provide a more comprehensive explanation of consumer Purchase Intention.

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