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The Influence of Brand Image and Price Perception on Impulsive Buying among Generation Z Qpon Users in Medan City

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ABSTRACT
This study aims to examine the effects of brand image and price perception on impulsive buying among Generation Z users of the Qpon application in Medan City. A quantitative approach was employed using a survey method. Data were collected from 100 Generation Z respondents in Medan City who had prior shopping experience using the Qpon application. The respondents were selected using a non-probability sampling method with a purposive sampling technique. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that brand image has a positive and significant effect on impulsive buying, whereas price perception has no significant effect. However, simultaneously, brand image and price perception have a significant effect on impulsive buying, with an R-squared value of 42.7%. These findings indicate that brand image plays a more important role than price perception in influencing impulsive buying among Generation Z Qpon users.

Keywords: Brand Image, Price Perception, Impulsive Buying, Generation Z, Qpon Users.
JEL Code: M31, D12.

I. Introduction

Indonesia's commerce landscape has changed rapidly as digital infrastructure, mobile payments, and platform-based retail have expanded. The number of e-commerce businesses reached 4.40 million units in 2024 (BPS, 2025), illustrating the scale of this transformation. Digital channels reduce search and transaction costs and allow consumers to compare offers with limited spatial and temporal constraints (Siahaan et al., 2023). Within this environment, Qpon operates as a lifestyle-discovery and digital-voucher application that connects online promotions with offline consumption. Its online-to-offline model enables users to discover offers digitally and redeem them at participating physical merchants (Andriyanto et al., 2025). This model makes Qpon a relevant setting for examining whether platform-related brand perceptions and price evaluations are associated with purchases that consumers did not plan in advance. The expansion of digital consumption is particularly relevant to Generation Z, a cohort that routinely integrates mobile technology into information search, social interaction, and purchasing activities. Indonesia had approximately 229.4 million internet users in 2025, representing 80.66% of the population, with Generation Z accounting for an important share of this digitally connected market (APJII, 2025). High digital familiarity, however, does not necessarily imply uniform purchasing behavior. Generation Z is characterized by high technological proficiency and sensitivity to social trends, including the phenomenon known as Fear of Missing Out (FOMO)

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(Stillman & Stillman, 2018). Consumers may respond quickly to recommendations, ratings, limited-time promotions, and social cues while simultaneously comparing prices and evaluating perceived value. Consequently, online impulsive buying may emerge from the interaction of affective responses, platform stimuli, learned brand associations, and consumers' ability or willingness to deliberate (Mertaningrum et al., 2022). Qpon is used in this study as a contextual setting rather than as evidence of a predetermined psychological effect.

The application provides vouchers, merchant information, promotional offers, and discovery features that may increase the visibility and convenience of lifestyle-related purchases. These features expose users to various marketing stimuli that may be relevant to spontaneous purchasing decisions, but their effects cannot be assumed without direct measurement. Accordingly, this study does not claim that Qpon intentionally exploits consumers' psychological vulnerabilities or that its technological features necessarily cause FOMO. Instead, the study examines two perceptions that respondents can directly report: the image they associate with the Qpon brand and their evaluation of prices offered through the application. Social and leisure activities may constitute an important part of the consumption patterns of some Generation Z consumers. This group has also been reported to value authenticity when evaluating brands. Within this context, Qpon provides promotional and discovery features, including limited-time offers, personalized recommendations, merchant ratings, and incentives for new users. These features may increase users' exposure to lifestyle-related offers and make information about participating merchants and vouchers more accessible. Limited-time offers, such as those presented through Flash Sales, may also increase the perceived urgency of a purchasing opportunity. However, the present study does not directly examine users' emotional responses, FOMO, perceived scarcity, satisfaction, trust, or reactions to individual application features. These factors are therefore treated as contextual characteristics and possible theoretical explanations rather than empirically established effects of Qpon. From a consumer behavior perspective, a favorable brand image may reduce perceived uncertainty and facilitate the evaluation of available offers, while favorable price perceptions may reduce the financial sacrifice associated with a purchase. These evaluations may become relevant when Generation Z users encounter unplanned purchasing opportunities through Qpon. Nevertheless, this study does not examine whether consumers perceive Qpon as part of their social identity, rely on cognitive shortcuts, or bypass deliberative decision-making processes and proceed directly to purchasing.

Medan City provides a useful context because digital vouchers connect online discovery with a diverse urban food, beverage, leisure, and retail environment. For younger consumers, consumption venues may also serve social and experiential functions (Solihat, 2025). In this setting, a platform's brand image may reduce uncertainty by signaling familiarity, reliability, and relevance. Ratings, reviews, consistent visual identity, and previous experiences may strengthen favorable associations and trust (J. C. Putra & Talumantak, 2022). Previous research has shown that positive brand image can be strengthened by information, ratings, and favorable reviews based on other consumers' experiences, which serve as important representations of a product in building prospective buyers' trust and influencing their purchase decisions (J. C. Putra & Talumantak, 2022). These associations may make a purchasing option easier to recognize and evaluate. Nevertheless, whether such associations translate into impulsive buying remains an empirical question, particularly because the present model does not directly examine trust or social identity. Price perception may also influence impulsive purchasing decisions on the Qpon application, although its effect may operate differently from that of brand image. Consumers do not respond solely to nominal prices; rather, they evaluate whether a price is affordable, appropriate relative to the expected quality, competitive, and consistent with the benefits received. Discounts, free-delivery offers, and event-based promotions have been associated with transaction decisions in digital commerce (Sinarta & Haryani, 2025). However, favorable price perceptions may operate in different ways. They may reduce perceived financial sacrifice and facilitate an unplanned purchase, or they may encourage consumers to engage in deliberate price comparisons and budget assessments. This ambiguity makes price perception theoretically relevant and may help explain why its relationship with impulsive buying has not been consistent across studies. Previous findings indicate that price perception has a positive and significant effect on customer satisfaction among Qpon application users (Salma, 2025).

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Previous research has reported positive relationships between brand image and purchasing decisions or impulsive buying across various product and platform settings (Binery, 2023; Rughasy & Marpaung, 2023; Suaeb et al., 2025). Positive effects of price perception have also been reported in restaurant and fashion purchasing contexts (Cahyanti et al., 2025; Izzudin & Yuniawan, 2024). However, other studies have found that brand image is not a significant predictor (Yuliarahma & Nurtantiono, 2023), while price-related evaluations may have negative or nonsignificant effects when self-control and economic literacy are taken into consideration. These differences may reflect variations in product involvement, platform design, consumer resources, promotional intensity, or the distinction between general purchasing decisions and genuinely spontaneous purchases. Therefore, the research gap is not limited to inconsistencies in previous statistical findings. The unresolved issue is whether two marketplace evaluations, namely brand image and price perception, retain comparable explanatory power when examined together in an online-to-offline voucher context. Qpon differs from conventional product brands because it mediates the discovery and redemption of offers across digital and physical environments. Medan also provides a relevant context in which younger, price-conscious consumers may simultaneously value social consumption and manage limited budgets. This study contributes context-specific evidence by distinguishing brand-related associations from price evaluations and examining their direct relationships with impulsive buying. Specifically, the study addresses three research questions: (1) Is brand image associated with impulsive buying among Generation Z Qpon users in Medan City? (2) Is price perception associated with impulsive buying? and (3) How much variance in impulsive buying is explained jointly by the two predictors?

II. Literature Review and Hypothesis Development

2.1. Impulsive Buying as the Explanatory Foundation

Impulsive buying is commonly understood as a sudden and compelling tendency to make a purchase without prior planning and with limited deliberation. This construct is not equivalent to all purchases made in response to promotional activities. Its defining characteristics include spontaneity, a strong urge to purchase, emotional activation, and reduced consideration of potential consequences (Vihari et al., 2022). In digital environments, these characteristics may be intensified by continuous access, rapid checkout processes, personalized exposure, and frequent promotional cues. At the same time, consumers differ in terms of self-control, materialism, hedonic motivation, internet use, and available resources, all of which may influence whether an encountered offer develops into an online impulse purchase (Mertaningrum et al., 2023; Iliah & Aswad, 2022). Rook and Fisher's normative perspective is useful because it conceptualizes impulse buying as neither automatically enacted nor socially neutral. Consumers may experience a strong urge to purchase but still evaluate whether acting on that urge is appropriate in a particular situation. Brand-related cues may influence this evaluation by making the seller or platform appear familiar and credible, while price perceptions may alter the perceived financial sacrifice and justification for the transaction. This perspective provides a coherent foundation for the present research model: brand image and price perception represent external cognitive evaluations that may facilitate or constrain the enactment of an internally experienced buying urge. In this study, impulsive buying is measured through four dimensions: transaction spontaneity, a strong urge to purchase, emotional excitement, and disregard for potential consequences. These dimensions capture the immediate and affective nature of impulsive buying without assuming that every purchase made in response to a discount is impulsive. They also distinguish the construct from purchase intention and general purchasing decisions examined in some previous studies.

2.2. Brand Image

Brand image refers to the network of perceptions and associations stored in consumers' memories regarding a brand. It develops through visual identity, brand communication, direct service experiences,

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evaluations by other users, and the consistency between promised and experienced value (Kotler et al., 2019; Bailey & Milligan, 2021). In a digital platform context, brand image can function as a decision heuristic. When users perceive a platform as reliable, relevant, and easy to use, they may require less cognitive effort to evaluate an available offer. Although reduced uncertainty does not necessarily imply impulsive buying, it may facilitate immediate action when consumers encounter an unplanned purchasing opportunity. In the digital marketing context, brand image functions not only as a visual identity that differentiates a brand from its competitors but also as a dynamic perception developed through consumer interactions along the Customer Path 5A, consisting of Aware, Appeal, Ask, Act, and Advocate (Kotler et al., 2019). At the Aware stage, consumers recognize a brand through marketing communications or previous experiences. Favorable brand associations may subsequently generate interest at the Appeal stage. Consumers may then seek information and validate their perceptions at the Ask stage before making a purchase at the Act stage. Following a positive experience, consumers may recommend the brand to others at the Advocate stage. Within this framework, brand image encompasses consumers' perceptions of a brand's visual appearance, solution-oriented features, ethical transparency, emotional associations, and distinctive and consistent character. These elements contribute to the associations stored in consumers' memories and may enhance brand attractiveness, familiarity, and trust. However, the Customer Path 5A is used in this study only as a conceptual framework for explaining the development of consumer–brand relationships. It is not treated as evidence that consumers necessarily follow or bypass particular stages because these stages are not directly measured in the present study.

2.3. Price Perception

Price perception refers to consumers' subjective assessment of whether a price is affordable, fair, competitive, and commensurate with the quality and benefits received (Kotler & Keller, 2016; J. C. Putra & Talumantak, 2022). Price is an important psychological factor in consumer decision-making. Consumers do not merely purchase a product; rather, they seek the outcomes, benefits, or feelings associated with it. A price perceived as a worthwhile investment or a limited opportunity may reduce consumers' psychological barriers to purchasing (Tracy, 2021). Based on these definitions, price perception can be understood as the psychological process through which consumers interpret and evaluate the monetary amount paid in relation to the expected outcomes, benefits, or feelings associated with a product. In this study, price perception is measured using four indicators: price affordability, price–quality correspondence, price competitiveness, and price–benefit correspondence.

2.4. Hypothesis Development

According to Kholifah and Nugraha (2025), brand image has a significant positive effect on impulsive buying behavior. A favorable brand image creates strong and positive associations in consumers' minds, thereby increasing familiarity, trust, and confidence when they encounter an unplanned purchasing opportunity. In digital commerce environments, these associations may reduce perceived uncertainty and simplify the evaluation of available offers, making consumers more likely to make spontaneous purchases. Therefore, the stronger consumers' perceptions of a brand's credibility, attractiveness, and relevance, the greater their tendency to engage in impulsive buying. However, this relationship may vary depending on consumer characteristics, product categories, and the specific features of the digital platform. Based on this theoretical and empirical evidence, the following hypothesis is proposed:

H1 : Brand image has a positive and significant effect on impulsive buying behavior.

According to a study conducted by Fachruroji and Padmalia (2023), price perception has a significant influence on impulsive buying behavior in the context of skincare products. Consumers who perceive a

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product's price as affordable, competitive, and appropriate relative to its quality and benefits may experience lower financial barriers to making unplanned purchases. A favorable price perception can also strengthen the perceived value of a product, thereby increasing consumers' willingness to make spontaneous purchases. However, this relationship may vary depending on consumers' purchasing power, product involvement, and promotional context. Based on this theoretical and empirical evidence, the following hypothesis is proposed:

H2 : Price perception has a positive and significant effect on impulsive buying behavior.
H3 : Brand image and price perception have a positive and significant effect on impulsive buying behavior.

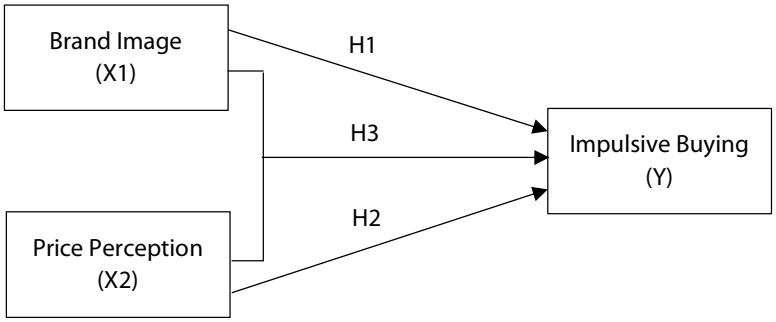

Figure 1. Conceptual Framework

III. Research Method

3.1. Research Design

This study adopts a quantitative survey design to test the proposed hypotheses through the collection and statistical analysis of numerical data. More specifically, an explanatory research approach is employed to examine the relationships between brand image and price perception as independent variables and impulsive buying behavior as the dependent variable.

3.2. Population and Sample

The target population comprised male and female Generation Z consumers aged 17–29 years who resided in Medan City and had previously used the Qpon application to make a purchase. Respondents were selected using non-probability purposive sampling because a complete sampling frame of eligible Qpon users in Medan City was unavailable. This technique enabled the researchers to recruit participants whose characteristics were consistent with the research objectives. The eligibility criteria were: (1) being male or female and aged 17–29 years; (2) residing in Medan City; and (3) having experience using the Qpon application and completing a purchase through the application. Qpon reportedly has approximately 43 million users nationwide (Indriyani et al., 2026). However, the exact number of Generation Z Qpon users residing in Medan City was unavailable. Based on the available estimate of the total user population, Slovin's formula with a 10% margin of error yielded a minimum sample size of approximately 100 respondents. The respondents were subsequently selected using purposive sampling based on the criteria of belonging to Generation Z, residing in Medan City, and having previously used Qpon to make a purchase.

3.3. Data Collection Method

Data were collected using a structured questionnaire consisting of written statements completed by eligible respondents. The questionnaire was distributed to male and female consumers aged 17–29 years who

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resided in Medan City and had previously used Qpon to make a purchase. Respondents' perceptions were measured using a five-point Likert scale, which assesses attitudes, opinions, or perceptions by indicating the degree of agreement with each statement (Likert, 1932). The response categories were: 1 = Strongly Disagree (SD), 2 = Disagree (D), 3 = Neutral (N), 4 = Agree (A), and 5 = Strongly Agree (SA). The questionnaire items were developed or adapted from indicators representing the three research constructs: brand image, price perception, and impulsive buying behavior. The collected data were subsequently analyzed to evaluate the measurement model and test the proposed hypotheses.

3.4. Data Analysis Techniques

Data analysis in this study was conducted using SmartPLS 4.0. The analysis aimed to process the data obtained from the questionnaire to answer the research questions and test the proposed hypotheses. The data analysis procedures consisted of the following stages:

a. Descriptive statistical analysis, which was conducted to describe the characteristics of the respondents and the distribution of responses for each research variable.
b. Measurement model evaluation, which included tests of convergent validity, discriminant validity, and construct reliability to ensure that the measurement instruments adequately represented the research constructs.
c. Structural model evaluation, which was conducted to assess the relationships among the research constructs and the explanatory power of the model. This evaluation included the coefficient of determination (R^2) and other relevant model assessment criteria.
d. Hypothesis testing, which was conducted using the path coefficients, t-statistics, and p-values obtained through the bootstrapping procedure in SmartPLS 4.0. This procedure was used to determine the significance and direction of the relationships between brand image, price perception, and impulsive buying behavior.
e. Effect evaluation, which was conducted to assess the contribution of each independent variable to the dependent variable based on the relevant effect-size measures.

Table 1. Research Constructs, Indicators, and References

Variable	Indicator	Reference
Brand Image	BI1. Visual appearance	Kotler et al. (2019)
	BI2. Solution-oriented features	
	BI3. Ethical business transparency	
	BI4. Emotional associations	
	BI5. Character	
Price Perception	PP1. Price affordability	Kotler & Armstrong (2018)
	PP2. Price–quality correspondence	
	PP3. Price competitiveness	
	PP4. Price–benefit correspondence	
Impulsive Buying Behavior	IBB1. Purchase spontaneity	Sari (2021)
	IBB2. Urge to purchase	
	IBB3. Emotional excitement	
	IBB4. Disregard for consequences	

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IV. Result and Discussion

4.1. Categories and Characteristics of Respondents

Table 2. Respondent Characteristics

Category	Characteristics	Frequency	Percentage
Gender	Male	26	26%
	Female	74	74%
Occupation	University Student	73	73%
	Private-Sector Employee	18	18%
	Freelancer	5	5%
	Civil Servant	2	2%
	Entrepreneur	2	2%
Monthly Income	< IDR 1,500,000	58	58%
	IDR 1,500,000–IDR 3,000,000	27	27%
	> IDR 3,000,000	15	15%
Monthly Expenditure	< IDR 200,000	42	42%
	IDR 200,000–IDR 500,000	42	42%
	> IDR 500,000	16	16%
Education Level	Senior High School	74	74%
	Bachelor's Degree	25	25%
	Master's Degree	1	1%

a. Gender

The respondents were predominantly female, with 74 respondents (74%), while male respondents accounted for 26 respondents (26%). This distribution indicates that female Qpon users were more highly represented in the sample.

b. Occupation

Most respondents were university students, comprising 73 respondents (73%). Private-sector employees accounted for 18 respondents (18%), followed by freelancers with five respondents (5%). Civil servants and entrepreneurs each accounted for two respondents (2%). Therefore, the findings primarily reflect the perceptions and purchasing behavior of university students.

c. Monthly Income

A total of 58 respondents (58%) reported a monthly income or allowance below IDR 1,500,000. Meanwhile, 27 respondents (27%) reported a monthly income or allowance between IDR 1,500,000 and IDR 3,000,000, while 15 respondents (15%) reported more than IDR 3,000,000. These results indicate that most respondents had relatively limited monthly financial resources.

d. Monthly Expenditure

Respondents with monthly expenditures below IDR 200,000 and those spending between IDR 200,000 and IDR 500,000 each accounted for 42 respondents (42%). The remaining 16 respondents (16%) reported monthly expenditures exceeding IDR 500,000. Thus, 84% of respondents reported monthly expenditures of no more than IDR 500,000.

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e. Education Level

Most respondents had a senior high school education, comprising 74 respondents (74%). A further 25 respondents (25%) held bachelor's degrees, while only one respondent (1%) held a master's degree. The high proportion of respondents with a senior high school education is consistent with the sample's occupational profile, which was predominantly composed of university students.

4.2. Reliability Test

Cronbach's alpha is one of the most commonly used measures for assessing internal consistency reliability. A Cronbach's alpha value of 0.70 or higher is generally considered to indicate acceptable reliability. In general, values below 0.50 indicate low reliability, values between 0.50 and 0.70 indicate moderate reliability, values between 0.70 and 0.90 indicate high reliability, and values above 0.90 indicate very high reliability.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Brand Image (X1)	0.773	Reliable
Price Perception (X2)	0.867	
Impulsive Buying Behavior (Y)	0.779	

Table 3 presents the results of the internal consistency reliability assessment using Cronbach's alpha. All three constructs achieved Cronbach's alpha values above the recommended threshold of 0.70. Brand image obtained a value of 0.773, price perception recorded the highest value at 0.867, and impulsive buying behavior obtained a value of 0.779. These results indicate that the measurement items for all three constructs demonstrate acceptable internal consistency. Therefore, the indicators used to measure brand image, price perception, and impulsive buying behavior are considered sufficiently reliable for subsequent structural model and hypothesis analyses.

4.3. Validity Test

A validity test is conducted to assess whether a measurement instrument accurately measures the construct it is intended to measure. A questionnaire is considered valid when each item appropriately represents and captures its corresponding construct. In PLS-SEM, convergent validity can be evaluated by examining the outer-loading values, which indicate the strength of the relationship between each measurement item and its latent construct. An indicator is generally considered to demonstrate adequate convergent validity when its outer-loading value exceeds the recommended threshold of 0.70. Therefore, indicators with outer-loading values above 0.70 can be retained as valid measures of their respective constructs.

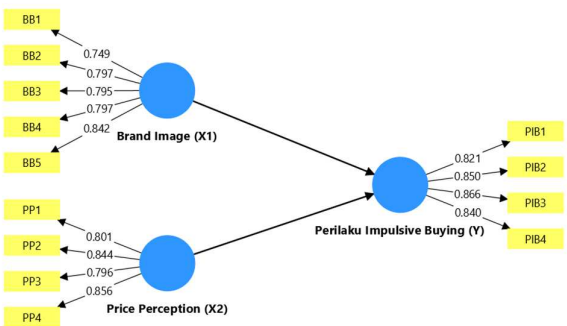

Figure 2. Path Model of the Convergent Validity Test

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The results of the convergent validity assessment, presented in terms of outer-loading values, are shown in Table 4.

Table 4. Outer Loading Results

Variable	Item	Outer Loading	Description
Brand Image	BI1	0.749	Valid
	BI2	0.797	
	BI3	0.795	
	BI4	0.797	
	BI5	0.842	
Price Perception	PP1	0.801	
	PP2	0.844	
	PP3	0.796	
	PP4	0.856	
Impulsive Buying Behavior	IBB1	0.821	
	IBB2	0.850	
	IBB3	0.866	
	IBB4	0.840	

Source: Author's data analysis (2026)

The outer-loading values range from 0.749 to 0.866, indicating that all 13 indicators meet the minimum recommended criterion of 0.70. Therefore, the measurement model demonstrates adequate indicator reliability and convergent validity at this stage, and no indicator needs to be removed based solely on its outer-loading value. However, convergent validity should also be evaluated using the Average Variance Extracted (AVE), while discriminant validity should be assessed using appropriate discriminant-validity criteria before the overall adequacy of the measurement model is confirmed. The outer-loading results indicate that all 13 indicators exceed the recommended threshold of 0.70, demonstrating satisfactory indicator reliability and convergent validity. However, adequate outer-loading values only indicate that the indicators are strongly associated with their respective constructs; they do not establish that each construct is empirically distinct from the other constructs in the model. Therefore, the measurement model was further evaluated by assessing discriminant validity using the Fornell–Larcker criterion.

a. Discriminant Validity Before Indicator Elimination

Table 5. Fornell–Larcker Criterion Before Indicator Elimination

Construct	Brand Image (X1)	Impulsive Buying Behavior (Y)	Price Perception (X2)
Brand Image (X1)	0.796		
Impulsive Buying Behavior (Y)	0.629	0.845	
Price Perception (X2)	0.827	0.577	0.825

Following the convergent-validity assessment, discriminant validity was evaluated using the Fornell–Larcker criterion to determine whether each construct was empirically distinct from the other constructs in the model. According to this criterion, the square root of the Average Variance Extracted (AVE) for each construct, represented by the diagonal values, should be greater than its correlations with the other constructs. Before model adjustment, the square roots of the AVE were 0.796 for brand image, 0.845 for impulsive buying behavior, and 0.825 for price perception. The correlation between brand image and

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impulsive buying behavior was 0.629, while the correlation between impulsive buying behavior and price perception was 0.577. Both correlations were lower than the corresponding diagonal values, indicating adequate discriminant validity for these construct pairs. However, the correlation between brand image and price perception was 0.827, which exceeded the square roots of the AVE for both brand image (0.796) and price perception (0.825). Therefore, the initial measurement model did not fully satisfy the Fornell–Larcker criterion, indicating substantial empirical overlap between brand image and price perception. Following the identification of this discriminant-validity concern, the measurement indicators were further examined based on their statistical contribution and substantive meaning. BI2 (solution-oriented features), BI3 (ethical business transparency), and PP4 (price–benefit correspondence) were identified as potentially contributing to the overlap between brand image and price perception. These indicators were removed sequentially, after which the measurement model was re-estimated using the remaining 10 indicators. The indicators were therefore removed to improve the empirical distinction between the two constructs rather than because they failed to meet the outer-loading criterion.

b. Discriminant Validity After Indicator Elimination

Table 6. Fornell–Larcker Criterion After Indicator Elimination

Construct	Brand Image (X1)	Impulsive Buying Behavior (Y)	Price Perception (X2)
Brand Image (X1)	0.830		
Impulsive Buying Behavior (Y)	0.643	0.845	
Price Perception (X2)	0.767	0.566	0.833

After the removal of BI2, BI3, and PP4, the square roots of the AVE increased to 0.830 for brand image and 0.833 for price perception, while the correlation between the two constructs decreased from 0.827 to 0.767. Consequently, the square root of the AVE for each construct exceeded its correlations with the other constructs, indicating that the revised measurement model satisfied the Fornell–Larcker criterion. The remaining 10 indicators also retained outer-loading values above 0.70, demonstrating that the revised model maintained adequate convergent validity.

4.4. Inner Model Testing

The subsequent stage of the PLS-SEM analysis involves evaluating the inner, or structural, model. This evaluation examines the hypothesized relationships among the research constructs and determines whether the empirical results support the proposed hypotheses. The assessment includes the coefficient of determination (R^2) and path coefficients. The path coefficients indicate the direction and strength of the relationships between constructs, while their statistical significance is assessed using bootstrapping results, including t-statistics and p-values. Meanwhile, the R^2 value indicates the proportion of variance in the endogenous construct explained by its predictor variables and therefore reflects the model's explanatory power. A hypothesis is considered supported when the direction of the estimated relationship is consistent with the proposed hypothesis and the resulting relationship meets the predetermined significance criterion.

4.5. Coefficient of Determination (R^2)

The coefficient of determination (R^2) indicates the proportion of variance in the endogenous variable that can be explained by the predictor variables included in the model. Its value ranges from 0 to 1, with higher values indicating greater explanatory power. As a general guideline, R^2 values above 0.67 are considered substantial, values between 0.33 and 0.67 are considered moderate, and values between 0.19 and 0.33 are

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considered weak. However, the interpretation of R^2 should also take into account the research field, model complexity, and study context. The coefficient-of-determination results for the present model are presented in Table 6.

Table 6. Coefficient of Determination

Endogenous Construct	R^2	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P-Values
Impulsive Buying Behavior	0.427	0.453	0.084	5.054	0.000

Source: Author's data analysis (2026)

Based on Table 6, the coefficient of determination for impulsive buying behavior is 0.427. This indicates that brand image and price perception jointly explain 42.7% of the variance in impulsive buying behavior among Generation Z Qpon users in Medan City. Based on the adopted criterion, this value indicates moderate explanatory power. The remaining 57.3% of the variance is attributable to other factors not included in the present model. The bootstrapping results show a sample mean of 0.453, a standard deviation of 0.084, a t-statistic of 5.054, and a p-value of 0.000. These results indicate that the estimated R^2 value differs significantly from zero, providing statistical evidence that the predictors included in the model collectively explain a meaningful proportion of the variance in impulsive buying behavior.

4.6. F-Square Test (Effect Size)

The effect size (f^2) assesses the relative contribution of each exogenous construct to the explanatory power of an endogenous construct. It indicates the change in the R^2 value of the endogenous construct when a particular predictor is omitted from the model. Thus, f^2 helps determine the practical contribution of each predictor beyond the statistical significance of its path coefficient. A larger f^2 value indicates a stronger contribution to the explained variance, whereas a smaller value indicates a more limited contribution. The f^2 effect-size results for this study are presented in Table 7.

Table 7. F-Square Test

Structural Relationship	f^2
Brand Image (X1) → Impulsive Buying Behavior (Y)	0.185
Price Perception (X2) → Impulsive Buying Behavior (Y)	0.022

Source: Author's data analysis (2026)

The results show that brand image has an f^2 value of 0.185, indicating a moderate effect size on impulsive buying behavior. This finding suggests that brand image makes a meaningful contribution to the explanatory power of the model. In contrast, price perception has an f^2 value of 0.022, indicating a small effect size. Thus, price perception makes a relatively limited contribution to explaining the variance in impulsive buying behavior compared with brand image.

4.7. Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in PLS-SEM to evaluate the significance of the proposed relationships among the constructs. The assessment considered the original sample estimate (O), t-statistics, and p-values. The original sample estimate represents the path coefficient, indicating the direction and magnitude of each relationship, whereas the t-statistics and p-values are used to determine whether the estimated relationship meets the predetermined significance criterion. A hypothesis

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is considered supported when the path coefficient is consistent with the proposed direction and the corresponding statistical significance requirements are satisfied.

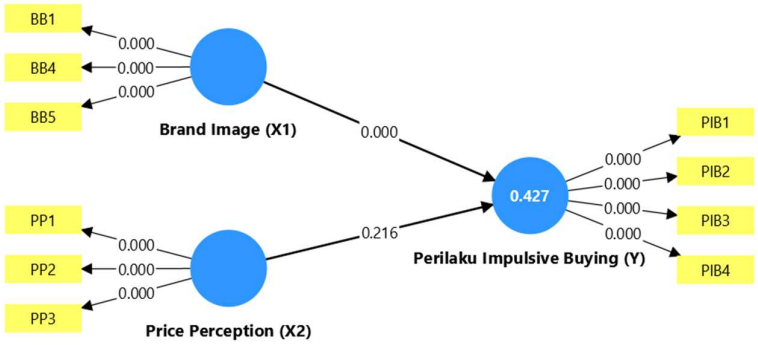

Figure 3. Hypothesis Testing Results

Table 8. Hypothesis Testing Results

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P-Values
H1	Brand Image (X1) → Impulsive Buying Behavior (Y)	0.508	0.508	0.122	4.182	0.000
H2	Price Perception (X2) → Impulsive Buying Behavior (Y)	0.176	0.190	0.142	1.236	0.216

Source: Author's data analysis (2026)

The bootstrapping results show that brand image has a positive and statistically significant effect on impulsive buying behavior. The path coefficient is 0.508, with a t-statistic of 4.182 and a p-value of 0.000. Because the p-value is below 0.05, H1 is supported. This finding indicates that a more favorable perception of Qpon's brand image is associated with higher levels of impulsive buying behavior among the respondents. The positive path coefficient also indicates that an increase in perceived brand image is associated with an increase in impulsive buying behavior. In contrast, price perception has a positive but statistically nonsignificant effect on impulsive buying behavior. The path coefficient is 0.176, with a t-statistic of 1.236 and a p-value of 0.216. Because the p-value exceeds the 0.05 significance level, H2 is not supported. Therefore, the results do not provide sufficient statistical evidence of a significant direct effect of price perception on impulsive buying behavior in the present sample.

4.8. Discussion

The hypothesis-testing results indicate that brand image (X1) has a positive and statistically significant effect on impulsive buying behavior (Y), as evidenced by a path coefficient of 0.508, a t-statistic of 4.182, and a p-value below 0.001. Therefore, H1 is supported. This finding is consistent with the results reported by Kholifah and Nugraha (2025) and Binery (2023), who found that a favorable brand image can increase consumers' tendency to engage in impulsive purchases. However, the finding differs from those of Yuliarahma and Nurtantiono (2023) and Sanjaya and Abdurrahman (2025). These differences may be attributable to variations in research settings, respondent characteristics, product categories, and platform types. In the present study, Qpon operates as an online-to-offline (O2O) lifestyle discovery platform that

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provides information about merchants, vouchers, and promotional offers. Respondents also evaluated Qpon's young and dynamic brand character positively, as reflected by the mean score of 4.15. This finding suggests that Qpon's brand character may be relevant to the social and lifestyle preferences of Generation Z consumers in Medan City. In contrast, price perception (X2) has a positive but statistically insignificant effect on impulsive buying behavior (Y), with a path coefficient of 0.176, a t-statistic of 1.236, and a p-value of 0.216. Because the p-value exceeds the 0.05 significance level, H2 is not supported. This finding is consistent with the results of Sigiro and Oktariswan (2025), Dewanti and Haryono (2021), and Farisi and Rahmawati (2025), but differs from those reported by Fachruroji and Padmalia (2023), Izzudin and Yuniawan (2024), and Cahyanti et al. (2025). The inconsistent findings across studies may be attributable to differences in consumer characteristics, purchasing contexts, product categories, and promotional environments. In the present study, respondents positively evaluated the correspondence between price and quality, as reflected in the mean score of 4.25 for indicator PP2. However, this favorable evaluation did not translate into a statistically significant effect on impulsive buying behavior.

Theoretically, this study contributes to the literature on impulsive buying by demonstrating that the explanatory roles of brand image and price perception may vary across digital consumption contexts. The significant effect of brand image supports the view that consumers' perceptions and associations with a platform can influence spontaneous purchasing behavior. Conversely, the insignificant effect of price perception indicates that a favorable evaluation of price does not necessarily lead to impulsive buying among Generation Z consumers. However, this finding does not imply that respondents necessarily engaged in rational evaluation or exercised greater cognitive control, because these mechanisms were not directly measured in the present study. Rather, the finding suggests that the relationship between price perception and impulsive buying may depend on other variables or situational conditions that warrant further investigation. From a practical perspective, the findings suggest that Qpon and similar lifestyle platforms should prioritize developing a credible and consistent brand image through a clear visual identity, reliable service, transparent information, and user experiences that align with the preferences of their target consumers. Competitive pricing remains relevant for communicating value, but price-related strategies alone may be insufficient to encourage spontaneous purchases. Promotional strategies should therefore integrate price-based offers with consistent brand communication and relevant customer experiences. These recommendations should not be interpreted as evidence that specific promotional mechanisms cause impulsive buying, because scarcity, FOMO, personalization, and payment convenience were not directly examined in this study.

V. Conclusion

This study concludes that brand image has a positive and statistically significant effect on impulsive buying behavior among Generation Z Qpon users in Medan City, whereas price perception has a positive but statistically insignificant effect. These findings indicate that brand-related perceptions play a more important role than favorable price evaluations in explaining impulsive buying behavior within the studied context. Accordingly, Qpon and similar platforms may benefit from developing a credible and consistent brand image while maintaining competitive prices as a supporting value proposition. Future research should examine additional variables, such as scarcity marketing, Fear of Missing Out (FOMO), personalization, payment convenience, and potential mediating or moderating mechanisms, using larger and more diverse samples.

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