

# Understanding Gold Purchase Decisions: The Role of Customer Satisfaction and Brand Image in Retail Gold Markets

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## Abstract

Gold is widely regarded as a stable investment asset, leading to increasing competition among retail gold businesses in attracting consumers. This study aims to examine how brand image and customer satisfaction influence consumers' gold purchase decisions in a local retail context. A qualitative case study approach was employed to obtain an in-depth understanding of consumer perceptions and experiences. The research was conducted at Toko Emas Sahabat Kraksaan Probolinggo, with informants selected through purposive sampling among consumers who had previously purchased gold. Data were collected through semi-structured interviews, non-participant observation, and documentation, and analyzed using thematic analysis. The findings reveal that brand image plays a crucial role in reducing perceived risk and building consumer trust, while customer satisfaction is primarily shaped by service quality, transparency of information, and product authenticity. Both factors jointly influence consumers' confidence in making purchase decisions. This study contributes to the consumer behavior literature by highlighting the importance of trust, reputation, and service experience in shaping purchase decisions within the retail gold market.

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## 1. Introduction

Gold has long been recognized as one of the most stable investment instruments and a valuable financial asset, particularly in times of economic uncertainty. Compared with other investment instruments, gold is often perceived as a safe asset capable of maintaining its value over time. This perception encourages many individuals to purchase gold not only for consumption purposes but also as a long-term investment and a form of wealth protection (Asikin, 2025; Nudia, 2022). In Indonesia, the demand for gold products continues to grow, particularly through retail gold shops that provide direct access for consumers to purchase jewelry and other gold products. As a result, competition among gold retailers has become increasingly intense, requiring business actors to understand the factors that influence consumer purchase decisions.

In consumer behavior studies, purchase decisions are generally influenced by various psychological, social, and experiential factors. Consumers typically evaluate multiple aspects before making a purchase, particularly when dealing with high-value products such as gold. In such cases, consumers tend to consider not only price but also trust, service quality, and the reputation of the seller

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(Syafrianita & Asnawi, 2022). This indicates that the decision-making process in gold purchasing is complex and involves a careful evaluation of multiple factors that shape consumer perceptions and confidence.

One of the key factors that influence consumer purchase decisions is brand image. Brand image refers to the set of perceptions and associations embedded in consumers' minds regarding a particular brand or business entity. A positive brand image can strengthen consumer trust and reduce perceived risk when making purchasing decisions (Ihsan, 2023). Previous studies have demonstrated that brand image plays a significant role in shaping consumer preferences and influencing purchase decisions in various sectors (Aeni & Ekhsan, 2021; Wulan & Gumilar, 2026). In the context of retail gold businesses, brand image becomes particularly important because transactions involve products with relatively high economic value. Consumers are more likely to purchase gold from shops that are perceived as trustworthy, reputable, and transparent in their business practices.

In addition to brand image, customer satisfaction is another important factor influencing consumer purchase decisions. Customer satisfaction reflects consumers' evaluation of their purchasing experiences, including service quality, product quality, and overall interaction with the seller. When consumers experience satisfactory service and receive products that meet their expectations, they are more likely to develop positive attitudes toward the seller and make repeat purchases (Zulkarnaini et al., 2024). Satisfaction also plays a crucial role in strengthening long-term relationships between businesses and customers. Previous research has indicated that service quality and customer experience significantly contribute to customer satisfaction and ultimately influence purchase decisions (Bayu et al., 2025; Evana & Ahmadi, 2025).

In the context of gold retailing, customer satisfaction is closely related to the transparency of information provided by the seller, particularly regarding gold purity, pricing mechanisms, and product authenticity. Consumers often require detailed explanations to ensure that the products they purchase meet their expectations and possess reliable resale value. Clear communication and trustworthy service are therefore essential elements in creating a satisfying purchasing experience (Kartiko et al., 2024). Furthermore, positive service experiences can enhance consumers' confidence and encourage them to return to the same shop for future purchases.

Although several studies have examined the influence of brand image and customer satisfaction on purchase decisions in different sectors, research focusing specifically on the context of local gold retail businesses remains relatively limited. Most previous studies have concentrated on industries such as digital services, retail platforms, or hospitality businesses (Dhuaja & Lestari, 2026; Zidan et al., 2025). Meanwhile, the dynamics of consumer behavior in local gold shops may differ due to the high perceived risk, investment value, and social significance attached to gold ownership. Therefore, further research is necessary to explore how brand image and customer satisfaction interact in shaping consumer purchase decisions within this specific context.

Based on this background, this study aims to analyze the role of brand image and customer satisfaction in influencing consumers' gold purchase decisions at Toko Emas Sahabat Kraksaan Probolinggo. By examining consumers' perceptions and experiences during the purchasing process, this research seeks to provide a deeper understanding of the factors that shape consumer trust and decision-making behavior in the retail gold market. The findings of this study are expected to contribute to the consumer behavior literature by providing empirical insights into the interaction between brand image, customer satisfaction, and purchase decisions in the context of local gold retail businesses.

In addition, this research offers practical implications for gold shop managers in developing effective marketing strategies. Strengthening brand image through consistent service quality, transparent communication, and reliable product quality can enhance consumer trust and satisfaction, which ultimately leads to stronger purchase decisions and long-term customer loyalty.

## 2. Literature Review

### Brand Image

Brand image represents a set of perceptions, beliefs, and associations that consumers attach to a particular brand or business entity. These perceptions are formed through consumer experiences, communication processes, and information obtained from the surrounding environment. A strong and positive brand image plays an important role in influencing consumer attitudes and shaping their purchasing decisions. Consumers tend to choose products or services from brands that are perceived as trustworthy, reputable, and capable of meeting their expectations (Ihsan, 2023).

Previous studies have demonstrated that brand image significantly influences consumer purchase decisions. A positive brand image can strengthen consumer trust and reduce uncertainty during the decision-making process. When consumers perceive a brand as reliable and professional, they are more likely to develop favorable attitudes toward the brand and proceed with purchase decisions (Aeni & Ekhsan, 2021). Similarly, research has shown that brand image contributes to consumer preferences and increases the likelihood of selecting a particular product or service compared with competing alternatives (Wulan & Gumilar, 2026).

In the context of gold retail businesses, brand image becomes particularly important because gold is categorized as a high-value product that involves considerable financial risk. Consumers tend to be more cautious when purchasing gold and therefore rely heavily on the reputation and credibility of the seller. A gold shop that is widely recognized as honest, transparent, and professional is more likely to attract consumers and gain their trust. Consequently, brand image serves as an initial determinant that influences consumers' willingness to engage in transactions within the gold retail market.

### Customer Satisfaction

Customer satisfaction refers to consumers' evaluation of their experiences after purchasing a product or service. Satisfaction arises when the performance of a product or service meets or exceeds consumer expectations. Conversely, dissatisfaction occurs when the perceived performance falls below expectations. In the context of marketing and consumer behavior, customer satisfaction is considered a crucial factor in maintaining long-term relationships between businesses and consumers (Zulkarnaini et al., 2024).

Service quality is widely recognized as one of the primary determinants of customer satisfaction. High-quality service, characterized by responsiveness, friendliness, and clear communication, contributes to positive consumer experiences and strengthens satisfaction levels. Previous research indicates that service quality significantly influences customer satisfaction and encourages consumers to develop positive attitudes toward a business (Bayu et al., 2025). In addition, transparency in providing product information and maintaining service consistency also plays an important role in shaping satisfaction.

Customer satisfaction is also closely related to product quality. Consumers tend to feel satisfied when the products they purchase correspond to the information provided by the seller and meet their expectations regarding quality and functionality. In the case of gold products, consumers particularly value the accuracy of information related to gold purity, product authenticity, and resale value. Ensuring that product quality aligns with consumer expectations contributes significantly to the formation of customer satisfaction (Kartiko et al., 2024).

Furthermore, satisfied consumers are more likely to engage in positive post-purchase behaviors, such as repeat purchases and recommendations to others. Positive experiences during the purchasing process strengthen consumer trust and encourage long-term loyalty toward a business (Agung et al.,

2026). Therefore, maintaining high levels of customer satisfaction is essential for businesses seeking to sustain competitive advantage and strengthen relationships with consumers.

### **Purchase Decision**

A purchase decision refers to the stage in the consumer decision-making process in which consumers select a product or service after evaluating available alternatives. Consumer purchase decisions are influenced by various factors, including psychological factors, social influences, personal experiences, and perceptions of product value (Syafrianita & Asnawi, 2022). When consumers intend to purchase high-value products such as gold, the decision-making process becomes more complex because consumers tend to carefully evaluate potential risks and benefits before completing a transaction.

Several studies have shown that purchase decisions are influenced not only by economic considerations such as price but also by non-price factors such as trust, reputation, and service experience. Consumers often rely on information from their social environment, including family members, friends, and acquaintances, when evaluating purchase alternatives. Recommendations and previous experiences can significantly influence the selection of sellers or brands (Romdoni et al., 2025).

In addition, research indicates that service quality, customer experience, and brand perception play an important role in influencing purchase decisions. Positive service experiences and strong brand perceptions increase consumer confidence and encourage them to proceed with purchase decisions (Dhuaja & Lestari, 2026). In the context of retail businesses, particularly those dealing with high-value products, consumers tend to prioritize trust and reliability rather than solely focusing on price considerations (Amin, 2022).

### **Relationship between Brand Image, Customer Satisfaction, and Purchase Decision**

Brand image, customer satisfaction, and purchase decisions are closely interconnected in shaping consumer behavior. A positive brand image often functions as the initial factor that attracts consumers and influences their expectations before engaging in a transaction. Consumers who perceive a brand as trustworthy and reputable tend to have higher confidence in purchasing products offered by that brand (Evana & Ahmadi, 2025).

Customer satisfaction then emerges from consumers' direct experiences during the purchasing process. When consumers receive satisfactory service and products that meet their expectations, their positive perceptions of the brand are reinforced. This satisfaction strengthens consumer trust and encourages them to proceed with purchase decisions as well as repeat purchases in the future (Dunan & Saputra, 2024).

Empirical studies also show that the interaction between brand image and customer satisfaction plays a significant role in influencing consumer purchase decisions. A strong brand image creates initial trust, while customer satisfaction strengthens that trust through real experiences during the purchasing process. As a result, consumers become more confident in making purchase decisions and are more likely to maintain long-term relationships with the business (Jaya & Sarah, 2025).

In the context of gold retail businesses, these relationships become even more significant because consumers perceive gold purchases as financially important decisions. Therefore, strengthening brand image and ensuring high levels of customer satisfaction are essential strategies for influencing consumer purchase decisions and maintaining long-term customer loyalty.

### **3. Methodology**

#### **Research Design**

This study employs a qualitative research approach to obtain a comprehensive understanding of consumer perceptions and experiences related to gold purchase decisions. Qualitative research is considered appropriate because it allows researchers to explore complex social phenomena and gain deeper insights into consumer behavior within a specific context. Through qualitative methods, researchers are able to capture participants' perspectives, interpretations, and experiences regarding brand image, customer satisfaction, and purchase decisions in the retail gold market.

The research adopts a case study design focusing on Toko Emas Sahabat Kraksaan Probolinggo. A case study approach enables an in-depth examination of a particular phenomenon within its real-life context, allowing researchers to analyze consumer experiences and perceptions in detail. By concentrating on a specific retail gold shop, this study aims to explore how brand image and customer satisfaction influence consumers' decisions to purchase gold.

#### **Research Site**

The research was conducted at Toko Emas Sahabat Kraksaan, located in Probolinggo, East Java, Indonesia. The selection of this research site was based on its active role in the local gold retail market and its established presence within the community. The shop has served a considerable number of consumers purchasing gold jewelry and other gold products, making it a relevant context for examining consumer purchase behavior in the gold retail sector.

#### **Informants and Sampling Technique**

Informants in this study consisted of consumers who had previously purchased gold at Toko Emas Sahabat Kraksaan Probolinggo. Informants were selected using purposive sampling, a sampling technique commonly used in qualitative research to identify individuals who possess relevant knowledge or experience related to the research topic.

The selection criteria for informants included: Consumers who have purchased gold products at the shop, Consumers who have experience interacting with the services provided by the shop, Consumers who are willing to share their experiences and perceptions regarding the purchasing process.

Purposive sampling allows the researcher to focus on participants who can provide rich and relevant information regarding the phenomenon being studied. Through this approach, the researcher obtained detailed insights into the factors influencing consumers' gold purchase decisions.

#### **Data Collection Techniques**

Data were collected using several qualitative data collection techniques, including interviews, observation, and documentation.

Interviews, Semi-structured interviews were conducted with selected informants to obtain in-depth information about their experiences when purchasing gold. The semi-structured interview format allowed the researcher to explore key topics related to brand image, customer satisfaction, and purchase decisions while also providing flexibility for informants to express their perspectives freely.

Observation, Non-participant observation was used to examine the interaction between consumers and sellers during the purchasing process. Through observation, the researcher was able to identify various aspects of service delivery, communication patterns, and the overall shopping environment that may influence consumer perceptions and satisfaction.

Documentation was used to complement the data obtained from interviews and observations. Relevant documents included photographs, transaction records, and other supporting materials related to the operation of the gold shop. These documents provided additional contextual information to support the analysis of consumer behavior.

### **Data Analysis Technique**

The data collected in this study were analyzed using thematic analysis. This method involves identifying, organizing, and interpreting patterns of meaning within qualitative data. The analysis process was conducted through several stages.

First, the researcher performed data reduction by selecting and focusing on relevant information obtained from interviews, observations, and documentation. Second, the data were categorized according to themes related to brand image, customer satisfaction, and purchase decisions. Third, the researcher interpreted the identified themes to understand how these factors influence consumer decision-making behavior.

Thematic analysis enables researchers to systematically interpret qualitative data and identify meaningful patterns that explain the relationships between variables. Through this analytical process, the study aims to generate insights into how brand image and customer satisfaction shape consumer purchase decisions in the context of the retail gold market.

### **Research Validity**

To ensure the credibility of the research findings, data validity was strengthened through triangulation. Triangulation was conducted by comparing information obtained from multiple data sources and data collection methods, including interviews, observations, and documentation. This approach helps to improve the reliability of the findings and reduces the possibility of bias in the interpretation of qualitative data.

By combining different data sources and analytical procedures, this study seeks to provide a comprehensive and credible explanation of the factors influencing consumers' gold purchase decisions.

## **4. Results**

### **Consumer Perceptions of Brand Image**

The findings indicate that brand image plays a significant role in shaping consumers' perceptions of Toko Emas Sahabat Kraksaan Probolinggo. Informants generally perceive the shop as a trustworthy and reputable place to purchase gold. This perception is formed through previous consumer experiences, recommendations from relatives or acquaintances, and the reputation of the shop within the local community.

Several informants stated that they prefer purchasing gold from shops that already have a good reputation and are widely recognized by the community. A strong reputation is perceived as an indicator of honesty and reliability, particularly in transactions involving high-value products such as gold. Consumers tend to believe that shops with a positive brand image provide authentic products and maintain transparency regarding gold purity and pricing.

In addition, the physical appearance and organization of the store also contribute to the formation of brand image. Informants mentioned that a clean, well-organized, and professional store environment increases their confidence in the credibility of the seller. This finding indicates that brand image is not only formed through reputation but also through consumers' direct observations of the business environment.

These findings suggest that brand image functions as an initial factor influencing consumers' willingness to engage in transactions. When consumers perceive a gold shop as trustworthy and reputable, they are more likely to consider purchasing products from that shop.

### **Customer Satisfaction in the Purchasing Process**

Customer satisfaction emerged as another important factor influencing consumer purchase decisions. Informants generally expressed satisfaction with the services provided by the shop, particularly regarding the friendliness and responsiveness of employees during the purchasing process.

Consumers reported that shop employees provided clear explanations regarding the characteristics of gold products, including gold purity, pricing, and product variations. This transparency helps consumers better understand the products they intend to purchase and reduces uncertainty during the transaction process.

In addition, consumers emphasized the importance of receiving products that match the information provided by the seller. Informants expressed satisfaction when the gold products they purchased corresponded to the expected quality and authenticity. This alignment between expectations and actual product quality significantly contributes to the formation of customer satisfaction.

Positive service experiences also encourage consumers to revisit the shop for future purchases. Several informants indicated that they would recommend the shop to family members or friends based on their satisfactory purchasing experiences. This finding highlights the importance of service quality and transparency in creating positive consumer experiences.

### **Consumer Gold Purchase Decisions**

The findings show that consumers follow a structured decision-making process when purchasing gold. Informants reported that they typically gather information before making a purchase decision, often consulting family members or acquaintances who have previous experience purchasing gold.

After collecting information, consumers evaluate several aspects of the gold shop, including its reputation, service quality, and transparency in providing product information. Consumers tend to prioritize trust and reliability when selecting a place to purchase gold, as transactions involve relatively high financial value.

Interestingly, price was not identified as the primary determinant of purchase decisions. Although consumers consider price differences between shops, they are generally willing to pay slightly higher prices if the shop is perceived as trustworthy and provides reliable service. This finding indicates that non-price factors such as trust, reputation, and service experience play a more dominant role in influencing purchase decisions.

### **Interaction Between Brand Image, Customer Satisfaction, and Purchase Decisions**

The results also reveal a strong interaction between brand image, customer satisfaction, and purchase decisions. Brand image serves as an initial factor that attracts consumers and encourages them to visit the shop. Consumers who perceive the shop as trustworthy are more likely to engage in transactions and experience the services offered.

Customer satisfaction then reinforces this positive perception through direct experiences during the purchasing process. When consumers receive satisfactory service and products that meet their expectations, their trust in the shop increases. This strengthened trust ultimately encourages consumers to make purchase decisions and develop long-term relationships with the business.

Overall, the findings demonstrate that brand image and customer satisfaction jointly influence consumer purchase decisions. A strong brand image builds initial consumer trust, while customer

satisfaction strengthens this trust through positive service experiences. Together, these factors shape consumers' confidence in purchasing gold and influence their decision-making behavior in the retail gold market.

## 5. Discussion

The findings of this study highlight the important role of brand image and customer satisfaction in shaping consumers' gold purchase decisions in the retail gold market. The results indicate that consumers tend to prioritize trust and credibility when purchasing gold products, which are generally perceived as high-value and long-term investment assets. In this context, brand image functions as a crucial mechanism for reducing perceived risk and strengthening consumer confidence during the decision-making process.

The results show that consumers perceive Toko Emas Sahabat Kraksaan Probolinggo as a reliable and trustworthy gold retailer. This perception is largely influenced by the shop's reputation within the local community and recommendations from family members or acquaintances. These findings support the argument that brand image represents an important determinant of consumer purchase decisions because it shapes consumer perceptions regarding the credibility and reliability of a business (Ihsan, 2023). When consumers perceive a brand positively, they tend to develop greater trust in the products and services offered by that brand.

Furthermore, the findings are consistent with previous studies indicating that brand image significantly influences consumer purchase decisions (Aeni & Ekhsan, 2021; Wulan & Gumilar, 2026). A positive brand image allows consumers to develop favorable attitudes toward a business, which ultimately increases their likelihood of purchasing products from that business. In the context of gold retailing, where transactions involve relatively high financial value, brand image becomes even more critical because consumers seek assurance regarding product authenticity and the credibility of the seller.

In addition to brand image, customer satisfaction also plays a significant role in influencing consumers' gold purchase decisions. The findings reveal that consumer satisfaction is primarily shaped by service quality, transparency in providing product information, and the alignment between expected and actual product quality. Informants indicated that clear explanations regarding gold purity, pricing mechanisms, and product characteristics significantly enhance their confidence when purchasing gold.

These findings are consistent with previous studies suggesting that customer satisfaction is an important factor influencing consumer attitudes and behavioral intentions (Zulkarnaini et al., 2024). When consumers experience satisfactory service and receive products that meet their expectations, they tend to develop positive perceptions of the business and are more likely to engage in repeat purchases. In addition, satisfied consumers often share their positive experiences with others, which can further strengthen the reputation of the business (Bayu et al., 2025).

The findings also demonstrate that the interaction between brand image and customer satisfaction plays a crucial role in shaping consumer purchase decisions. Brand image initially attracts consumers and encourages them to visit the gold shop, while customer satisfaction reinforces this positive perception through direct experiences during the purchasing process. This interaction ultimately strengthens consumer trust and encourages consumers to proceed with purchase decisions.

These results are consistent with previous studies emphasizing that trust and service experience are key determinants of consumer purchase decisions in retail environments (Dhuaja & Lestari, 2026; Evana & Ahmadi, 2025). In particular, businesses that are able to maintain a strong reputation while delivering consistent service quality are more likely to build long-term relationships with consumers. Therefore, strengthening brand image and ensuring high levels of customer satisfaction are essential strategies for influencing consumer purchase decisions in the retail gold market.

Another interesting finding from this study is that price does not emerge as the primary determinant of purchase decisions. Although consumers consider price differences between shops, they tend to prioritize trust, transparency, and service quality over lower prices. This suggests that consumers are willing to pay slightly higher prices if they feel confident about the authenticity and reliability of the products offered. This finding supports previous research indicating that non-price factors often play a more significant role in consumer decision-making when purchasing high-value products (Syafrianita & Asnawi, 2022).

Overall, the results suggest that consumer trust represents a central mechanism linking brand image and customer satisfaction with purchase decisions. When consumers perceive a gold shop as trustworthy and experience satisfactory service during the purchasing process, they are more likely to make purchase decisions and maintain long-term relationships with the business.

### **Policy Implications and Recommendations**

The findings of this study provide several practical implications for retail gold businesses seeking to strengthen their competitiveness and attract consumers. First, gold retailers should prioritize the development and maintenance of a strong brand image. A positive brand image can be built through consistent business practices, transparent transactions, and reliable product quality. Retailers should also maintain honesty in providing information regarding gold purity, pricing mechanisms, and product authenticity in order to strengthen consumer trust.

Second, improving service quality is essential for increasing customer satisfaction. Gold retailers should ensure that employees possess adequate knowledge about gold products and are able to provide clear explanations to consumers during the purchasing process. Friendly, responsive, and professional service can significantly enhance consumers' shopping experiences and encourage them to develop positive perceptions of the business.

Third, transparency in transactions should be emphasized as a key strategy for building consumer trust. Retailers should provide detailed and accurate information regarding product specifications, pricing structures, and resale value. Transparent communication reduces uncertainty and allows consumers to make informed purchase decisions.

Fourth, gold retailers should also consider the importance of maintaining long-term relationships with customers. Satisfied customers are more likely to engage in repeat purchases and recommend the business to others through word-of-mouth communication. Therefore, businesses should implement customer relationship strategies that prioritize consumer trust, satisfaction, and loyalty.

Finally, future research is recommended to examine consumer behavior in the gold retail market using different methodological approaches or larger research contexts. Expanding the scope of research to include multiple gold retail businesses or different geographic regions may provide broader insights into the factors influencing consumer purchase decisions in the gold market.

## **6. Conclusion**

This study aims to examine the role of brand image and customer satisfaction in influencing consumers' gold purchase decisions at Toko Emas Sahabat Kraksaan Probolinggo. The findings reveal that both brand image and customer satisfaction play significant roles in shaping consumer decision-making behavior in the retail gold market.

First, brand image emerges as an important factor that influences consumers' initial perceptions and trust toward the gold shop. Consumers tend to prefer purchasing gold from retailers that are widely recognized as trustworthy and reputable within the community. A positive brand image reduces

perceived risk and increases consumers' confidence when engaging in transactions involving high-value products such as gold.

Second, customer satisfaction is found to be strongly associated with service quality, transparency in product information, and the alignment between consumer expectations and the actual quality of gold products received. Consumers who experience satisfactory service and receive reliable product information tend to develop positive perceptions of the retailer and show a greater willingness to make purchases.

Third, the findings indicate that the interaction between brand image and customer satisfaction plays a crucial role in influencing consumers' gold purchase decisions. Brand image initially attracts consumers and encourages them to visit the shop, while customer satisfaction reinforces consumer trust through positive service experiences during the purchasing process.

Overall, the study demonstrates that consumer trust represents a key mechanism linking brand image and customer satisfaction with purchase decisions. Strengthening brand image and ensuring high levels of customer satisfaction are therefore essential strategies for gold retailers seeking to influence consumer behavior and maintain long-term relationships with customers in the retail gold market.

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