



Brand Image, Perceived Value, and Purchase Decision of Sustainable Housing: A Partial Mediation Analysis

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Abstract

Purpose: This study examines the direct effect of brand image on sustainable housing purchase decisions and the mediating role of perceived value at Grand City Pasuruan, Indonesia.

Research Methodology: A quantitative cross-sectional survey was conducted involving 120 buyers and prospective buyers selected through purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 and 5,000 bootstrap subsamples.

Results: Brand image positively influences purchase decisions ($\beta=0.321$; $p=0.004$) and perceived value ($\beta=0.331$; $p<0.001$). Perceived value significantly affects purchase decisions ($\beta=0.400$; $p<0.001$). The indirect effect is significant ($\beta=0.132$; $p=0.007$), with a Variance Accounted For (VAF) of 29.2%, confirming partial mediation.

Conclusions: Brand image influences sustainable housing purchase decisions both directly and indirectly through perceived value, highlighting the importance of developer reputation and consumer value assessments.

Limitations: The single-project, single-city, cross-sectional design limits the generalizability of the findings.

Contributions: Theoretically, this study integrates brand equity theory and the Theory of Planned Behavior by demonstrating perceived value as a partial mediating mechanism in sustainable housing purchase decisions. Practically, it encourages developers to strengthen brand credibility, construction quality, and environmental positioning to improve purchasing decisions.

Keywords: Brand Image, Partial Mediation, Perceived Value, Purchase Decision, Sustainable Housing

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1. Introduction

Purchasing a house represents one of the most significant financial decisions consumers make, requiring careful consideration of product quality, developer credibility, long-term investment value, and environmental sustainability. Unlike conventional consumer products, housing involves substantial financial commitments and considerable uncertainty regarding construction quality, future property value, and developer reliability. These challenges become increasingly relevant in sustainable housing, where consumers must also evaluate environmental benefits, energy efficiency, and the credibility of sustainability claims. Consequently, understanding the factors influencing sustainable

housing purchase decisions is essential for property developers seeking to strengthen their competitiveness and respond to evolving consumer preferences ([Didit, Diansyah, & Kamaruddin, 2025](#); [Ridho, Sabli, Sunanto, Suharmanto, Permata, Rosadi, & Patmayanti, 2026](#))).

Brand image plays an important role in reducing consumer uncertainty and shaping purchasing behavior. According to [Keller \(1993\)](#), brand image reflects consumers' perceptions and associations regarding a brand, including its quality, reliability, and uniqueness. Similarly, [Ahada, Dhahri, and Al-Shreifeen \(2025\)](#) emphasizes that strong brand equity can strengthen consumer confidence and reduce perceived purchasing risks. Previous studies have demonstrated that brand image significantly influences consumer purchase decisions ([Akbari, Wendy, Listiana, & Hasanudin, 2024](#); [Wibowo, & Santoso, 2024](#)). In the housing sector, a positive developer image may serve as a signal of construction quality, project reliability, and long-term investment security. However, the extent to which brand image directly influences purchasing decisions or operates through consumers' perceptions of value requires further investigation.

Perceived value represents another important determinant of consumer purchasing behavior. [Hong, Choi, Choi, and Joung \(2025\)](#) defines perceived value as consumers' overall assessment of the benefits received relative to the sacrifices made. [Sweeney and Soutar \(2001\)](#) further explain that perceived value incorporates multiple dimensions, including functional and social value. In sustainable housing, functional value may reflect construction durability, expected quality, and long-term cost savings, whereas social value may involve environmental identity, social recognition, and perceived prestige. Previous research indicates that perceived value contributes to purchase decisions ([Samudra, Widayat, & Juanda, 2024](#); [Situmorang, Muda, & Siregar, 2021](#)). These findings suggest that consumers evaluate housing alternatives not only through developer reputation but also through their perceptions of the benefits associated with ownership.

From a theoretical perspective, the relationship between brand image, perceived value, and purchase decisions can be understood through brand equity theory and the Theory of Planned Behavior (TPB). Brand equity theory explains how favorable brand associations strengthen consumer confidence and influence purchasing behavior ([Keller, 1993](#)). Meanwhile, the TPB emphasizes the role of behavioral attitudes, subjective norms, and perceived behavioral control in shaping behavioral intentions. Within this framework, perceived value may contribute to consumers' favorable evaluations of sustainable housing, providing a potential mechanism through which brand image influences purchase decisions. Integrating these perspectives offers an opportunity to explain both the direct and indirect relationships between developer reputation and consumer purchasing behavior.

Existing research has examined the relationships among brand image, perceived value, and purchase decisions, particularly in general consumer markets. [Akbari et al. \(2024\)](#) investigated brand image in relation to purchasing behavior, while [Samudra et al. \(2024\)](#) examined relationships involving brand image, perceived value, and purchase decisions. Nevertheless, the specific mediating role of perceived value in the relationship between developer brand image and sustainable housing purchase decisions remains insufficiently established within the literature discussed in this study. Furthermore, previous findings from consumer-product contexts may not fully explain housing purchase decisions, which involve greater financial commitment, longer evaluation periods, and uncertainty regarding product quality.

To address this research gap, the present study investigates the relationship between brand image and sustainable housing purchase decisions by incorporating perceived value as a mediating variable. The research focuses on Grand City Pasuruan, East Java, Indonesia, representing a secondary-city housing market where developer credibility and consumers' assessments of functional and social benefits may influence purchasing behavior. This setting provides an opportunity to examine how brand-related perceptions translate into purchase decisions within a sustainable residential development.

The novelty of this study lies in examining the dual mechanism through which brand image influences sustainable housing purchase decisions, both directly and indirectly through perceived value. Unlike approaches that focus primarily on direct relationships, this study applies Partial Least Squares

Structural Equation Modeling (PLS-SEM) to estimate the mediated relationship and uses the Variance Accounted For (VAF) criterion to determine the extent of mediation. By examining these relationships in a secondary-city sustainable housing context, the study provides additional empirical evidence concerning the role of perceived value in translating brand associations into purchasing behavior.

Accordingly, this study aims to examine the effect of brand image on sustainable housing purchase decisions, analyze the influence of brand image on perceived value, investigate the relationship between perceived value and purchase decisions, and determine the mediating role of perceived value in the relationship between brand image and sustainable housing purchase decisions. Theoretically, this study contributes to the application of brand equity theory and the Theory of Planned Behavior in understanding sustainable housing consumption by clarifying the direct and indirect mechanisms linking brand perceptions to purchasing behavior. Practically, the findings provide insights for property developers seeking to strengthen brand credibility, enhance consumer-perceived value, and develop marketing strategies that support sustainable housing purchase decisions.

2. Literature Review and Hypothesis/es Development

2.1 Brand Image and Purchase Decision

Brand image reflects consumers' perceptions and associations regarding a brand, including its credibility, quality, uniqueness, and reputation. [Keller \(1993\)](#) explains that favorable brand associations strengthen consumer confidence and influence purchasing behavior by creating positive expectations regarding product performance and reliability. [Widjaja \(2025\)](#) emphasizes that strong brand equity reduces consumer uncertainty, enhances trust in product quality, and strengthens brand preferences. In the housing sector, purchasing decisions involve substantial financial commitments and considerable risks associated with construction quality, developer reliability, and long-term property value ([Hassan, Ahmad, & Hashim, 2021](#)). Consumers therefore tend to evaluate a developer's reputation before making purchasing decisions, particularly when complete information regarding housing quality and future performance is unavailable. A positive developer image can serve as a signal of credibility and quality assurance, thereby reducing perceived risks and strengthening consumer confidence in sustainable housing investments ([Akin, & Akin, 2025](#); [Fasha, Kho, Ramadani, & Kesumahati, 2025](#)).

[Kim, Im, and Gim \(2025\)](#) explain that brand-related perceptions significantly influence high-involvement purchasing decisions, particularly when consumers carefully evaluate product attributes and alternative choices. Consumers tend to prefer developers with established reputations because they associate reputable brands with reliability, consistent construction standards, and long-term investment security. Previous studies have demonstrated relationships between brand image and purchasing behavior ([Akbari, Wendy, Listiana, & Hasanudin, 2024](#); [Wibowo, & Santoso, 2024](#); [Nuraini, Muzakir, Ponirin, & Buntuang, 2025](#)), highlighting the relevance of brand-related perceptions in consumer decision-making. In sustainable housing, brand image may also strengthen consumer confidence in environmental commitments, energy-efficient features, and the credibility of sustainability claims. Furthermore, a favorable brand reputation may differentiate housing developments from competing properties by reinforcing perceptions of quality and trustworthiness ([Pitino & Susanti, 2024](#)). These considerations suggest that favorable brand perceptions contribute to stronger purchasing confidence and positively influence sustainable housing purchase decisions. Accordingly, the following hypothesis is proposed:

H₁: Brand image has a significant positive effect on sustainable housing purchase decisions.

2.2 Brand Image and Perceived Value

Perceived value represents consumers' overall evaluation of product benefits relative to the costs and sacrifices involved in acquisition ([Blut, Chaney, Lunardo, Mencarelli, & Grewal, 2024](#)). Brand image contributes to perceived value by shaping expectations regarding product quality, reliability, and

associated benefits. [Peng, Zhang, Wang, and Liang \(2019\)](#) identify functional and social value as important dimensions of consumer value perceptions. In sustainable housing, functional value includes construction durability, energy efficiency, and potential long-term cost savings. Meanwhile, social value reflects the perceived benefits associated with owning environmentally responsible housing, including social recognition, personal identity, and the positive image associated with sustainable living. A reputable property developer can strengthen these perceptions by providing greater confidence in expected housing performance, construction standards, and long-term investment benefits. Furthermore, consumers may perceive sustainable housing as offering greater overall value when the developer demonstrates a strong commitment to environmental responsibility, transparent communication, and consistent product quality. These positive associations can reduce perceived purchasing risks and increase consumers' willingness to consider sustainable housing as a worthwhile investment. Consequently, a favorable brand image may enhance perceived value by reinforcing both the functional advantages and social benefits associated with sustainable housing ownership.

Beyond functional benefits, brand image may also influence consumers' perceptions of social value. Sustainable housing associated with a credible developer can enhance social recognition and support consumers' environmental identity. [Blut et al. \(2024\)](#) highlight the importance of environmental considerations in shaping green consumption behavior. Positive brand associations may therefore increase consumers' appreciation of both the practical and symbolic benefits of sustainable housing. Consequently, a favorable brand image is expected to strengthen perceived value among prospective housing buyers. Based on these considerations, the following hypothesis is formulated:

H₂: Brand image has a significant positive effect on perceived value.

2.3 Perceived Value and Purchase Decision

Perceived value plays an important role in consumer purchasing behavior because individuals assess expected benefits against financial and nonfinancial sacrifices. [Belanche, Casaló, Flavián, and Ibáñez-Sánchez \(2021\)](#) explains that consumers evaluate products according to the relationship between what they receive and what they give. [\(Petrescu, Vermeir, & Petrescu-Mag, 2020\)](#) further emphasize that functional and social value contribute to overall consumer evaluations. In sustainable housing, functional benefits include construction quality, durability, and potential savings in energy and maintenance costs. Social benefits may involve environmental responsibility, personal identity, and recognition associated with sustainable living. These benefits can increase consumers' perceptions of economic efficiency, particularly when sustainable housing offers lower operational expenses throughout its useful life. Meanwhile, social benefits may involve environmental responsibility, personal identity, social recognition, and the sense of contributing to sustainable development through environmentally conscious purchasing decisions. Consumers who place considerable importance on environmental sustainability may perceive additional value in residential properties that incorporate energy-efficient technologies, environmentally friendly materials, and resource conservation features.

Consumers who perceive greater benefits from sustainable housing are more likely to develop favorable purchasing evaluations. [Samudra, Widayat, and Juanda \(2024\)](#) examined relationships involving perceived value and purchasing behavior, highlighting its relevance to consumer decisions. [Situmorang, Muda, and Siregar \(2021\)](#) also provide relevant evidence concerning environmentally oriented consumer intentions. In the housing market, perceived value may help consumers justify substantial financial investments by emphasizing long-term functional and social benefits. Therefore, stronger perceived value is expected to encourage sustainable housing purchase decisions. Accordingly, the following hypothesis is proposed:

H₃: Perceived value has a significant positive effect on sustainable housing purchase decisions.

2.4 The Mediating Role of Perceived Value

The relationship between brand image and purchase decisions may involve both direct and indirect mechanisms. Brand equity theory suggests that favorable brand associations enhance consumer confidence and reduce purchasing uncertainty (Islam & Hussain, 2023). A reputable developer may directly influence purchasing decisions by establishing expectations of reliability and construction quality. However, brand image may also strengthen consumers' evaluations of functional and social benefits before purchasing decisions are made. This mechanism is consistent with Nurmalasari, Wahyudi, and Primartono (2025) perspective that consumer behavior is influenced by perceived benefits relative to sacrifices.

In sustainable housing markets, perceived value may function as an intermediary connecting developer reputation with purchasing decisions. Consumers who recognize a developer's positive reputation may associate its properties with superior quality, environmental responsibility, and long-term benefits. These favorable evaluations can subsequently strengthen their willingness to purchase sustainable housing. Previous research examining brand image, perceived value, and purchasing behavior provides a foundation for investigating this indirect relationship (Samudra, Widayat, & Juanda, 2024). The extent of mediation can be assessed using the Variance Accounted For (VAF) criterion, which measures the proportion of the total effect transmitted through the mediator. Accordingly, the following hypothesis is proposed:

H₄: Perceived value significantly mediates the relationship between brand image and sustainable housing purchase decisions.

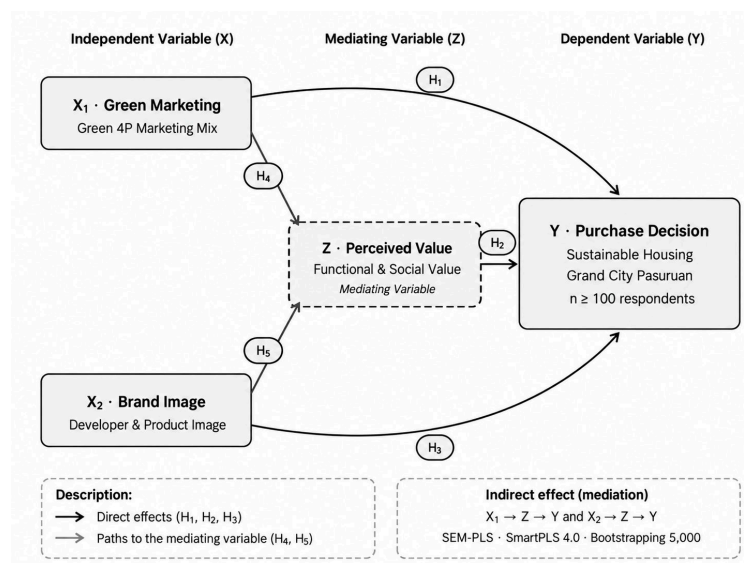


Figure 1. Conceptual framework

Figure 1 presents the conceptual framework illustrating the direct and indirect relationships among brand image, perceived value, and sustainable housing purchase decisions. The framework focuses on the brand image pathway (X₂) within the broader structural model of sustainable housing purchasing behavior.

3. Research Methodology

This study employed a quantitative research approach using a cross-sectional survey design to examine the relationships among brand image, perceived value, and sustainable housing purchase decisions. The research was conducted at Grand City Pasuruan, East Java, Indonesia, involving existing homeowners and prospective housing buyers. Respondents were selected through purposive sampling based on specific criteria, including familiarity with the residential development, a minimum

age of 21 years, and sufficient financial capacity to consider purchasing a housing unit. A total of 120 valid responses were collected, exceeding the minimum sample requirement of 100 respondents established for this study and satisfying the ten-times rule commonly applied in Partial Least Squares Structural Equation Modeling (PLS-SEM) (Hair et al., 2019). Prior to the main data collection, a pilot test involving 30 respondents was conducted to refine the questionnaire items and improve their clarity. The operational definitions of the research variables were developed with reference to Sukesu (2020).

Data were collected using a structured questionnaire consisting of three principal constructs: brand image, perceived value, and purchase decision. Brand image (X_2) was measured using five reflective indicators adapted from Keller (1993), covering developer reputation, confidence in product quality, green brand recognition, brand distinctiveness, and consistency of construction quality. Perceived value (Z) was assessed using six indicators derived from the PERVAL framework developed by Sweeney and Soutar (2001). These indicators represented functional value, including expected construction quality, durability, and potential operating cost savings, as well as social value, including social status, approval from others, and environmental identity. Purchase decision (Y) was measured using five indicators reflecting the consumer decision-making process, ranging from need recognition and information search to alternative evaluation, purchasing decisions, and post-purchase advocacy (Kotler & Keller, 2016). All questionnaire items were measured using a five-point Likert scale.

The collected data were analyzed using PLS-SEM with SmartPLS 4.0 software (Ringle et al., 2022). The analysis involved two principal stages: measurement model evaluation and structural model assessment. The measurement model was evaluated using indicator outer loadings, composite reliability (CR), average variance extracted (AVE), and the heterotrait-monotrait ratio (HTMT) to assess indicator reliability, internal consistency, convergent validity, and discriminant validity. Subsequently, the structural model was assessed to examine the relationships among the research variables and determine the significance of the proposed hypotheses. Hypothesis testing was conducted using a bootstrapping procedure with 5,000 subsamples at a significance level of 0.05. The mediating effect of perceived value was evaluated by examining the significance of the indirect relationship between brand image and purchase decision. Furthermore, the Variance Accounted For (VAF) criterion was applied to determine the mediation type, with values ranging from 20% to 80% indicating partial mediation (Hair et al., 2014).

3.1 Sample Description and Measurement Quality

The study involved 120 respondents comprising existing homeowners and prospective buyers of sustainable housing at Grand City Pasuruan, East Java. Based on demographic characteristics, the majority of respondents (69.2%) were aged between 21 and 40 years, indicating a predominance of individuals within the productive working-age group. Male respondents accounted for 60.0% of the sample, while private-sector employees represented the largest occupational category (40.8%). Geographically, 55.8% of respondents resided in Pasuruan City and Regency. Regarding housing preferences, 35.0% expressed interest in properties priced between Rp300 million and Rp800 million, while 36.7% preferred properties ranging from Rp800 million to Rp1.3 billion. In terms of purchasing status, 28.3% had already purchased a housing unit, 50.0% were actively considering a purchase, and 21.7% were familiar with the development but had no immediate purchasing intention. Descriptive analysis further revealed that brand image recorded the highest mean score among the research constructs (3.88 out of 5.00), indicating relatively favorable consumer perceptions of the developer's brand.

Table 1. Outer loadings of the sixteen indicators

Code	Indicator	Outer Loading	Conclusion
BI1	Developer reputation in Pasuruan	0.865	Valid (> 0.70)
BI2	Trust in product quality	0.790	Valid (> 0.70)
BI3	Green and sustainable brand recall	0.804	Valid (> 0.70)

Code	Indicator	Outer Loading	Conclusion
BI4	Brand uniqueness versus competitors	0.773	Valid (> 0.70)
BI5	Consistency of build quality over time	0.795	Valid (> 0.70)
PV1	Build quality meets expectations	0.853	Valid (> 0.70)
PV2	Strong and durable materials	0.769	Valid (> 0.70)
PV3	Long-term utility cost savings	0.764	Valid (> 0.70)
PV4	Social status enhancement	0.707	Valid (> 0.70)
PV5	Positive feedback from social circle	0.799	Valid (> 0.70)
PV6	Expression of a green identity	0.766	Valid (> 0.70)
KP1	Recognition of sustainable housing need	0.847	Valid (> 0.70)
KP2	Active information search	0.840	Valid (> 0.70)
KP3	Evaluation as the best alternative	0.757	Valid (> 0.70)
KP4	Decision or intention to purchase	0.826	Valid (> 0.70)
KP5	Satisfaction and willingness to recommend	0.776	Valid (> 0.70)

Based on Table 1, the outer loading values of all 16 indicators ranged from 0.707 to 0.865, exceeding the recommended minimum threshold of 0.70. Among the brand image indicators, developer reputation (BI1) recorded the highest loading value of 0.865, while expected construction quality (PV1) showed the strongest loading for perceived value at 0.853. For purchase decision, recognition of sustainable housing needs (KP1) demonstrated the highest loading value of 0.847. Although social status enhancement (PV4) recorded the lowest loading value of 0.707, it remained above the acceptable threshold. These findings confirm that all indicators demonstrate satisfactory indicator reliability and adequately represent their respective constructs, supporting their inclusion in subsequent analyses.

Table 2. Reliability and convergent validity of the constructs

Latent Variable	Cronbach α	Composite Reliability	AVE
Brand Image (X_2)	0.864	0.903	0.650
Perceived Value (Z)	0.869	0.902	0.605
Purchase Decision (Y)	0.869	0.905	0.656

Table 2, all research constructs demonstrated satisfactory reliability and convergent validity. Cronbach's alpha values ranged from 0.864 to 0.869, while composite reliability values ranged from 0.902 to 0.905, exceeding the recommended threshold of 0.70. Furthermore, the average variance extracted (AVE) values ranged from 0.605 to 0.656, surpassing the minimum requirement of 0.50. These findings confirm that the measurement model demonstrates acceptable internal consistency and convergent validity, supporting its suitability for subsequent structural model analysis.

3.2 Hypothesis Testing

Table 3. Structural path estimates for the brand image pathway

Hyp.	Structural Path	Coefficient	T-Statistics	P-Value	Decision
H_1	Brand Image (X_2) $\rightarrow$ Purchase Decision (Y)	0.321	2.845	0.004	Accepted
H_2	Brand Image (X_2) $\rightarrow$ Perceived Value (Z)	0.331	3.489	0.000	Accepted
H_3	Perceived Value (Z) $\rightarrow$ Purchase Decision (Y)	0.400	3.873	0.000	Accepted

Based on Table 3, all three proposed hypotheses were supported, as the T-statistics exceeded 1.96 and the p-values were below 0.05. Brand image had a positive and significant effect on purchase decisions ($\beta=0.321$; $T=2.845$; $p=0.004$), confirming H_1 . Similarly, brand image positively and significantly influenced perceived value ($\beta=0.331$; $T=3.489$; $p<0.001$), supporting H_2 . Furthermore, perceived value demonstrated a positive and significant effect on purchase decisions ($\beta=0.400$; $T=3.873$;

$p < 0.001$), confirming H_3 . Among the examined relationships, perceived value exhibited the strongest direct effect on purchase decisions, indicating its important role in shaping consumer purchasing behavior. These findings confirm that brand image and perceived value are significant determinants of sustainable housing purchase decisions.

Table 4. Mediation of the brand image effect through perceived value

Indirect Path	Indirect Effect	P-Value	VAF	Mediation Type
Brand Image (X_2) → Perceived Value (Z) → Purchase Decision (Y)	0.132	0.007	29.2%	Partial Mediation

Based on Table 4 perceived value significantly mediates the relationship between brand image and sustainable housing purchase decisions, with an indirect effect coefficient of 0.132 and a p-value of 0.007, supporting H_4 . The Variance Accounted For (VAF) value of 29.2% falls within the 20–80% range, indicating partial mediation. This finding suggests that brand image influences purchase decisions both directly and indirectly through perceived value. Specifically, 29.2% of the total effect of brand image on purchase decisions is transmitted through perceived value, while the remaining 70.8% represents the direct effect. These results highlight the important role of perceived value in explaining how favorable brand perceptions contribute to sustainable housing purchase decisions.

4. Results and Discussions

4.1 Discussion

The findings demonstrate that brand image has a positive and significant effect on sustainable housing purchase decisions, indicating that developer reputation plays an important role in shaping consumer purchasing behavior. This result is consistent with [Keller \(1993\)](#) who emphasize that favorable brand associations strengthen consumer confidence and reduce uncertainty regarding product quality. The findings also align with [Kotler and Keller \(2016\)](#), who highlight the importance of brand-related perceptions in high-involvement purchasing decisions. In the sustainable housing sector, consumers face substantial financial commitments and uncertainty regarding construction quality, developer reliability, and long-term investment benefits. Consequently, a favorable brand image can strengthen consumer confidence and encourage purchasing decisions by signaling credibility and expected product quality. This finding supports previous research highlighting the relationship between brand image and consumer purchasing behavior ([Akbari, Wendy, Listiana, & Hasanudin, 2024](#); [Wibowo, & Santoso, 2024](#)).

The results further reveal that brand image positively and significantly influences perceived value, suggesting that favorable perceptions of a developer contribute to consumers' evaluations of sustainable housing benefits. This finding is consistent with the brand equity perspective proposed by [Keller \(1993\)](#), which explains how positive brand associations enhance consumers' expectations of product performance and reliability. In sustainable housing, developer reputation may strengthen perceptions of functional value, including construction durability, energy efficiency, and long-term cost savings. Additionally, association with an environmentally responsible developer may enhance social value through environmental identity and social recognition. These findings are consistent with the multidimensional perceived value framework developed by [Sweeney and Soutar \(2001\)](#). Therefore, strengthening brand credibility may improve consumers' evaluations of both the practical and symbolic benefits associated with sustainable residential properties.

Furthermore, perceived value demonstrates a positive and significant effect on sustainable housing purchase decisions and represents the strongest direct predictor among the examined relationships. This finding supports [Wolny, Tkaczyk, Lipowski, Awdziej, Jaciow, Lipowska, and Szojda \(2026\)](#) perspective that consumer purchasing behavior is influenced by evaluations of expected benefits relative to financial and nonfinancial sacrifices. It is also consistent with [Sweeney and Soutar \(2001\)](#), who emphasize the importance of functional and social value in consumer evaluations. The

result is relevant to previous research examining perceived value and purchasing behavior ([Samudra, Widayat, & Juanda, 2024](#)). In the context of sustainable housing, consumers may be more willing to purchase properties when they perceive substantial benefits related to construction quality, long-term economic efficiency, and environmental responsibility. This suggests that developer reputation alone is insufficient to explain purchasing decisions without considering how consumers evaluate the value offered by the property.

The mediation analysis confirms that perceived value partially mediates the relationship between brand image and sustainable housing purchase decisions, with a significant indirect effect of 0.132 and a VAF value of 29.2%. This indicates that brand image influences purchasing decisions through two complementary mechanisms, namely a direct reputational effect and an indirect effect operating through perceived value ([Özkan, Süer, Keser, & Kocakoç, 2020](#)). The findings suggest that favorable brand associations can strengthen purchasing decisions independently while simultaneously improving consumers' assessments of functional and social benefits. The findings can also be interpreted alongside the Theory of Planned Behavior, particularly regarding the importance of consumer evaluations in shaping behavioral intentions, although the principal TPB constructs were not directly examined. The partial mediation result contributes to understanding how brand perceptions translate into sustainable housing purchasing behavior through both reputational and value-based pathways.

The findings also provide insights into consumer behavior in secondary-city sustainable housing markets. In areas where independent information about construction quality and developer performance may be limited, consumers may rely on brand reputation to reduce uncertainty and evaluate available housing alternatives. The predominance of the direct relationship suggests that developer credibility may have a particularly important role in purchasing decisions, while perceived value remains a significant complementary mechanism. Nevertheless, this interpretation should be considered within the specific context of Grand City Pasuruan, as differences in market characteristics and consumer information availability were not directly tested. Further studies involving multiple residential developments and geographical regions could determine whether similar relationships emerge across different housing markets.

From a practical perspective, the findings emphasize the importance of integrating brand management and consumer value creation into sustainable housing marketing strategies. Property developers should strengthen brand credibility by maintaining consistent construction quality, providing transparent information about project completion, and demonstrating reliable after-sales services. Developers should also communicate the functional benefits of sustainable housing, particularly durability, energy efficiency, and potential long-term cost savings, to strengthen perceived value. Environmental attributes should be supported by credible evidence and incorporated into the overall brand positioning rather than relying exclusively on promotional claims. By combining a reputable brand image with clearly communicated consumer benefits, developers may strengthen purchasing confidence and improve their competitive position in sustainable housing markets.

5. Conclusions

This study concludes that brand image and perceived value play significant roles in influencing sustainable housing purchase decisions at Grand City Pasuruan, East Java, Indonesia. The findings demonstrate that brand image positively and significantly affects purchase decisions and perceived value, while perceived value also has a positive and significant influence on purchase decisions. Furthermore, perceived value partially mediates the relationship between brand image and purchase decisions, with an indirect effect of 0.132 and a Variance Accounted For (VAF) value of 29.2%. These results indicate that brand image influences purchasing behavior both directly through developer reputation and indirectly by strengthening consumers' evaluations of functional and social benefits. Thus, all research objectives are addressed, confirming the importance of brand credibility and perceived value in sustainable housing purchase decisions.

Theoretically, this study contributes to brand equity theory and the consumer value literature by demonstrating the complementary roles of direct reputational influence and indirect value-based evaluations in sustainable housing purchasing behavior. The findings also provide a complementary perspective to the Theory of Planned Behavior by highlighting the relevance of consumer value assessments in purchasing decisions. Practically, property developers are encouraged to strengthen brand credibility, maintain consistent construction quality, communicate environmental benefits transparently, and enhance the perceived functional and social value of sustainable housing. Nevertheless, this study is limited by its cross-sectional design, purposive sampling, and focus on a single residential development in Pasuruan, which may restrict the generalizability of the findings. Future research should involve larger and more geographically diverse samples, adopt longitudinal approaches, and explore additional mediating or moderating variables, such as brand trust, environmental awareness, and emotional value, to provide a more comprehensive understanding of sustainable housing purchase decisions.

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Author Contributions

MF contributed to the research conceptualization, methodology, data collection, statistical analysis, interpretation of findings, and preparation of the original manuscript. S contributed to research supervision, methodological guidance, critical review, manuscript revision, and overall research development. Both authors reviewed and approved the final version of the manuscript.

Conflict of Interest

The authors declare that they have no known financial or non-financial conflicts of interest that could have influenced the research process, analysis, interpretation, or publication of this study.

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