

The Influence of Brand Image and Perceived Value on Purchase Intention (A Case Study on Sensodyne Toothpaste Brand in Sanggar District)

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ABSTRACT

Background: Despite Sensodyne's claim as the number one sensitive toothpaste brand globally and in Indonesia, its purchase intention in Sanggar District remains relatively low. This phenomenon highlights an empirical gap between Sensodyne's global market leadership and the local market reality, which is heavily dominated by conventional brands. Furthermore, a theoretical gap exists due to inconsistencies in previous studies regarding the significance of brand image and perceived value on purchase intention.

Purpose: This study aims to examine and explain the partial and simultaneous effects of brand image and perceived value on the purchase intention of Sensodyne toothpaste in Sanggar District.

Methods: The research utilized a quantitative design with a causal associative approach. Data were gathered through questionnaires distributed to a sample of 100 respondents, selected via non-probability accidental sampling. The data were then analyzed using multiple linear regression.

Results: The analysis revealed that brand image and perceived value partially have a positive and significant effect on purchase intention, with significance values of 0.000 and 0.025 respectively. Simultaneously, both variables significantly influence purchase intention with a significance value of 0.000. The coefficient of determination indicates that these two variables explain 69.6% of the variance in purchase intention.

Conclusion: Brand image and perceived value are proven to positively and significantly influence consumer purchase intention both partially and simultaneously. The synergy between a strong brand reputation and the calculation of functional benefits effectively breaks the dominance of conventional brands, firmly supporting the Theory of Reasoned Action.

Keywords: Brand Image; Perceived Value; Purchase Intention.

INTRODUCTION

Increasingly competitive business environments require companies to adaptively understand consumer behavior, particularly in building purchase intention. Purchase intention is a crucial stage where consumers undergo a process of forming perceptions and motivation prior to making a purchase decision (Kotler & Keller, 2016). In the healthcare product sector, tooth sensitivity has become a fairly serious practical issue, with approximately 33% of Indonesians experiencing it due to a lack of awareness regarding dental and oral health. Addressing this issue, Sensodyne is present as a specialized toothpaste product featuring cutting-edge technology, claimed to be the number one brand globally and in Indonesia (NielsenIQ, 2021). However, an anomalous phenomenon exists at the local level, specifically in Sanggar District. Initial survey results indicate that the local community's purchase intention for Sensodyne remains relatively low. This is triggered by the dominance of long-established conventional brands like Pepsodent, coupled with a lack of education on managing sensitive teeth. This phenomenon creates a practical issue regarding the extent to which the company's efforts in building brand image and perceived value can break through market barriers in the region.

Various previous studies have examined the influence of brand image and perceived value on purchase intention to establish a state-of-the-art understanding within the realm of consumer behavior. In the context of brand image, research by Suhardi & Irmayanti (2019) on Clear Shampoo, Nicolas & Agus Aribowo (2024) on skincare products, Faturohman et al. (2025) on Emina cosmetics, and Fauziah et al. (2019) on beauty skincare products consistently found that brand image has a positive and significant influence on purchase intention. In line with these findings, perceived value—or the consumer's assessment of the comparison between the benefits received and the costs incurred—has also been proven capable of increasing purchase intention. This is supported by the studies of Pratiwi (2021) on herbal remedy consumers, Haykal et al. (2026) and Wangsahardja (2019) on Boxify.id services.

However, other literature also indicates limitations and inconsistencies in findings when these variables are tested across different contexts or product categories. Research by Anggraeni & Sabrina (2021) found that brand image did not have a significant effect on purchase intention for souvenir products in Semarang. A similar limitation was also found regarding the perceived value variable, where a study by Yurika (2021) on sanitary napkin products demonstrated that perceived value partially did not have a significant influence on consumers' purchase intention. The inconsistency from these various previous studies indicates that the effectiveness of brand image and perceived value is highly dynamic and depends on the consumers' demographic characteristics as well as the type of product.

Based on the literature review above, there is a research gap, both empirically and theoretically, that serves as the main foundation for this research. Theoretically, there are conflicting results regarding the significance of the effect of brand image and perceived value on purchase intention, thus necessitating further examination to confirm consumer behavior theories. Empirically, there is a gap between Sensodyne's global reality as the market leader in sensitive toothpaste and the low purchase intention in Sanggar District. This study synthesizes and challenges previous findings by arguing that a global brand status with a claimed high perceived value does not automatically generate strong purchase intention across all demographic segments. This research aims to expand this understanding by investigating market anomalies in an area characterized by strong loyalty to conventional pioneer brands and limited specific dental health literacy.

Building upon this gap analysis, this study formulates three main research questions: (1) Does brand image have an effect on the purchase intention of Sensodyne toothpaste in Sanggar District?, (2) Does perceived value have an effect on the purchase intention of Sensodyne toothpaste in Sanggar District?, and (3) Do brand image and perceived value simultaneously affect the purchase intention of Sensodyne toothpaste in Sanggar District? The objective of this study is to examine and explain the partial and simultaneous effects of these variables. The novelty of this research lies in its focus on examining the anomaly of local consumer behavior toward a specific functional health product (sensitive teeth) in Sanggar District, providing new insights into the effectiveness of perceived value and brand image in overcoming the hegemony of consumer habits toward conventional brands.

Theory of Reasoned Action (TRA)

This study is explicitly grounded in the Theory of Reasoned Action (TRA) developed by Fishbein & Ajzen (1975), as well as its extension, the Theory of Planned Behavior (TPB) (Ajzen, 1991). The fundamental principle of this theory assumes that human behavior, including purchasing decisions, is directly driven by intention. This intention is shaped by attitude toward behavior, subjective norms, and perceived behavioral control.

In the context of marketing, this theoretical framework is highly relevant for explaining the formation of purchase intention. Consumers' cognitive and affective evaluations of a brand (such as the strength of its image and the level of its perceived value) serve as antecedents that form an "attitude." This positive attitude, grounded in rational evaluation, subsequently triggers the emergence of consumers' purchase intention before ultimately manifesting in actual purchasing behavior.

Brand Image

Brand image is the public perception embedded in customers' memories regarding a company or its products (Kotler & Keller, 2016; Suhardi & Irmayanti, 2019). Brand image represents the associations that arise in consumers' minds when they hear or see a brand. The main indicators used to measure brand image encompass three basic dimensions: (1) the strength of brand associations, (2) the favorability of brand associations, and (3) the uniqueness of brand associations (Keller & Swaminathan, 2020). Brands that possess a positive and unique image will more easily secure a place in consumers' hearts, which in turn becomes a primary differentiator against competing products in influencing purchasing decisions.

Perceived Value

Perceived value is the comparison made by consumers between the utility or benefits received and the sacrifices (costs) incurred to obtain a product or service (Tjiptono, 2014; Coulson & Kantamneni, 2017). This value is not merely limited to financial calculations, but rather is rooted in economic, functional, and psychological benefits. Sweeny and Soutar (in Tjiptono, 2014) developed perceived value indicators that include: emotional value, social value, quality/performance value, and price/value for money. A high perceived value is generated when consumers feel that what they receive (for example, sensitive teeth protection technology) is commensurate with or even exceeds what they pay.

Purchase Intention

Purchase intention is a mental statement from consumers reflecting a plan to purchase a number of products of a particular brand (Kotler & Keller, 2016). According to Oliver (1987), purchase intention is the stage where motivation is firmly embedded in the consumer's mind before they take actual action. Purchase intention is measured through several main indicators, namely: transactional intention (the tendency to buy), referential intention (the tendency to recommend), preferential intention (making the product the primary choice), and explorative intention (seeking further information).

The Influence of Brand Image on Purchase Intention

Previous literature consistently indicates that brand image is a strong predictor in forming purchase intention. Research by Suhardi & Irmayanti (2019) as well as Anggraeni & Sabrina (2021) affirms that a positive brand image significantly increases consumer purchase intention. However, the study by Anggraeni and Sabrina (2021) found an anomaly where brand image does not always have a significant impact, indicating the need for further testing across different market characteristics and product categories. In the context of Sensodyne, the perception as an "expert in sensitive teeth" brand is expected to form a positive attitude that encourages the desire to purchase. Building upon the research of Kotler and Keller (2016) and previous empirical studies, this study proposes that a strong and positive brand image will directly increase consumer purchase intention. Therefore, the proposed hypothesis is:

H1: Brand image has a positive and significant effect on the purchase intention of Sensodyne toothpaste in Sanggar District.

The Influence of Perceived Value on Purchase Intention

In accordance with the concept of TRA, consumers' perceptions of a product's added value will influence their behavioral intentions. Research by Haykal et al. (2026) and Wangsahardja (2019) demonstrates that perceived value positively influences purchase intention. Consumers who perceive the functional benefits (such as relieving tooth sensitivity) to be commensurate with the price will be motivated to make a purchase. Although a study by Yurika (2021) found that perceived value partially did not have an effect on certain products, for specific health products like Sensodyne, this value calculation is considered crucial. Based on these findings, it is hypothesized that when consumers feel the functional and emotional benefits outweigh the costs incurred, their purchase intention will increase. Therefore, the proposed hypothesis is:

H2: Perceived value has a positive and significant effect on the purchase intention of Sensodyne toothpaste in Sanggar District.

The Simultaneous Influence of Brand Image and Perceived Value on Purchase Intention

Based on the Theory of Reasoned Action (TRA), consumer attitudes and behaviors are the accumulated result of various stimuli. In this context, brand image represents the affective evaluation and product reputation in the market, while perceived value represents the consumer's cognitive and rational evaluation regarding the comparison of costs and benefits. When the Sensodyne brand successfully maintains its strong global image while simultaneously convincing local consumers that the value offered is very high, the interaction of these two factors will collectively break down consumer doubts and create a solid purchase intention. Therefore, the proposed hypothesis is:

H3: Brand image and perceived value simultaneously have a positive and significant effect on the purchase intention of Sensodyne toothpaste in Sanggar District.

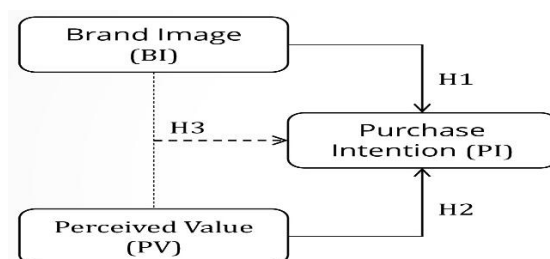


Figure 1. Conceptual Framework

Note

——> Partial Effect
-----> Simultaneous Effect

RESEARCH METHODS

This study utilizes a quantitative design with a causal associative approach to examine the effect of brand image (X1) and perceived value (X2) on the purchase intention (Y) of Sensodyne toothpaste in Sanggar District (Sugiyono, 2019). The research population includes all individuals in the district who possess a purchase intention for the product in question. Because the exact population size is unknown, sampling was conducted using a non-probability sampling technique, specifically the accidental sampling approach, where respondents were selected based on chance encounters that fit the research criteria. Referring to the guidelines by (Sugiyono, 2019), the sample size was determined to be 100 respondents, calculated using Cochran's formula with an assumed confidence level of 95% and a maximum margin of error of 10%.

Data collection was carried out using a questionnaire as the primary instrument to obtain primary data directly from the respondents (Sugiyono, 2019). The questionnaire was designed using a five-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5), in order to precisely measure the respondents' perceptions and attitudes. The research measurement focused on

three main variables, whose indicators were developed and adapted from relevant previous literature. Details regarding the variables and measurement indicators, along with their main references, are comprehensively summarized in Table 1.

All collected data were analyzed sequentially using SPSS version 27.0 software, guided by statistical testing procedures (Ghozali, 2016). The analytical stages commenced with instrument testing (validity and Cronbach's Alpha reliability) to ensure the questionnaire's suitability. This was followed by classical assumption tests, which included normality (Kolmogorov-Smirnov), multicollinearity (tolerance and VIF), and heteroscedasticity (Glejser test). As emphasized by Ghozali (2016), once the data were confirmed to be normally distributed and free from classical assumption violations, multiple linear regression analysis was conducted to determine the direction and estimated magnitude of the effects between the variables. The final stage involved hypothesis testing through partial tests (t-test) and simultaneous tests (F-test) at a 5% significance level ($\alpha = 0.05$), along with an evaluation of the coefficient of determination (R^2) to assess the independent variables' capacity to explain the variance in the dependent variable in percentages. Furthermore, it is confirmed that all procedures performed in this research have fully complied with the applicable research ethics codes.

Table 1. Variables and Measurement

Variable	Indicator	Major Reference
Brand Image (BI)	Strength of brand associations	(Kotler & Keller, 2016)
	Favorability of brand associations	
	Uniqueness of brand associations	
Perceived Value (PV)	Emotional value	(Tjiptono, 2014)
	Social value	
	Quality/Performance value	
	Price/value for money	
Purchase Intention (PI)	Transactional intention	(Ferdinand, 2006)
	Referential intention	
	Preferential intention	
	Explorative intention	

Source: Previous Research, 2026

RESULTS AND DISCUSSION

RESULTS

Based on the data collected from 100 respondents in Sanggar District, Bima Regency, West Nusa Tenggara, the demographic profile indicates that the potential consumers of Sensodyne toothpaste are predominantly male (57%). In terms of age, the respondents are dominated by the young adult cohort aged 17-26 years (35%) and the older adult cohort over 36 years of age (34%). The most common educational background among respondents is high school graduates or equivalent (45%), followed by bachelor's degree holders (29%). Meanwhile, regarding the socio-economic profile, the majority of respondents are employed in various other sectors (52%), with monthly income levels dominated by the group earning below IDR 2,000,000 (63%). Overall, this overview indicates that the product's target market in the region is centered on the productive age demographic with a secondary education level and a lower-middle economic background.

Table 2. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	57	57%
	Female	43	43%
Age	<17 Years	5	5%
	17-26 Years	35	35%
	27-36 Years	26	26%
	>36 Years	34	34%
Education	Junior High School / Equivalent	9	9%
	Senior High School / Equivalent	45	45%
	Diploma	13	13%

	Bachelor's Degree	29	29%
	Master's Degree	4	4%
Occupation	Civil Servant	12	12%
	Employee / Staff	17	17%
	Entrepreneur	11	11%
	Student	8	8%
	Others	52	52%
Income	<2.000.000	63	63%
	2.000.000-4.000.000	32	32%
	4.000.000-6.000.000	1	1%
	>6.000.000	4	4%
Total		100	100%

Source: Processed Primary Data, 2026

Table 3. Results of Validity and Reliability Tests

Variable	Item	Calculated r	r-table	<i>Cronbach's Alpha</i>	<i>Rule of Thumb</i>	Remarks
Brand Image	BI.1	0,849	0,196	0,896	0,60	Valid & Reliable
	BI.2	0,869				
	BI.3	0,854				
	BI.4	0,743				
	BI.5	0,839				
	BI.6	0,723				
Perceived Value	PV.1	0,801	0,196	0,949	0,60	Valid & Reliable
	PV.2	0,730				
	PV.3	0,835				
	PV.4	0,757				
	PV.5	0,851				
	PV.6	0,855				
	PV.7	0,764				
	PV.8	0,813				
	PV.9	0,834				
	PV.10	0,853				
	PV.11	0,747				
	PV.12	0,788				
Purchase Intention	PI.1	0,792	0,196	0,931	0,60	Valid & Reliable
	PI.2	0,825				
	PI.3	0,786				
	PI.4	0,665				
	PI.5	0,783				
	PI.6	0,830				
	PI.7	0,808				
	PI.8	0,803				
	PI.9	0,775				
	PI.10	0,795				

Source: Processed Primary Data, 2026

Based on Table 3, all measurement instruments for the Brand Image, Perceived Value, and Purchase Intention variables are declared valid and reliable (Ghozali, 2016; Sugiyono, 2019). A questionnaire item is considered valid if the calculated r value is greater than the r-table value (0.196), a requirement that has been absolutely fulfilled. Furthermore, this research instrument is also proven to have an excellent level of reliability because the Cronbach's Alpha values of the three variables have far exceeded the minimum acceptable threshold or rule of thumb of 0.60. Consequently, the questionnaire as a whole is highly consistent and suitable for use in the subsequent regression analysis stages.

Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0.000
	Std. Deviation	3,20539996
Most Extreme Differences	Absolute	,127
	Positive	,067
	Negative	-,127
Kolmogorov-Smirnov Z		1,270
Asymp. Sig. (2-tailed)		,079
a. Test distribution is Normal		
b. Calculated from data		

Source: Processed Primary Data, 2026

Based on Table 4, the results indicate a significance value (Asymp. Sig. 2-tailed) of 0.079 (Ghozali, 2016). A regression model is considered to satisfy the normality assumption and remain free from data bias if the significance value of its residuals is greater than the 5% significance level ($\alpha > 0.05$). Since the significance value in this study (0.079) exceeds 0.05, it can be concluded that the residual data are normally distributed. Therefore, this regression model fulfills the necessary requirements and is suitable for subsequent stages of analysis.

Table 5. Multicollinearity Test Results

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
Brand Image	,169	5,933
1 Perceived Value	,169	5,933

a. Dependent Variable: Purchase Intention

Source: Processed Primary Data, 2026

Based on Table 5, the results show that the independent variables, Brand Image and Perceived Value, each have a Tolerance value of 0.169 and a Variance Inflation Factor (VIF) value of 5.933 (Ghozali, 2016). A regression model is considered free from multicollinearity symptoms if the Tolerance value is greater than 0.10 and the VIF value is less than 10. Since the statistical values of both variables in this study have met these tolerance thresholds ($0.169 > 0.10$ and $5.933 < 10$), it can be concluded that there is no excessive correlation between the independent variables. Therefore, this regression model is declared valid and free from multicollinearity issues.

Table 6. Heteroscedasticity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7,237	1,402		5,162	,000
1 Brand Image	,017	,138	,029	,127	,900
Perceived Value	-,111	,069	-,372	-1,601	,113

a. Dependent Variable: absRES

Source: Processed Primary Data, 2026

Based on Table 6, the results indicate a significance value of 0.900 for the Brand Image variable and 0.113 for Perceived Value (Ghozali, 2016). A regression model is considered free from heteroscedasticity issues (unequal variance) if the significance value (Sig.) of each independent variable regressed against its absolute residual value (absRES) is greater than the 5% significance level ($\alpha > 0.05$). Since all independent variables in this study have a significance probability above 0.05, it can be concluded that there are no symptoms of heteroscedasticity. Consequently, the model is homoscedastic and highly suitable for predicting purchase intention.

Table 7. Multiple Linear Regression Analysis Results

Variable	Coefficient B	Standard Error
Constant	4,748	2,264
Brand Image	0,884	0,222
Perceived Value	0,254	0,112

Source: Processed Primary Data, 2026

Based on Table 7, the analysis yields the regression equation $Y = 4.748 + 0.884X_1 + 0.254X_2$ (Sugiyono, 2019). This equation indicates a positive direction of influence from the independent variables on the dependent variable. The constant value of 4.748 indicates that if the Brand Image and Perceived Value variables are assumed to be constant or zero, the baseline level of consumer Purchase Intention stands at 4.748. Furthermore, the regression coefficients of 0.884 for Brand Image and 0.254 for Perceived Value mathematically signify that every one-unit increase in each of these variables will proportionally increase the level of Purchase Intention by their respective coefficient values, assuming other variables remain constant. This confirms that the strengthening of brand image and perceived value contributes positively to the increase in consumer purchase intention.

Table 8. t-Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,748	2,264		2,098	,039
1 Brand Image	,884	,222	,542	3,976	,000
Perceived Value	,254	,112	,310	2,272	,025

a. Dependent Variable: Purchase Intention

Source: Processed Primary Data, 2026

Based on Table 8, the results indicate that the Brand Image and Perceived Value variables obtained significance values of 0.000 and 0.025, respectively (Ghozali, 2016). An independent variable is considered to have a significant effect on the dependent variable if its significance probability value is less than the 5% significance level ($\alpha < 0.05$). Since the significance values of both variables are well below 0.05, and they possess positive calculated t-values (3.976 for Brand Image and 2.272 for Perceived Value), it can be concluded that the first hypothesis (H1) and the second hypothesis (H2) are accepted. This empirically proves that, partially, both the strength of the brand image and the high perceived value from consumers make a positive and significant contribution to driving purchase intention for Sensodyne toothpaste in Sanggar District.

Table 9. F-Test Results

Coefficients ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2329,376	2	1164,688	111,066	,000 ^b
Residual	1017,184	97	10,486		
Total	3346,560	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Perceived Value, Brand Image

Source: Processed Primary Data, 2026

The results of the simultaneous statistical test (F-test) indicate a significance value of 0.000 ($\alpha < 0.05$), which means that the third hypothesis (H3) is accepted. Therefore, it can be concluded that the Brand Image and Perceived Value variables simultaneously have a proven significant effect on the Purchase Intention for Sensodyne toothpaste in Sanggar District, further confirming that the goodness of fit of the regression model in this study is excellent.

Table 10. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,834 ^a	,696	,690	3,238
a. Predictors: (Constant), perceived value, Brand Image				

Source: Processed Primary Data, 2026

The results of the coefficient of determination test in Table 10 reveal an R Square (R^2) value of 0.696 (Ghozali, 2016). The coefficient of determination functions to measure the extent to which the independent variables can explain the variation in the dependent variable. This value of 0.696 mathematically signifies that 69.6% of the variance in consumer Purchase Intention can be proportionally explained by the Brand Image and Perceived Value variables collectively. Meanwhile, the remaining 30.4% is explained by other factors or variables not examined within this regression model, which simultaneously demonstrates that this research model possesses a strong explanatory power.

DISCUSSION

The Effect of Brand Image on Purchase Intention (H1)

Based on the results of the multiple linear regression analysis and partial hypothesis testing (t-test) presented in Table 7 and Table 8, the findings reveal that the brand image variable has a regression coefficient of 0.884, a calculated t-value of 3.976, and a significance value of 0.000. Since the significance probability is well below the 5% significance level ($0.000 < 0.05$) and the direction of the coefficient is positive, Hypothesis 1 (H1) is definitively accepted. These findings clearly demonstrate that brand image makes a positive and significant contribution to driving public purchase intention for Sensodyne toothpaste in Sanggar District. The magnitude of the regression coefficient mathematically indicates that any strengthening of brand association quality in the minds of local consumers will proportionally increase their probability or mental tendency to plan to purchase the product, assuming other factors remain constant.

This phenomenon of positive influence can be comprehensively explained through the conceptual framework of the Theory of Reasoned Action (TRA) proposed by Fishbein & Ajzen (1975). Drawing on the fundamental concepts of TRA, actual human behavior is driven by intention, which is shaped through an evaluation of attitudes toward an object. In the context of this research, brand image serves as the primary cognitive and affective stimulus for consumers. The increasingly ingrained public perception regarding the excellence of Sensodyne as an expert brand with cutting-edge technology for sensitive teeth has successfully fostered a positive attitude of acceptance in their minds. This rational attitude, rooted in the strength and uniqueness of the brand identity, ultimately stimulates consumers' internal motivation, effectively breaking through the hegemonic barrier of the habit of using conventional brands like Pepsodent among the Sanggar community.

Furthermore, the findings of this study reinforce and expand upon previous consumer behavior literature. The results of this research directly support the claims and findings from studies by Suhardi & Irmayanti (2019), Fauziah et al. (2019), Nicolas & Agus Aribowo (2024), and Fatur Rahman et al. (2025), which consistently demonstrate that a positive brand image is a determining predictor in increasing purchase intention within the personal care and beauty product categories. On the other hand, these findings also successfully evaluate and refute the anomaly presented in the research by Anggraeni & Sabrina (2021), which previously found that brand image did not significantly impact purchase intention in the souvenir product category. This divergence in results establishes a new theoretical synthesis that for specific functional health products, such as toothpaste for sensitivity, the uniqueness and favorability dimensions of brand associations (Keller & Swaminathan, 2020) play a crucial role as a quality guarantee, making it a dominant factor considered by consumers before switching brands.

The Effect of Perceived Value on Purchase Intention (H2)

Based on the results of the partial statistical testing presented in Table 7 and Table 8, the Perceived Value variable recorded a regression coefficient of 0.254, a calculated t-value of 2.272, and a significance probability of 0.025. Since this significance value is below the 5% significance

level ($0.025 < 0.05$) and the direction of the coefficient is positive, Hypothesis 2 (H2) in this study is declared accepted. This empirical fact confirms that a high perceived value has a positive and significant effect on increasing public purchase intention for Sensodyne toothpaste in Sanggar District. If examined through the lens of the Theory of Reasoned Action (TRA), this phenomenon is considered highly plausible because consumer behavioral intention is always preceded by a cognitive and rational evaluation regarding the comparison between costs and benefits. Consumers actively make calculations in which specific functional benefits, such as pain-relieving technology for teeth, are deemed commensurate with the financial sacrifice they must make. When consumers realize that the health utility they receive exceeds or is equivalent to the cost, this logical calculation engenders a positive attitude of acceptance, which subsequently converts into strong motivation and purchase intention.

From a literature perspective, this empirical evidence aligns with the initial expectations of the research and firmly corroborates the findings of previous studies, such as Pratiwi (2021), Wangsahardja (2019), and Haykal et al. (2026), which consistently conclude that perceived value can positively influence consumer purchase intention. Furthermore, the results of this research successfully challenge and evaluate the anomalous findings from the study by Yurika (2021), which previously concluded that perceived value partially had no significant effect on consumer purchase intention for sanitary napkin products. The refutation of this contradictory theory provides a new synthesized insight, namely that the level of consumer sensitivity to perceived value is highly dependent on the degree of health urgency and product specifications. In Sanggar District, the alignment of price with the functional quality guarantees claimed by Sensodyne has proven to be a decisive instrument that successfully justifies its price difference compared to conventional brands (such as Pepsodent), thereby making perceived value an effective driving force in breaking through.

The Simultaneous Effect of Brand Image and Perceived Value on Purchase Intention (H3)

The results of the simultaneous statistical analysis (F-test) presented in Table 9 recorded a calculated F-value of 111.066 with a significance probability level of 0.000. Considering that this significance probability is well below the 5% significance level ($0.000 < 0.05$), Hypothesis 3 (H3) in this study is convincingly accepted. This empirical fact absolutely confirms that the brand image and perceived value variables simultaneously have a positive and significant effect on the formation of purchase intention for Sensodyne toothpaste in Sanggar District. Furthermore, supporting data from the coefficient of determination (R^2) in Table 10 shows a value of 0.696, which indicates that the interaction of these two independent variables is capable of proportionally explaining 69.6% of the total variability in consumer purchase intention.

Conceptually, this robust causality phenomenon can be eloquently elucidated through the foundation of the Theory of Reasoned Action (TRA). According to the construct of this theory, a consumer's final decision and attitude are not the products of a single trigger, but rather the cumulative result of various stimuli evaluated holistically. Within the phenomenon observed in Sanggar District, brand image operates as an affective evaluation that instills the reputation of Sensodyne's expertise in the minds of consumers, while perceived value facilitates a cognitive evaluation that justifies the calculation of the product's costs and functional benefits. When a trusted global brand identity is maintained and simultaneously accompanied by the perception that the offered functional value (protection for sensitive teeth) is highly commensurate with its price, the integration of these two drivers firmly breaks through local consumer hesitation and stimulates the emergence of a solid purchase intention.

Furthermore, the success of this simultaneous testing bridges the empirical gap while aligning findings from previous research into a cohesive concluding framework. While previous studies, such as those by Anggraeni & Sabrina (2021) and Yurika (2021), encountered anomalies where one of the variables (brand image or perceived value) could lose its significance when confronted with specific demographics, this study demonstrates that the integration of both creates an undeniable synergy of appeal. This offers novelty and a managerial contribution by showing that in efforts to penetrate suburban markets, which still maintain strong attachments to conventional pioneering brands like Pepsodent, companies cannot rely solely on brand prominence or extra benefits alone. Sensodyne has proven successful in stimulating a shift in public preference by intertwining its image as a health expert with a rational economic value proposition directly experienced by consumers.

CONCLUSION

This quantitative study aims to examine the effect of brand image and perceived value on the purchase intention for Sensodyne toothpaste in Sanggar District, involving 100 respondents through multiple linear regression analysis. The results indicate that both partially and simultaneously, brand image and perceived value have a proven positive and significant effect on consumer purchase intention. These findings corroborate the Theory of Reasoned Action (TRA), demonstrating that the synergy between brand reputation and the calculation of functional benefits is capable of breaking the dominance of conventional brands. Managerially, this implies the need for tangible dental health education strategies so that suburban consumers realize the equivalence between the price and the clinical solutions they receive, rather than merely relying on a "number one brand" label.

Despite providing a substantial contribution, this study has limitations as it focuses exclusively on the Sanggar District area and still leaves **30.4%** of the variability in purchase intention influenced by other factors outside the model. Therefore, future research agendas are highly recommended to expand the demographic scope to ensure robust generalization, as well as to incorporate other supporting variables such as brand trust, product quality, or electronic word of mouth (e-WOM). In addition, integrating a qualitative approach is also recommended to delve deeper into the psychological motives of local consumers regarding their loyalty to conventional products.

CONTRIBUTION

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