

# The Effects of Product Quality Image and Income Value on Antam Gold Purchase Decisions with Green Consumer Behaviour as a Mediating Variable

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**Abstract:** This study aims to examine how Product Quality Image (X1) and Income Value (X2) influence Indonesian consumers purchase decisions for ANTAM gold (Y), and whether Green Consumer Behaviour (Z) partially mediates these relationships. A quantitative survey was conducted among 204 individual consumers who had purchased ANTAM gold using a five-point Likert-scale questionnaire. The proposed model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with bootstrapping. The findings show that both Product Quality Image and Income Value have positive and significant direct effects on purchase decisions. Green Consumer Behaviour also positively influence purchase decisions and serves as a significant partial mediator, indicating that sustainability-oriented values strengthen—rather than replace—the roles of perceived quality and financial capacity. Practically, the results suggest that ANTAM can enhance consumers' purchase decisions by consistently reinforcing credibility-based quality cues (e.g., authenticity assurance and certification) while communicating sustainability commitments that resonate with environmentally oriented consumers.

**Keywords:** Product Quality Image, Income Value, Green Consumer Behaviour, Purchase Decision, ANTAM Gold.

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## I. INTRODUCTION

Gold is widely recognized as an asset for long-term value preservation and as a protective instrument during economic uncertainty. In Indonesia, ANTAM gold is frequently perceived as a premium and credible option because it is associated with standardized purity, official packaging, and a strong corporate reputation. In high-involvement purchases such as investment gold, consumers face information asymmetry and perceived risk—particularly related to authenticity and resale assurance—so decision-making is highly dependent on trust and quality-related signals.

From a consumer-behaviour perspective, the purchase decision of ANTAM gold can be explained through both economic capacity and evaluative judgments. Product Quality Image represents consumers' overall perception of the product's excellence, formed from tangible cues (such as certification and product presentation), brand credibility, and accumulated experience. In parallel, Income Value reflects

consumers' perceived financial flexibility to allocate funds for premium or investment-oriented products.

Alongside quality and income factors, sustainability-related values increasingly influence consumer decisions. Green Consumer Behaviour (GCB) refers to a tendency to incorporate environmental concern and responsibility into consumption choices. Although commonly discussed in daily consumer goods, GCB can extend to financial and investment decisions when consumers interpret responsible choices as part of their personal values and identity. In this study, GCB is positioned not only as a direct driver of purchase decisions but also as a mechanism that strengthens how quality perceptions and income value translate into purchasing decisions.

Therefore, this paper focuses on four key hypotheses from the thesis model: Green Consumer Behaviour influences Purchase Decision; and Green Consumer Behaviour mediates the effects of Product Quality Image and Income Value on Purchase Decision; Product Quality Image influences Purchase Decision; Income Value influences Purchase Decision.

## II. LITERATURE REVIEW AND HYPOTHESES

Purchasing investment-grade gold is commonly categorized as a high-involvement decision because consumers face uncertainty related to authenticity, resale assurance, and long-term value. In such conditions, consumers tend to rely on evaluative cues (e.g., perceived quality), personal financial capacity, and value-based orientations to reduce perceived risk and justify their final choice. This study positions Purchase Decision (Y) as the outcome of consumers' assessments of Product Quality Image (X1) and Income Value (X2), while Green Consumer Behaviour (Z) is treated as a value-driven mechanism that can strengthen how those drivers translate into purchasing actions.

### ➤ *Product Quality Image (X1)*

Product Quality Image refers to consumers' overall perception of a product's excellence and credibility, which is formed through a combination of tangible attributes, assurance cues, and brand trust. In markets where consumers cannot directly verify quality at the time of purchase, perceived product quality functions as a risk-reduction signal that increases decision confidence. Empirically, strong quality perceptions are associated with higher satisfaction and a stronger tendency to repeat the same choice, which indicates that quality image can sustain purchasing behaviour over time (Sihombing et al., 2025). In the gold product context, quality evaluation becomes especially crucial because authenticity and purity are fundamental to the investment logic; therefore, a stronger Product Quality Image is expected to encourage consumers to finalize their purchase decision for trusted products such as ANTAM gold (Nasution et al., 2023).

### ➤ *Income Value (X2)*

Income Value represents consumers' perceived financial capacity and flexibility to allocate funds toward premium or investment-oriented purchases. In practice, higher income capacity increases consumers' ability to purchase gold in planned quantities, tolerate transaction costs, and prioritize reputable products that provide stronger assurance. Empirical findings in gold investment decisions highlight income as an important driver of consumers' willingness and capability to invest, particularly among younger segments who balance consumption needs with long-term financial goals (Nuryani & Mauluddi, 2025). Therefore, Income Value is expected to directly strengthen Purchase Decision, because consumers who perceive greater financial flexibility are more able to convert preference into actual purchase action.

### ➤ *Green Consumer Behaviour (Z)*

Green Consumer Behaviour reflects consumers' tendency to integrate environmental and ethical considerations into consumption and purchasing choices. Sustainable consumption is increasingly recognized as a complex phenomenon in which consumers weigh functional benefits alongside broader consequences for environmental and social well-being (Vargas-Merino et al., 2023). This sustainability orientation is also shaped by interacting internal factors (such as values, attitudes, and knowledge) and external factors (such as social norms and situational context), suggesting that green behaviour is not purely individual but reinforced by the

surrounding environment (Syed et al., 2024). In an investment-related purchase such as gold, Green Consumer Behaviour may not replace economic motives, but it can provide an additional evaluative lens—where consumers place more weight on responsibility, transparency, and perceived integrity of the producer—thereby strengthening their motivation to choose products perceived as more accountable.

### ➤ *Purchase Decision (Y)*

Purchase Decision represents the final stage of consumer decision-making where evaluation is translated into an actual buying action. The decision is commonly preceded by need recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation, reflecting a structured process through which consumers reduce uncertainty before committing resources (Zubaidah & Latief, 2022). In the context of gold, purchase decisions are closely tied to investment considerations, including financial readiness and perceived risk, which aligns with evidence that investment-related factors and financial conditions play a meaningful role in decisions to purchase or invest in gold (Hoky & Safitri, 2025). Thus, Purchase Decision for ANTAM gold reflects a combined logic of credibility-based evaluation and financial capability, potentially strengthened by sustainability-oriented values.

### ➤ *Hypotheses Development*

Based on the above arguments, Product Quality Image is expected to positively influence Purchase Decision because strong quality perceptions reduce perceived risk and increase confidence in authenticity and reliability (Sihombing et al., 2025). Income Value is also expected to positively influence Purchase Decision because higher perceived financial flexibility enables consumers to allocate resources for credible investment products (Nuryani & Mauluddi, 2025). Furthermore, Green Consumer Behaviour is expected to strengthen these relationships by providing a value-based sustainability lens that reinforces consumers' motivation to choose products perceived as more responsible and trustworthy (Vargas-Merino et al., 2023). Purchase decisions are therefore conceptualized as the result of a layered mechanism in which credibility cues and purchasing capacity are primary drivers, while sustainability orientation adds incremental reinforcement in the decision to purchase ANTAM gold (Zubaidah & Latief, 2022).

Based on these arguments, the hypotheses examined in this paper are:

- H1: Green Consumer Behaviour mediates the relationship between Product Quality Image and Purchase Decision.
- H2: Green Consumer Behaviour mediates the relationship between Income Value and Purchase Decision.
- H3: Product Quality Image has a positive influence on Purchase Decision.
- H4: Income Value has a positive influence on Purchase Decision.

Figure 1 illustrates the conceptual relationships among variables (X1, X2, Z, and Y) tested in this study.

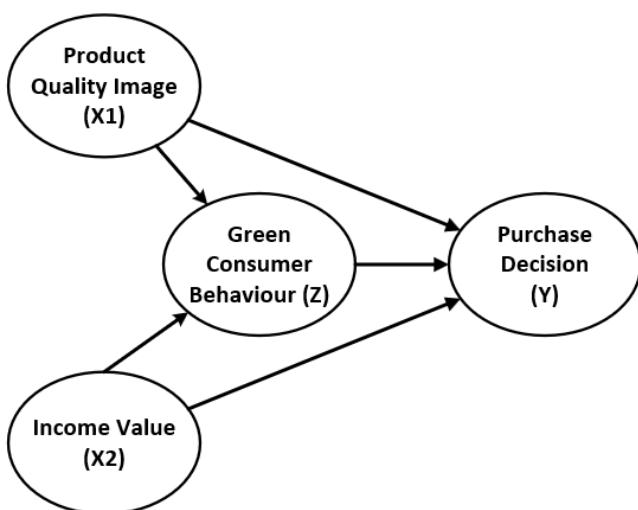


Fig 1. Research Framework

### III. RESEARCH METHOD

#### A. Research Design.

This study employs a quantitative, causal-associative (explanatory) design to examine the relationships among Product Quality Image (X1), Income Value (X2), Green Consumer Behaviour (Z), and Purchase Decision (Y) in the context of ANTAM gold purchases. The study uses a cross-sectional approach, capturing respondents' perceptions at a single point in time through a structured survey questionnaire.

#### B. Population and Sampling.

The target population comprises individual consumers in Indonesia who have purchased ANTAM gold. Purposive sampling was applied to ensure that respondents were relevant to the research context, namely: (1) respondents have experience purchasing ANTAM gold, and (2) respondents have a regular source of income. This sampling approach is appropriate for studies that require specific experience and decision involvement from participants. After screening and data cleaning, 204 responses were retained for analysis.

#### C. Instrument and Measurement.

Data was collected using a self-administered questionnaire with closed-ended statements measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Measurement items were adapted to reflect the operational definitions used in the thesis model. Product Quality Image captures consumers' perception of the credibility and assurance of ANTAM gold (e.g., perceived authenticity, reliability of certification cues, and overall product excellence). Income Value reflects perceived purchasing capacity and financial flexibility to allocate funds for investment-oriented purchases. Green Consumer Behaviour represents consumers' tendency to integrate sustainability- and responsibility-related considerations into consumption and purchasing decisions. Purchase Decision reflects consumers' final decision tendency and confirmation to purchase ANTAM gold after evaluating alternatives.

#### D. Data Collection Procedure

The questionnaire was distributed online to facilitate wider reach and efficient screening of eligible respondents. Respondents were informed of the academic purpose of the study and asked to complete the survey voluntarily. Responses were checked for completeness and consistency prior to analysis. Invalid or incomplete entries were excluded to maintain data quality.

#### E. Data Analysis Technique.

The proposed model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. PLS-SEM was selected because it is well-suited for predictive research models, can accommodate complex mediation structures, and does not require strict multivariate normality assumptions. The analysis followed two main stages: (1) assessment of the measurement model (outer model) to confirm that indicators reliably represent the constructs, and (2) assessment of the structural model (inner model) to evaluate hypothesized relationships and mediation effects.

#### F. Measurement Model Assessment.

The measurement model evaluation focused on reliability and validity. Internal consistency reliability was assessed using Cronbach's alpha and Composite Reliability. Convergent validity was assessed through Average Variance Extracted (AVE). Discriminant validity was examined by ensuring that constructs are empirically distinct and that indicators load more strongly on their intended constructs than on other constructs. Only indicators meeting accepted reliability and validity criteria were retained for subsequent structural analysis.

#### G. Structural Model Assessment and Hypothesis Testing.

The structural model evaluation examined the direction, strength, and significance of relationships among constructs. Model explanatory power was assessed using the coefficient of determination ( $R^2$ ) for endogenous variables. Model fit was also checked using SRMR as a descriptive index. Hypotheses were tested using bootstrapping to obtain path coefficients, t-statistics, and p-values for direct effects as well as indirect

(mediated) effects. Mediation was interpreted by comparing the significance of indirect effects with the corresponding direct effects to determine whether mediation is partial or full.

#### *H. Focus of Hypotheses in this Paper.*

Consistent with the scope of this manuscript, the discussion concentrates on four hypotheses: the direct effects

of Product Quality Image and Income Value on Purchase Decision, and the mediating role of Green Consumer Behaviour in the relationships between Product Quality Image and Purchase Decision and between Income Value and Purchase Decision.

Table 1. Summary of Respondent Characteristics (n=204)

Characteristics		Total	Percent
Gender	Man	96	47%
	Woman	108	53%
Age	17 – 30 Years Old	123	60%
	31 – 45 Years Old	71	35%
	46 – 60 Years Old	10	5%
	> 60 Years Old	0	0%
Education	SD / SMP / SMA	8	4%
	D1 - D4	24	12%
	S1	159	78%
	S2	13	6%
Income	< IDR 5.000.000	2	1%
	IDR 5.000.001 – 10.000.000	55	27%
	IDR 10.000.001 – 15.000.000	112	55%
	IDR 15.000.001 – 20.000.000	28	13,5%
	IDR 20.000.001 – 25.000.000	6	3%
	IDR 30.000.000	1	0,5%
Occupation	Housewife	33	16%
	State-Owned Company Employee	3	2%
	Private Sector	154	75%
	Entrepreneurship	14	7%
Residence	Jabodetabek	151	74%
	Lainnya	53	26%

Source: Compiled by Researchers (2026)

## IV. RESULTS AND DISCUSSION

### A. Results

#### ➤ Respondent Profile

A total of 204 valid responses were analyzed (Table 1). The sample is slightly dominated by female respondents (53%) compared to male respondents (47%). Most respondents are young adults aged 17–30 years (60%), followed by 31–45 years (35%), indicating that the ANTAM gold buyer segment in this study is largely composed of early-to mid-career consumers.

In terms of education, the majority hold a bachelor's degree (S1) (78%), while the largest income group falls within IDR10,000,000–15,000,000 per month (55%). Occupationally, private-sector employees account for the largest share (75%), and geographically, most respondents reside in Jabodetabek (74%). Overall, these characteristics suggest that the observed decision patterns reflect the preferences of educated, urban, and economically active consumers who are likely to view gold as an investment and security instrument rather than purely a consumptive purchase.

#### ➤ Measurement Model (Outer Model)

The measurement model evaluation confirms that the indicators consistently represent their intended constructs (Figure 2). All indicators across constructs meet the

recommended loading threshold (>0.70), indicating adequate indicator reliability (Table 2). For the focal constructs, the loading range is as follows: Product Quality Image (X1) = 0.712–0.869; Income Value (X2) = 0.724–0.821; Green Consumer Behaviour (Z) = 0.713–0.798; and Purchase Decision (Y) = 0.735–0.838. These results suggest that each construct is measured by items that share substantial common variance.

Internal consistency is supported as Cronbach's alpha and Composite Reliability exceed 0.70 for all constructs (Table 3). Convergent validity is also established because all AVE values are above 0.50, implying that each construct explains more than half of the variance of its indicators.

The AVE criterion required to meet Convergent Validity is that the AVE value for each construct must be > 0.5. An AVE value > 0.5 indicates that more than 50% of the indicator variance is explained by the construct, not by measurement error. Based on the test results (Table 4), all indicators have AVE values above 0.5, which shows that all indications are valid.

Based on the results of the Fornell–Larcker test (Table 5), the diagonal values (square root of AVE) of each variable are always greater than the correlation of the construct with other constructs. This indicates that each variable is better at explaining the variance of its own indicators than explaining

the variance of other variables. It can be concluded that this research model has good discriminant validity as it meets the Fornell-Larcker test criteria. By fulfilling these criteria, each

latent variable in the model is ensured to be unique and does not overlap with one another.

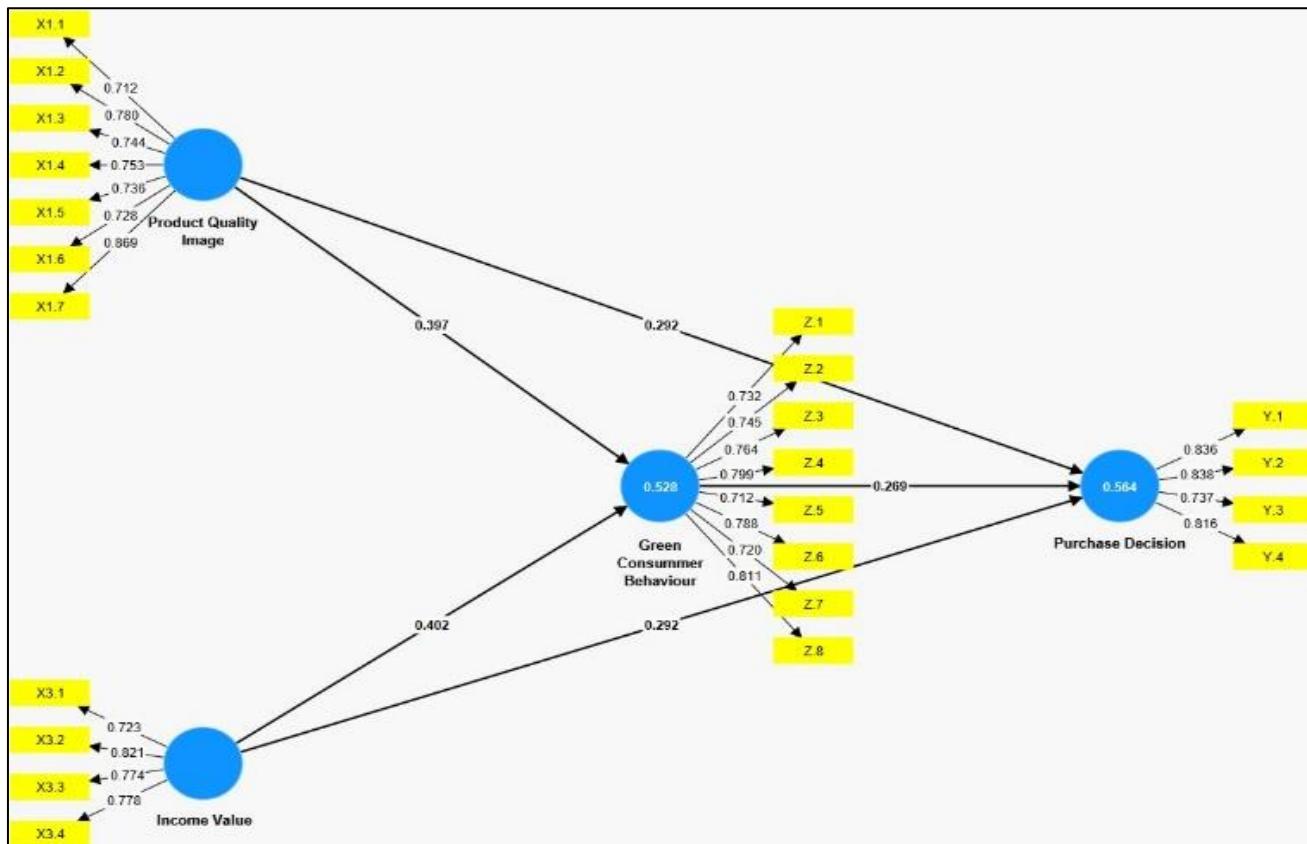


Fig 2. Outer Model Evaluation Result  
Source: Compiled by Researchers (2026)

#### ➤ Structural Model (Inner Model)

Model fit and predictive capability were evaluated prior to hypothesis interpretation. The standardized root mean square residual (SRMR) equals 0.079, meeting the recommended threshold ( $<0.08$ ) and suggesting acceptable overall model fit. The coefficient of determination (Table 6) indicates that the model explains substantial variance in the endogenous constructs:  $R^2$  for Green Consumer Behaviour is 0.579 (Adjusted  $R^2 = 0.573$ ) and  $R^2$  for Purchase Decision is 0.583 (Adjusted  $R^2 = 0.575$ ). These values indicate a strong explanatory power for consumer behaviour research, meaning that the set of predictors collectively provides meaningful explanation for both sustainability-oriented behaviour and actual purchase decisions.

Although individually each independent variable has an f-Square value (Table 7) that falls into the weak influence category (0.039 – 0.077), collectively this model is able to generate an R-Square value of 0.583 (58.3%), which falls into the moderate category. This indicates that ANTAM gold purchasing decisions are a multivariate phenomenon influenced by the integration of various factors (Quality Image, Income Value, and GCB). The small contribution of each

variable individually still provides a statistically significant added value, where the combination of all these variables forms a fairly solid predictive strength in explaining consumer behavior dynamics.

The Q Square test results (Table 8) show a value for Green Consumer Behaviour of 0.555 and Purchase Decisions of 0.541, which is  $> 0$ , indicating that this research model has good predictive relevance because it is  $> 0$ , thus it is quite effective in predicting the values of GCB and Purchase Decision indicators in the real-world context of the respondents. In other words, the constructed model is predictively relevant for explaining ANTAM gold purchasing behavior in this research sample.

#### ➤ Hypothesis Testing

Bootstrapping results provide evidence for both direct and mediated relationships among the focal variables. Table 9 summarizes the paths relevant to this manuscript: the direct effects of Product Quality Image (X1) and Income Value (X2) on Purchase Decision (Y), as well as the indirect effects through Green Consumer Behaviour (Z).

Table 2. Reliability Test Result

Variables	Cronbach's Alpha	Composite Reliability	Criteria
Product Quality Image (X1)	0.879	0.906	Reliable
Income Value (X2)	0.778	0.857	Reliable
Green Consumer Behaviour (Z)	0.895	0.916	Reliable
Purchase Decision (Y)	0.822	0.882	Reliable

Source: Compiled by Researchers (2026)

### B. Discussion

- Product quality image shows a positive and significant relationship with Purchase Decision (original sample = 0.227; P-Values = 0.001). This result indicates that quality-related signals remain a primary driver of ANTAM gold purchasing decisions. Because gold is an investment-oriented product with high perceived risk, consumers tend to prioritize cues that reduce uncertainty—such as perceived authenticity, credibility of certification, and confidence in standardized purity. When these quality impressions are strong, consumers are more willing to commit funds and finalize the purchase decision.
- Income value also has a positive and significant relationship with Purchase Decision (original sample = 0.230; P-Values = 0.001), and it is the strongest direct effect among the focal paths in terms of t-statistics. This implies that perceived financial flexibility and purchasing

power play a decisive role in enabling consumers to buy investment-grade gold. In practical terms, consumers who perceive higher income capacity are more able to allocate discretionary funds toward gold purchases, more confident in purchasing in planned quantities, and more capable of choosing reputable products that provide stronger assurance.

- Green consumer behaviour positively influences Purchase Decision (original sample = 0.197; P-Values = 0.003). This suggests that sustainability-oriented consumers tend to integrate responsibility-related considerations into their purchase evaluation, including the perceived integrity and accountability of the producer. While gold purchases are commonly motivated by long-term financial objectives, this finding indicates that value-based orientations can still meaningfully shape the final decision, particularly when consumers interpret responsible business practices as part of overall product value and credibility.

Table 3. Variables Statement

Variabel	Code	Statement Item	Outer Loading	Description
Product Quality Image (X1)	X1.1	I think the ANTAM gold are widely known by the public.	0.712	Valid
	X1.2	I think the ANTAM gold's purchasing procedure is easy.	0.780	Valid
	X1.3	I think the ANTAM's gold packaging is attractive, adding to the appeal	0.744	Valid
	X1.4	I trust the authenticity of ANTAM gold	0.753	Valid
	X1.5	I trust the ANTAM's gold purity level is the same with the sales	0.736	Valid
	X1.6	I think the ANTAM's gold various design make it more appealing.	0.728	Valid
	X1.7	I think ANTAM's good reputation as a seller will increases the	0.869	Valid
Income Value (X2)	X2.1	I think consumers are able to set aside of the income for purchasing	0.724	Valid
	X2.2	I think the amount/nominal of ANTAM gold purchases is adjusted	0.821	Valid
	X2.3	I think the changes in consumer's income will affect their decisions to	0.774	Valid
	X2.4	I think fixed income consumers more likely to buy ANTAM gold regularly compared to non fixed monthly income consumers.	0.778	Valid
Green Consumer Behaviour (Z)	Z1	I think the ANTAM's Green Program information can enhance	0.733	Valid
	Z2	I think purchasing through the BRANKAS application can support	0.746	Valid
	Z3	Information on ANTAM's eco-friendly production can increase the	0.763	Valid
	Z4	Information on ANTAM's land reclamation program can increase the	0.798	Valid
	Z5	Information on ANTAM's reduce carbon emissions programs can	0.713	Valid
	Z6	Information of ANTAM's environmental sustainability awards can	0.788	Valid
	Z7	Information about ANTAM's CSR programs can increase the	0.720	Valid
Purchase Decision (Y)	Y1	The variety of forms and designs of ANTAM gold can increase	0.811	Valid
	Y2	ANTAM's good company reputation can increase consumers' interest	0.838	Valid
	Y3	Buyers recommendations/testimonial of the ANTAM products quality can influence consumers' interest in purchasing ANTAM gold.	0.735	Valid
	Y4	Consumers' interest in buying ANTAM gold is driven by its function	0.818	Valid

Source: Compiled by Researchers (2026)

- The mediation results indicate that Green Consumer Behaviour partially mediates the relationship between Product Quality Image and Purchase Decision (indirect original sample = 0.051; P-Values = 0.038). Because the direct effect  $X1 \rightarrow Y$  remains significant, the mediation is partial rather than full. Using the variance accounted for (VAF) approach, the mediated proportion is approximately 18.3% of the total effect ( $0.051 / (0.051 + 0.227)$ ). This means that while product quality cues directly drive purchase decisions, part of their influence is transmitted through a sustainability-oriented lens: consumers who associate credible quality with responsible production and transparent practices become even more confident in purchasing ANTAM gold.

Table 4. AVE Result

Variabel	AVE	Criteria
Product Quality Image (X1)	0.580	Valid
Income Value (X2)	0.600	Valid
Purchase Decision (Y)	0.653	Valid
Green Consumer Behaviour (Z)	0.577	Valid

Source: Compiled by Researchers (2026)

Table 5. Fornell Larcker Result

	X1	X2	Y	Z	Criteria
Product Quality Image (X1)	<b>0.762</b>				Valid
Income Value (X2)	0.657	<b>0.775</b>			Valid
Purchase Decision (Y)	0.662	0.662	<b>0.808</b>		Valid
Green Consumer Behaviour (Z)	0.661	0.662	0.656	<b>0.760</b>	Valid

Source: Compiled by Researchers (2026)

- Green consumer behaviour also partially mediates the relationship between Income Value and Purchase Decision (indirect original sample = 0.052; P-Values = 0.042). The mediated proportion is approximately 18.4% of the total effect ( $0.052 / (0.052 + 0.230)$ ). This implies that purchasing power not only enables the transaction for economic intention, but also facilitates value-based intention, consumers with stronger income capacity may be more capable of choosing products aligned with sustainability values, and the presence of green-oriented behaviour strengthens how financial capability translates into the final purchase decision.

Table 6. R-Square Value

	R-Square	R-Square Adjusted
Green Consumer Behaviour	0.579	0.573
Purchase Decision	0.583	0.575

Source: Compiled by Researchers (2026)

Table 7. f-Square Value

	Nilai	Effect
Product Quality Image → Green Consumer Behaviour	0.073	Weak
Product Quality Image → Purchase Decision	0.054	Weak
Green Consumer Behaviour → Purchase Decision	0.039	Weak
Income Value → Green Consumer Behaviour	0.077	Weak
Income Value → Purchase Decision	0.055	Weak

Source: Compiled by Researchers (2026)

Table 8. Q-Square Value

Variabel	Q <sup>2</sup> predict	Criteria (>0)	Result
Green Consumer Behaviour	0.555	Valid	There is predictive relevance
Purchase Decision	0.541	Valid	There is predictive relevance

Source: Compiled by Researchers (2026)

Table 9. Hypothesis Test Result

	Original Sample	T-Statistics	P-Values	Description
Product Quality Image (X1) → Purchase Decision	0.227	3.285	0.001	Significant
Income Value (X2) → Purchase Decision (Y)	0.230	3.446	0.001	Significant
Green Consumer Behaviour (Z) → Purchase	0.197	3.012	0.003	Significant
Product Quality Image (X1) → Green Consumer Behaviour (Z) → Purchase Decision (Y)	0.051	2.072	0.038	Significant
Income Value (X2) → Green Consumer Behaviour (Z) → Purchase Decision (Y)	0.052	2.033	0.042	Significant

Source: Compiled by Researchers (2026)

Overall, the pattern of results points to a layered decision logic in ANTAM gold purchasing. Quality assurance and income capacity operate as the main foundations of purchase decisions, while Green Consumer Behaviour provides an additional motivational channel. In other words, consumers primarily buy because the product is perceived as credible and because they are financially able; however, green-oriented consumers place extra weight on responsibility-related cues, which increases their readiness to choose ANTAM gold. This layered explanation aligns with the observed effect sizes: individual  $f^2$  values are weak, but collectively the predictors produce strong explanatory power ( $R^2 = 0.583$ ), suggesting that purchase decisions arise from the combined role of credibility, capability, and values.

## V. CONCLUSION AND IMPLICATIONS

This study concludes that consumers' purchase decisions for ANTAM gold are strengthened by (1) a positive Product Quality Image that reduces perceived risk and increases trust, (2) higher Income Value that supports purchasing capacity for investment-grade products, and (3) Green Consumer Behaviour that adds a value-based sustainability lens to decision-making.

The mediating results indicate that sustainability orientation enhances the translation of quality perception and purchasing power into purchase decisions, but does not replace the central role of quality image and income value.

Managerial implications include reinforcing quality assurance cues (authenticity verification and credibility messaging), providing purchase options aligned with varying income segments, and communicating responsible business and sustainability initiatives in a transparent manner to resonate with green-oriented consumers.

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