Review Article

The Influence of Perceived Value and Product Quality on Purchase Intention with Brand Trust as a Mediating Variable: A Study on Rucas Limited Edition Products

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Abstract: In the digital era and amidst increasingly intense competition in the fashion industry, local brands are required to continuously innovate to remain relevant and appealing to consumers. RUCAS, as a local Indonesian streetwear brand, is known for its limited edition marketing strategy that successfully creates a sense of exclusivity and enhances product appeal. This study aims to analyze the influence of perceived value and product quality on consumers' purchase intention toward RUCAS limited edition products, as well as to examine the role of brand trust as a mediating variable. This study takes a quantitative approach, utilizing the Structural Equation Modeling (SEM) technique. Data were collected through questionnaires distributed to 200 respondents who had purchased or were familiar with RUCAS products. The results indicate that perceived value and product quality significantly influence both brand trust and purchase intention. Furthermore, brand trust is proven to mediate the relationship between perceived value and product quality with consumer purchase intention. These findings emphasize the importance of maintaining high product quality and creating strong perceived value to build trust and increase consumer purchase intention, particularly in the context of exclusivity-based marketing strategies such as those implemented by RUCAS.

Keywords: Brand Trust; Perceived Value; Product Quality; Purchase Intention; Rucas

1. Introduction

In today's increasingly advanced digital era, the growing intensity of business competition demands that companies continuously create innovations or products that can compete and adapt to the evolving preferences of the market. Fashion is one of the sectors experiencing fierce competition in today's modern business world, as evidenced by the rapid growth of fashion products both domestically and internationally.

Currently in Indonesia, many people perceive fashion as a medium or benchmark of a person's social class. This is because fashion has become one of the main aspects of public attention, especially among Millennials and Generation Z. Fashion products today are evolving rapidly in line with technological advancement, trends, creativity, and modern lifestyles.

For today's society, fashion is considered more than just clothing—it is a way of expressing style and keeping up with trends. Fashion is also believed to reflect one's personality based on what they wear, and it can serve as a form of character or personal identity. Given the importance placed on fashion as a representation of the self, it is only natural that people

should show a high level of purchase intention toward fashion products to stay in tune with the times.

According to a survey conducted by Stylo.grid.id, as cited in the journal by Putra et al. (2025), the average monthly fashion spending of Indonesian consumers ranges from IDR 300,000 to IDR 550,000. This indicates that people are willing to allocate a portion of their income to purchase fashion items on a regular basis.

One of the popular fashion brands in Indonesia is Rucas. Rucas emerged in response to the growing market demand for fashion products that emphasize comfort, practicality, and high-quality materials. This brand focuses on providing clothing with attractive designs that align with the tastes of modern consumers—particularly young people who constantly seek the latest trends while still wanting to appear stylish on various occasions.

Rucas is a fashion brand from Jakarta, Indonesia, founded by Rubin Castor in 2019. Rucas falls into the streetwear fashion category, combining elements of casual and urban styles, often inspired by street culture such as hip-hop music, skateboarding, and trends among urban youth. The brand produces clothing items such as t-shirts, jackets, and hoodies, with its signature product being jeans. These jeans are known for their trendy designs and high-quality materials, making them highly sought after by consumers. Each product release from Rucas is limited in quantity, creating a sense of exclusivity and urgency, as not everyone has the opportunity to own one.

Interestingly, Rucas began as a personal project by Rubin Castor, who initially created a pair of jeans for himself due to difficulty finding jeans that fit his body properly. Unexpectedly, the jeans received considerable attention from people around him and his social media followers, which eventually led to the idea of establishing a fashion brand (Mulyana et al., 2024).

Since its establishment, Rucas has faced numerous competitors that offer similar fashion products. However, Rucas quickly captured the spotlight among the youth, standing out with its unique style and limited edition releases. The brand has launched several products, some of which were developed through collaborations that significantly contributed to its strong sales performance. This impact is evident through Rucas's achievement of two records from the Indonesian World Records Museum (MURI). The first record was for the highest number of jeans sold online, totaling 2,427 pairs, which sold out within just one hour on the Tokopedia platform. This product was a result of a collaboration with celebrity Bimo Putra Dwitya, also known as BimoPD, who is active on the YouTube channel *Picky Picks*, and was released on July 15, 2020. The second record was for the fastest-selling jeans, with 3,326 pairs sold out in only 15 minutes through a collaboration with Bigetron Esports on November 21, 2021 (Muri, 2001.).

Rucas, as a local fashion brand that adopts the concept of exclusivity and limited releases, often triggers a *sold-out* phenomenon in a very short time. This reflects the high purchase intention among consumers toward Rucas products. However, behind this strong interest lie various psychological and functional factors that influence consumer behavior, such as perceived value and product quality. Perceived value refers to the consumer's perception of the benefits gained from a product in comparison to the sacrifices made to obtain it. In the context of limited edition products, this perceived value can be elevated due to factors such as exclusivity, scarcity, as well as aesthetic and emotional appeal. On the other hand, high product quality—in terms of materials, design, and durability—also plays a significant role in consumers' purchasing decisions.

Both factors—perceived value and product quality—can contribute to building brand trust, which refers to consumers' confidence in a brand. Consumers who trust a brand are more likely to exhibit strong purchase intention and tend to become loyal customers. Therefore, brand trust is considered an important mediating variable in the relationship between consumers' initial perceptions and their purchase intention.

The fashion brand Rucas exemplifies how a local brand can leverage trends, technology, and consumer needs to grow rapidly in a highly competitive industry. Although Rucas products are priced above IDR 300,000, social media responses reveal many positive comments. Praise is especially directed at Rucas's ability to transform the appearance of hardworking men into a cooler and more attractive look (Wartini et al., 2025). By prioritizing stylish design, good product quality, and a strong understanding of the young audience, Rucas has successfully positioned itself as a noteworthy player in the Indonesian fashion market. If it continues to innovate while maintaining quality and employing the right marketing strategies, it is highly likely that Rucas will strengthen its market share in the future.

Research by Ha (2020) highlights that limited edition products in the footwear industry increase perceived value and brand trust, which ultimately drive consumer purchase intention. They found that effectively communicated scarcity messages can strengthen consumers' perceptions of exclusivity and product quality. Additionally, a study by Abellia and Mustikasari (2020) reveals that brand trust, as an initial product identification, is a crucial component of product attributes playing a significant role in marketing activities. Their bibliometric analysis indicates that brand trust is influenced by various factors, including marketing strategies emphasizing exclusivity, product quality, and consumer emotional involvement (perceived value). Perceived value is the benefit consumers feel they receive from the sacrifice they make, such as costs incurred; when consumers spend less money, time, and energy relative to the benefits received, they experience higher perceived value (Sumantri et al., 2023).

Rucas is known for applying a limited edition strategy, with products often selling out quickly. This exclusivity creates urgency among consumers, motivating immediate purchases and encouraging them to share positive experiences, which ultimately strengthens brand trust. Although many studies have addressed scarcity- and exclusivity-based marketing strategies, there is still a gap in research specifically examining how perceived value and product quality influence consumers' purchase intention mediated by brand trust in the fashion industry. Based on this background, the present study aims to investigate the impacts of perceived value and product quality on purchase intention for Rucas's limited edition products, with brand trust as a mediating variable.

2. Preliminaries or Related Work or Literature Review

Perceived Value

The idea of perceived value, which has changed throughout time, essentially relates to how consumers view a good or service. At first, it concentrated on the utility component, where consumers weigh the advantages against the costs (Yum & Kim, 2024). Businesses place a high priority on perceived value in the current digital era as it is essential to raising consumer satisfaction and preserving competitive advantage. In particular, they make investments in bettering their goods and services, make an effort to learn about client preferences, and provide outstanding experiences. According to Sutame and Nuvriasari (2023), perceived value is also a significant determinant of consumers' propensity to make repeat purchases, which in turn promotes loyalty.

Product Quality

Product quality is a critical component for businesses to meet consumer needs and promote recurring business. According to Yulistria et al. (2023), product quality may be defined as the superiority of a product that characterizes its capacity to satisfy the given quality needs or standards. The state in which customers believe a product meets their wants and expectations is known as product quality, according to Ertanto (2024). Anything that can be sold to the public to fulfill needs or wants is considered a product.

Brand Trust

Consumers prefer to trust a company when its items satisfy their expectations. They are more inclined to acquire items from trusted companies because they feel they will meet their requirements and expectations (Afiftama & Nasir, 2024). The dimension of brand trust goes beyond just evidence that makes individuals feel comfortable; it implies that even if situations and environments change in the future, and issues arise in product consumption, the brand will remain responsible and caring. The brand will compensate consumers and address problems in various ways. Consumers can rely on the brand to solve issues, and the brand strives to satisfy its consumers (Falah et al., 2022).

Purchase Intention

Every entrepreneur must pay attention to the quality of the products they market. Product quality is undoubtedly a crucial factor, particularly in creating purchase intention among consumers and influencing their evaluation of the products sold (Priti Sera & Blasius Manggu, 2023). acquire intention refers to the propensity of customers' attitudes toward taking purchasing activities, advancing through numerous phases and levels of likelihood until the intention to acquire a certain product, service, or brand (Kita & Sampit, 2024). Meanwhile,

Rossiter and Percy, as cited in the journal by Tonda et al. (2024), state that purchase intention is the consumer's self-instruction to buy a product, involving planning, taking relevant actions such as suggesting, recommending, selecting, and ultimately deciding to make the purchase.

Limited edition products

Limited edition products are unique things with limited quantities or ownership, and they frequently reflect the highest quality of a brand's offerings. Scarcity, the need for uniqueness, and brand-retail cooperation all have an impact on purchase decisions for limited edition items, according to research. Limited edition products refer to items produced and sold under specific constraints regarding quantity, time, location, and other factors. Limited marketing is a strategy that stimulates consumer desire by intentionally producing items in limited quantities or selling them within a restricted period or at select locations (Kyeong-Yi Hwang & Ae-Ran Koh, 2002). Therefore, scarcity messaging that emphasizes limited quantity and sales period is commonly used in advertising or marketing as a means to encourage consumer purchases.

Relationship Between Variables
Perceived Value and Brand Trust

According to Zeithaml (1988), perceived value is the consumer's assessment of the advantages of a product in relation to the price or sacrifice made to get it. Customers are more inclined to trust a brand when they believe it gives better value, whether that value is social, emotional, or functional. Sweeney and Soutar (2001) state that there are four components to perceived value: pricing value, quality/performance value, social value, and emotional value.

In the context of limited-edition products such as those offered by the fashion brand RUCAS, product uniqueness and scarcity contribute significantly to strengthening the emotional and social dimensions of perceived value. These elements create positive consumer experiences that foster brand trust. When consumers feel emotional value from a product, such as pride or exclusivity, it enhances their trust in the brand, as they perceive the brand as understanding their needs and aspirations.

Service quality and perceived value have been found to influence brand trust (Falah et al., 2022). The higher the perceived value, the greater the brand trust—particularly in terms of reliability and utility. When consumers perceive strong value in a brand, they are more likely to develop positive sentiments and subsequently trust the brand (Oktaviani et al., 2024).
H1. Perceived Value has a significant positive impact on Brand Trust in Rucas products.

Product Quality and Brand Trust

The capacity of a product to meet or beyond customer expectations is referred to as product quality. "Quality is the totality of a product or service that bears on its ability to satisfy stated or implied needs," according to Kotler and Keller (n.d.). This indicates that a product or service's quality includes all of its attributes that affect its ability to satisfy customer demands.

A product that consistently delivers high quality will create a positive perception in consumers' minds, thereby building brand trust. Consumer trust in a brand is not solely determined by its image or promotional strategies but also by their actual experience with the product. If the product consistently proves to be of good quality, consumers tend to feel secure and confident that the brand will continue to deliver value, reinforcing their belief that the brand is trustworthy.

According to research by Pramadanti et al. (2023), brand trust is greatly influenced by product quality, especially in the context of the fashion sector. Customers are more inclined to trust a brand and show more loyalty if they are happy with the quality of the products. Furthermore, good product quality can foster impressions of brand dependability and professionalism, which enhance consumer trust, according to Falah et al. (2022).
H2. Product Quality has a significant positive impact on Brand Trust in Rucas products.

Brand Trust and Purchase Intention

Brand trust is defined as the consumer's belief that a brand is reliable and will fulfill its promises (Chaudhuri & Holbrook, 2006). This trust is developed through positive consumer experiences with the brand, including product quality, service, and the brand's consistency in meeting expectations. In consumer behavior, brand trust plays a crucial role in influencing purchase intention, as it reduces perceived risk and increases the confidence that the purchase will deliver expected value.

Customers who have faith in a brand are more likely to feel at ease and secure while making a purchase, especially in situations that require a lot of work or are restricted, such limited edition goods. According to a research by Ha (2021), purchase intention is significantly impacted by brand trust, especially when it comes to limited-edition footwear. Customers are more inclined to buy when they think a brand is reliable since they are confident in the product's worth and caliber.

H3. Brand Trust has a significant positive impact on Purchase Intention for Rucas products.

Perceived Value and Purchase Intention

When it comes to limited edition items, perceived value encompasses more than just practical advantages; it also includes emotional and symbolic elements like exclusivity, social standing, and individual fulfillment. Customers' purchase intentions may be strengthened by these qualities as they believe that buying these goods will provide special and significant advantages. According to research by Ha (2021), buying intention is significantly influenced directly by perceived value. Customers are more likely to purchase limited-edition goods if they believe to be of superior quality, have unique designs, or have significant symbolic meaning. Additionally, one of the best indicators of purchase intention is perceived value, according to a study by Falah et al. (2022). Customers are more inclined to buy when they think the value they get outweighs the price they pay.

H4. Perceived Value has a significant positive impact on Purchase Intention.

Product Quality and Purchase Intention

Product quality encompasses not only technical performance but also durability, aesthetics, design, and how well a product satisfies customer demands. In relation to limited-edition goods like RUCAS, consumers place high importance on quality, as exclusivity is often associated with high standards. When consumers perceive that product quality aligns with the price and exclusive image, their purchase intention increases. According to Chong et al. (2021), as cited in Johari & Keni (2022), product quality has a positive and significant influence on purchase intention. This is because consumers are willing to pay a premium for high-quality products. Consumers who believe in the superior quality of a product are more confident that their purchase will meet expectations, thereby increasing their intention to buy. A similar finding is supported by Pramadanti et al. (2023), who stated that product quality is a key factor in shaping consumer preference and purchase intention. The better the perceived quality, the greater the consumer's willingness to purchase.

H5. Product Quality has a significant positive impact on Purchase Intention.

The Mediating Role of Brand Trust in the Relationship Between Perceived Value and Purchase Intention

Consumer purchasing decisions are greatly influenced by perceived value, especially when it comes to limited edition goods. Customers are more inclined to trust the brand selling a product if they believe it will provide significant advantages, whether those benefits are symbolic, emotional, or utilitarian. Purchase intention is subsequently stimulated by this trust. This idea is supported by a research by Pratiwi et al. (2021), which shows that brand trust strongly influences the link between perceived value and brand loyalty. Purchase intention is an important prelude in the consumer decision-making process, even if loyalty is the study's ultimate result.

Brand trust acts as a mediating variable, bridging the influence of perceived value on purchase intention. Consumers do not merely assess the product's value directly, but also trust that the brand will continue to deliver consistent or superior value in the future. This

trust reinforces the consumer's confidence in making a purchase. Research by Ha (2021) explicitly confirms that perceived value—particularly social and economic value—enhances brand trust, which subsequently affects purchase intention. The mediating impact of brand trust in this relationship is statistically validated through Structural Equation Modeling (SEM).

H6. Perceived Value has a significant positive impact on Purchase Intention, mediated by Brand Trust.

The Mediating Role of Brand Trust in the Relationship Between Product Quality and Purchase Intention

Product quality is a key indicator in evaluating a brand's credibility. High-quality products—whether in terms of functionality, aesthetics, or durability—not only create immediate consumer satisfaction but also foster trust in the brand. This brand trust influences consumers' confidence in making future purchases, which is referred to as purchase intention. Research by Pramadanti et al. (2023) demonstrates that brand trust mediates the relationship between product quality and brand loyalty, where purchase intention is an integral part of the loyalty process.

In other words, although product quality can directly influence purchase intention, this influence becomes stronger and more sustainable when mediated through brand trust. In this context, brand trust functions as a mediator that bridges the impact of product quality on purchase intention. That is, a well-perceived product quality first builds brand trust, which then triggers a stronger consumer intention to purchase. Furthermore, Falah et al. (2022) argue that brand trust affects brand preference, which in turn leads to purchase intention— and one of the primary drivers of brand trust is product quality itself.

H7. Product Quality has a significant positive impact on Purchase Intention, mediated by Brand Trust.

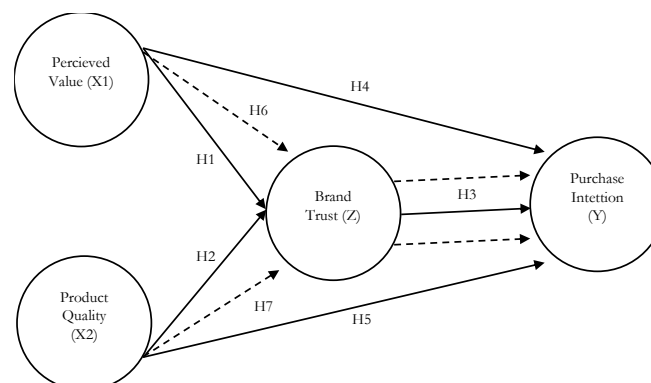The framework in this study can be described as follows:

Figure 1. Research Framework

3. Proposed Method

This study is classified as quantitative research, indicating that it involves the use of questionnaires to collect data from a sample representing a larger population. It falls under the category of causal associative research based on its level of explanation. Accordingly, this study focuses on analyzing causal relationships among the investigated variables.

An online Google Form survey disseminated across social media sites including Facebook, Instagram, WhatsApp, and TikTok was used to gather data for this study. Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1) were the categories on the Likert scale, which went from 1 to 5.

The population in this study includes individuals who are aware of Rucas brand advertising on social media. The sampling technique used is non-probability sampling through purposive sampling, with the following criteria: (1) at least 17 years old and residing in Indonesia; (2) familiar with the Rucas brand; and (3) have purchased Rucas products at least once.

The sample size in this research refers to the guidelines proposed by Hair et al. (2017), which suggest a sample size of 10 to 15 times the number of indicators. Given that this study uses 20 items, a minimum of 200 respondents is required. The hypotheses in this research are

tested using a causal approach with Structural Equation Modeling (SEM). The Partial Least Squares - Structural Equation Modeling (PLS-SEM) technique used in this research was conducted using SmartPLS version 4.0.

4. Results and Discussion.
Respondent Characteristics.

The analysis of respondent characteristics in this survey is based on the following demographic variables:

Table 1. Respondent Characteristics

Category	Item	F	%
Gender	Male	178	89%
	Female	22	11%
Total		200	100%
Age	17-20 Years	30	15%
	21-24 Years	66	33%
	26-27 Years	76	38%
	28-35 Years	28	14%
Total		200	100%
Education Level	High School (SMA/SMK or equivalent)	79	40%
	Bachelor's/Diploma	110	55%
	Postgraduate (Master's/Doctorate)	11	6%
Total		200	100%
Domicile	Sumatra, Java, and part of Kalimantan	163	82%
	Part of Kalimantan, Bali, Sulawesi	19	10%
	Maluku, Papua	18	9%
Total		200	100%
Income	IDR 1,000,000 – 3,000,000	123	62%
	IDR 3,000,000 – 5,000,000	67	34%
	IDR 5,000,000 – 10,000,000	10	5%
Total		200	100%
Brand Familiarity	Somewhat familiar	24	12%
	Familiar	176	88%
Total		200	100%
Number of Purchases	Purchased once	120	60%
	Purchased 2 – 3 times	48	24%
	Purchased more than 3 times	32	16%
Total		200	100%

According to the data acquired from the distribution of online questionnaires via Google Forms, 200 people participated in the survey. The demographic analysis begins with gender, where the majority of respondents were male, comprising 178 individuals or 89% of the total sample. In terms of age, most respondents fell within the 25–27 years age range, totaling 76 individuals (38%), followed by the 21–24 years age group with 66 individuals (33%).

Regarding educational background, the majority held a Bachelor's degree or Diploma, accounting for 110 respondents (55%). In terms of domicile segmentation, most participants resided in the western region of Indonesia, with 163 respondents (82%). When it comes to

income, the dominant range was between IDR 1,000,000 and IDR 3,000,000, represented by 123 respondents (62%).

Concerning brand familiarity, 176 respondents (88%) were familiar with the Rucas brand. Lastly, in terms of purchase frequency, most respondents had only purchased Rucas clothing once, with 120 individuals (60%) reporting a single purchase.

Data Analyst

The research model is tested in two phases: the outside model and the inner model. The Outer Model employs many tests to examine the validity and reliability of the indicators used to measure latent variables, including convergent validity, discriminant validity, and construct reliability. Using tests like as R2, path coefficients, and path significance, the Inner Model stage evaluates the relationships between latent variables and their strength and importance.

The measurement model's validity and reliability are evaluated using indicators such as indicator reliability (factor loading values), internal consistency reliability (Cronbach's alpha and rho A coefficients), convergent validity (using Average Variance Extract-ed/AVE), and discriminant validity (using the Fornell-Larcker criterion). The suggested hypotheses are then tested by analyzing structural model parameters, such as path coefficients (Hair et al., 2019, 2021).

Convergent Validity

The table below illustrates the measurement results for each questionnaire item across the four variables measured in this study. These measurement results were obtained using the Partial Least Squares Structural Equation Modeling (PLS-SEM) testing tool.

Table 2. Result Convergent Validity

Variable	Measurement Item	Outer Loading	AVE
Perceived Value	Rucas products are useful according to my needs	0.839	0.633
	I feel happy and satisfied when using Rucas products	0.830	
	Rucas products have uniqueness that differentiates them from others	0.716	
	Rucas products have uniqueness that differentiates them from others	0.750	
	The price of Rucas products matches the quality and benefits I receive	0.836	
Product Quality	Rucas products are made from quality materials	0.901	0.755
	The design of Rucas products is attractive and trendy	0.860	
	Rucas products have good durability	0.873	
	The details of Rucas products are neatly crafted	0.841	
	Rucas products meet my expectations	0.867	
Brand Trust	I believe Rucas always delivers quality products	0.904	0.805
	Rucas is consistent in maintaining product quality	0.891	
	I am confident that Rucas will not disappoint its customers	0.906	
	I believe Rucas is committed to maintaining customer satisfaction	0.892	

	Rucas has a good reputation in the eyes of consumers	0.893	
Purchase Intention	I intend to purchase Rucas products in the near future	0.869	0.755
	I am very likely to buy Rucas products if available	0.868	
	I am interested in buying upcoming limited edition Rucas collections	0.854	
	I actively seek information about the latest releases from Rucas	0.874	
	I will recommend Rucas products to friends or family	0.880	

Perceived value, product quality, brand trust, and purchase intention are all assessed reflectively in this study's measurement assessment, which uses a reflective measuring approach. A loading factor more than 0.70 and an Average Variance Extracted (AVE) greater than 0.50 are assessment requirements for a reflective measurement model, according Hair et al. (2021). All variables are determined to be valid and reliable based on the outcomes of the measurement model testing.

Discriminant Validity

Discriminant validity assesses how different and non-overlapping the constructs in the measurement model are. To assess discriminant validity, two approaches were used: the cross-loading method, which ensures that indicators correlate more strongly with their corresponding construct than with others, and the Fornell-Larcker criterion, which compares the square root of the AVE of each construct with the correlations among constructs to confirm sufficient distinction. Both methods are employed to verify that each construct in the model effectively measures a different underlying concept.

Cross Loading

Table 3. Result Cross Loading

	Brand Trust	Product Quality	Purchase Intetion	Perceived Value
BT1	**0.904**	0.499	0.665	0.499
BT2	**0.891**	0.461	0.658	0.530
BT3	**0.906**	0.534	0.691	0.486
BT4	**0.892**	0.514	0.685	0.496
BT5	**0.893**	0.489	0.637	0.536
KP1	0.487	**0.901**	0.401	0.058
KP2	0.462	**0.860**	0.384	0.015
KP3	0.439	**0.873**	0.341	0.074
KP4	0.498	**0.841**	0.401	0.112
KP5	0.523	**0.867**	0.419	0.180
PI1	0.662	0.435	**0.868**	0.455
PI2	0.639	0.402	**0.868**	0.375
PI3	0.595	0.351	**0.854**	0.426
PI4	0.641	0.399	**0.874**	0.430
PI5	0.687	0.365	**0.880**	0.468
PV1	0.430	0.127	0.366	**0.839**
PV2	0.460	0.103	0.403	**0.830**
PV3	0.459	0.061	0.442	**0.716**
PV4	0.450	-0.001	0.375	**0.750**

| PV5 | 0.450 | 0.124 | 0.379 | **0.836** |

The results of the cross-loading test indicate that each indicator has a higher loading factor on its corresponding construct compared to other constructs, which means that the indicators accurately measure the intended construct. Overall, there are no significant cross-loadings on other constructs, indicating good discriminant validity among the constructs in this model.

Fornell-Larcker

Table 4. Result Fornell - Larcker

	Brand Trust	Product Quality	Perceived Value	Purchase Intention
Brand Trust	**0.897**			
Product Quality	0.557	**0.869**		
Perceived Value	0.568	0.104	**0.796**	
Purchase Intention	0.744	0.450	0.497	**0.869**

To assess discriminant validity, the Fornell-Larcker criteria were applied. The results show that each construct's square root of the AVE is greater than its correlations with the following constructs: Purchase Intention (0.869), Perceived Value (0.796), Product Quality (0.869), and Brand Trust (0.897). Every notion meets the discriminant validity requirement, demonstrating that they are distinct and operate independently inside the model.

Construct Reliability

This section analyzes reliability using one of two methods, namely Cronbach's Alpha and Composite Reliability. Both approaches are commonly used to assess the reliability of the indicators within a given construct.

Table 5. Result Construct Reliability

	Cronbach's alpha	Composite reliability (rho_c)
Brand Trust	0.940	0.954
Product Quality	0.919	0.939
Perceived Value	0.854	0.896
Purchase Intention	0.919	0.939

According to the results of the investigation, the Cronbach's alpha values for the constructs are as follows: Purchase Intention (0.919), Perceived Value (0.854), Product Quality (0.919), and Brand Trust (0.940). Cronbach's alpha values greater than 0.70 suggest that all variables are very reliable.

Model Fit Test

Table 6. Result Model Fit Test

	Saturated model	Estimated model
SRMR	0.051	0.051
d_ULS	0.550	0.550
d_G	0.253	0.253
Chi-square	306.458	306.458
NFI	0.906	0.906

Based on the table, the SRMR value is 0.051, which is below the maximum threshold of 0.10. Additionally, the d_ULS value is 0.550, which is greater than 0.05, and the d_G value is 0.253, also greater than 0.05. The Chi-square value is 306.458, which exceeds the Chi-square table value of 30.144, while the NFI is 0.957, approaching 1.

Based on the model fit test results obtained in this study, it can be concluded that the model is suitable for analyzing the relationships among latent variables, with confidence that the model accurately represents the data and possesses relevant predictive capability.

R Square

The model's latent independent variables' capacity to explain the variability of the latent dependent variables is gauged by this study. A model that better explains the variance is indicated by a R Square value that is closer to 1.

Table 7. Result R Square

	R-square	R-square adjusted
Brand Trust	0.573	0.568
Purchase Intetion	0.567	0.561

R Square indicates the percentage of the endogenous variable's variance that can be accounted for by the model's exogenous and endogenous variables. Chin (1998) states that the following is the qualitative interpretation of R Square values: A modest impact is denoted by 0.19, a moderate influence by 0.33, and a large impact by 0.66.

Based on the test output, Brand Trust explains 57% of the variance, and Purchase Intention explains 56%. According to Chin's criteria, both variables have a moderate impact.
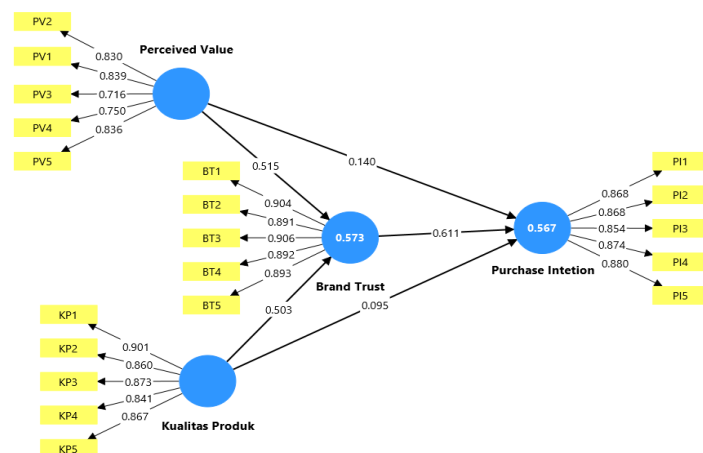

Figure 2. Full Model Testing

Hypothesis Testing

Table 8. Result Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Ket-erangan
H1. Perceived Value -> Brand Trust	0.515	0.513	0.041	12.666	0.000	Supported
H2. Product Quality -> Brand Trust	0.503	0.499	0.046	10.923	0.000	Supported

H3. Brand Trust -> Purchase Intetion	0.611	0.607	0.077	7.933	0.000	Supported
H4. Perceived Value -> Purchase Intetion	0.140	0.139	0.060	2.352	0.019	Supported
H5. Product Quality -> Purchase Intetion	0.095	0.096	0.067	1.413	0.158	Not Supported

Based on the results of direct impact testing using Smart PLS, the findings are as follows:

Perceived Value's Impact on Brand Trust

With a P-value of 0.000 (< 0.05), a T-statistic of 12.666 (> 1.92), and a coefficient value of 0.515, the findings demonstrate that Perceived Value significantly improves Brand Trust. Therefore, the hypothesis is supported.

Product Quality's Impact on Brand Trust

With a P-value of 0.000 (< 0.05), a T-statistic of 10.923 (> 1.92), and a coefficient value of 0.503, the findings demonstrate that Product Quality significantly improves Brand Trust. Therefore, the hypothesis is supported.

Brand Trust's Impact on Purchase Intention

The findings show that Purchase Intention is significantly positively impacted by Brand Trust, with a P-value of 0.000 (< 0.05), a T-statistic of 7.933 (> 1.92), and a coefficient value of 0.611. Therefore, the hypothesis is supported.

Perceived Value's Impact on Purchase Intention

According to the findings, Purchase Intention is significantly positively impacted by Perceived Value, as indicated by the coefficient value of 0.140, T-statistic of 2.352 (> 1.92), and P-value of 0.019 (< 0.05). Therefore, the hypothesis is supported.

Product Quality's Impact on Purchase Intention

The results show that, with a coefficient value of 0.095, a T-statistic of 1.413 (< 1.92), and a P-value of 0.158 (> 0.05), Product Quality has a positive but not significant influence on Purchase Intention. Therefore, the hypothesis is not supported.

Mediation Testing

Table 9. Mediation Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Keterangan
Perceived Value -> Brand Trust -> Purchase Intetion	0.315	0.311	0.047	6.762	0.000	Supported
Product Quality -> Brand Trust -> Purchase Intetion	0.308	0.303	0.048	6.405	0.000	Supported

Impact of Perceived Value on Purchase Intention through Brand Trust Perceived Value significantly increases Purchase Intention through Brand Trust, according to the data, which include a coefficient value of 0.315, a T-statistic of 6.762 (> 1.92), and a P-value of 0.000 (< 0.05). Therefore, the hypothesis is supported.

Impact of Product Quality on Purchase Intention through Brand Trust

Product Quality significantly increases Purchase Intention through Brand Trust, according to the data, which show a coefficient value of 0.308, a T-statistic of 6.405 (> 1.92), and a P-value of 0.000 (< 0.05). Therefore, the hypothesis is supported.

Discussion

Impact of Perceived Value on Brand Trust

The test results indicate that Perceived Value has a positive and significant impact on Brand Trust, with a coefficient value of 0.515, t-statistic of 12.666 (>1.92), and p-value of 0.000 (<0.05). This means that the higher the consumer's perception of the value offered by RUCAS products, the greater their trust in the brand. These findings reinforce the value-

perception trust-building theory proposed by Zeithaml (1988) and Sweeney & Soutar (2001), which argues that perceived value—whether functional, emotional, social, or price-related—strengthens consumers' psychological and emotional ties with the brand. In the context of RUCAS limited edition products, exclusivity and scarcity provide emotional and social value that enhances brand trust. This is also in line with the findings of Falah et al. (2022) and Oktaviani et al. (2024), which confirm that perceived value is positively related to consumer trust in a brand.

Impact of Product Quality on Brand Trust

Product quality is also shown to have a positive and significant impact on Brand Trust, with a coefficient of 0.503, t-statistic of 10.923, and p-value of 0.000. This indicates that consumers' perception of the good quality of RUCAS products increases their trust in the brand. This supports the theory by Kotler & Keller, which states that quality reflects a product's total ability to meet consumer needs. Consistent quality fosters a sense of reliability, which in turn strengthens brand trust. Previous research by Pramadanti et al. (2023) and Falah et al. (2022) also supports the conclusion that high product quality builds consumer trust, particularly in the fashion industry, where experience and visuals are crucial.

Impact of Brand Trust on Purchase Intention

Brand trust has a considerable influence on purchase intentions, with a coefficient of 0.611, t-statistic of 7.933, and p-value of 0.000. This suggests that the higher the consumer trust in RUCAS, the stronger their intention to purchase. This result is consistent with the theory by Chaudhuri & Holbrook (2006), which explains that brand trust reduces perceived risk and enhances confidence in purchase decisions. In the case of limited edition items such as RUCAS, trust is crucial since it allows consumers to make rapid judgments in scarcity-driven scenarios. Ha (2021) also emphasizes that brand trust is a key predictor of purchase intention in the exclusive fashion market.

Impact of Perceived Value on Purchase Intention

Perceived Value significantly and positively affects Purchase Intention, with a coefficient of 0.140, t-statistic of 2.352, and p-value of 0.019. This indicates that consumer perception of the product's relative benefits (compared to its price or other sacrifices) increases their likelihood of purchasing RUCAS products. Ha (2021) and Falah et al. (2022) have also emphasized perceived value as a major determinant of purchase intention, especially for limited edition fashion products that carry symbolic value such as social status and exclusivity. Consumers who perceive that the value is "worth it" are more inclined to purchase.

Impact of Product Quality on Purchase Intention

Unlike other hypotheses, Product Quality does not have a significant direct impact on Purchase Intention, with a coefficient of 0.095, t-statistic of 1.413, and p-value of 0.158 (>0.05). This means that product quality alone does not directly encourage consumer intention to buy RUCAS products. This may be due to the perception that RUCAS's product quality is not yet aligned with its price or expected exclusivity. Although quality is theoretically a key factor in purchase decisions (Chong et al., 2021; Pramadanti et al., 2023), these findings suggest that other variables such as brand trust and perceived value are more dominant in the RUCAS context. Consumers may feel that even though the product is high quality, it lacks the uniqueness or differentiation needed to drive immediate purchase.

Impact of Perceived Value on Purchase Intention through Brand Trust

The test results show that Perceived Value has a positive and significant impact on Purchase Intention through Brand Trust, with a coefficient of 0.315, t-statistic of 6.762, and p-value of 0.000. This confirms that brand trust serves as a mediating variable in the relationship between perceived value and consumers' purchase intention of RUCAS products. Theoretically, when consumers perceive that the product delivers high functional, emotional, or symbolic value (e.g., pride, exclusivity, or social status), it fosters trust in the brand, which in turn increases their purchase intention. Because the direct relationship between perceived value and purchase intention is also significant, brand trust acts as a partial mediator, meaning it strengthens the impact of perceived value on purchase intention. This finding is supported by Zeithaml (1988) and Sweeney & Soutar (2001), who emphasized that high perceived value builds emotional attachment, which enhances trust. Ha (2021) also asserts that for limited

edition products, trust built on symbolic value and exclusivity is more impactful than functional assessment alone. Brand trust serves as a "psychological bridge" linking perceived value with the final purchase decision.

Impact of Product Quality on Purchase Intention through Brand Trust

The next result indicates that Product Quality also has a positive and significant indirect impact on Purchase Intention through Brand Trust, with a coefficient of 0.308, t-statistic of 6.405, and p-value of 0.000. This means that although product quality does not directly influence purchase intention (as shown in the earlier direct impact test), it does so indirectly through brand trust. This reinforces the argument that brand trust is a crucial channel that converts quality perception into purchase intention. Consumers may not be directly motivated to buy based solely on product quality, but if that quality is consistent, reliable, and satisfying, it leads to trust in the brand. This trust then becomes the main driver of purchase decisions. Since the direct impact between product quality and purchase intention is not significant, brand trust functions as a full mediator, meaning that all the influence of product quality on purchase intention occurs through brand trust.

Studies by (Pramadanti et al., 2023) and (Falah et al., 2022) confirm that product quality significantly builds brand trust, which then mediates the impact on purchase intention. This is especially relevant for RUCAS, which relies on limited edition releases—where trust in the product's exclusivity, authenticity, and quality becomes a key factor in purchase decisions.

5. Comparison

The findings of this study are consistent with earlier studies stressing the role of perceived value and product quality in creating brand trust and affecting purchase intention. (Ha., 2021) demonstrated that, in the context of limited-edition footwear, perceived value and brand trust significantly impact purchase intention—similar to this study's findings on RUCAS products. This reinforces the role of exclusivity and symbolic value in enhancing consumer perceptions and trust.

In line with (Falah et al., 2022) and (Pramadanti et al., 2023), this study confirms that product quality significantly contributes to brand trust. However, unlike their findings, this research reveals that product quality does not directly affect purchase intention but exerts its influence indirectly via brand trust. This suggests that RUCAS consumers may rely more on emotional trust than on functional quality when making purchase decisions.

Moreover, this study supports (Pratiwi et al., 2021) and (Oktaviani et al., 2024), who found that brand trust mediates the relationship between perceived value and purchase intention. In this case, brand trust serves not only as an outcome of perceived value and product quality but also as a critical bridge leading to consumer intention—particularly for exclusive fashion products like RUCAS.

A notable divergence from prior literature is the insignificant direct relationship between product quality and purchase intention. This may be attributed to consumers perceiving that emotional or symbolic benefits, rather than pure functionality, drive their purchasing decisions in the limited-edition fashion segment.

In conclusion, this study contributes to the literature by emphasizing that, within the limited-edition fashion context, strategies enhancing emotional and symbolic perceived value and fostering brand trust are more effective in driving purchase intention than focusing solely on technical product quality

Conclusions

In the context of RUCAS limited-edition fashion goods, this study examined the impact of perceived value and product quality on brand trust and purchase intention. The results show that brand trust is greatly influenced by perceived value as well as product quality. Additionally, brand trust mediates the link between perceived value and product quality and purchase intention, exerting a strong and considerable impact on the latter. In particular, brand trust acts as a complete mediator between product quality and buy intention and as a partial mediator between perceived value and purchase intention. These results highlight the strategic importance of brand trust as a key driver in consumers' purchase decision-making, particularly in the niche market of limited-edition fashion, where emotional, symbolic, and exclusivity-related values play a critical role.

For RUCAS management, the findings suggest the need to prioritize strategies that enhance brand trust through emotionally resonant and value-driven branding. Since perceived

value strongly affects trust, RUCAS should focus on reinforcing the emotional and symbolic benefits of its products—such as exclusivity, identity expression, and community belonging—through storytelling and experiential marketing. Although product quality does not directly influence purchase intention, it significantly shapes brand trust. Therefore, maintaining consistent product quality and transparently communicating this quality to consumers remain essential. Strengthening brand trust will not only encourage initial purchase but may also foster long-term customer loyalty and advocacy.

Future research is recommended to explore additional moderating or mediating variables that could further explain the dynamics of purchase intention, such as consumer fashion involvement, price perception, or personal innovativeness. Cross-cultural studies would also be valuable to determine whether the findings hold across different cultural or socioeconomic contexts. Moreover, examining post-purchase behavior, such as satisfaction, loyalty, or repurchase intention, could provide a more holistic understanding of consumer responses to limited-edition fashion brands like RUCAS.

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