The Role of *Self Esteem* in Moderating the Influence of Discount Prices on Purchase Intention

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ABSTRACT. This research aims to explain the influence of discount prices on the intention to purchase ZARA store products in Denpasar City, the influence of self-esteem on the intention to purchase ZARA stores in Denpasar City, the role of self-esteem in moderating the role of discount prices on purchase intentions. This research was conducted in Denpasar City with a sample of 160 respondents who knew about the ZARA brand but had never made a purchase or transaction with a minimum of high school/equivalent education. The data analysis techniques used in this research are descriptive analysis, classical assumption testing and inferential analysis in the form of Moderate Regression Analysis (MRA). The results of this research show that discount prices have a positive and significant effect on the intention to buy products from the ZARA brand, self-esteem has a positive and significant effect on the intention to buy products from the ZARA brand, the interaction of discount prices and self-esteem has a positive and significant effect on the intention to buy ZARA brand products. The theoretical implications of this research can strengthen the relationship with previous research which investigated the relationship between discount prices and self-esteem on purchase intentions. In addition, it was found that self-esteem plays a moderator role that strengthens the influence of discount prices on purchase intentions. Positive and significant practical implications, especially for the ZARA brand. It is hoped that this research will be able to provide additional references regarding achieving profits and increasing sales of products from the ZARA brand, so that it can increase consumers' purchasing intentions to buy and use products from the ZARA brand.

Keywords: Self esteem, Discount Price, Purchase Intention

1. INTRODUCTION

Trade and marketing are increasingly free, as a result of the development of society, fashion always contains changes, novelties, and the context of time, place and user (Laksana & Nursari, 2021). Quoted from Kompas.com that the fashion industry contributes 122 trillion in foreign exchange revenue to the government and has occupied the third largest position in the country's foreign exchange contributors.

Indonesia has all the needs ranging from primary (food, clothing, shelter), secondary (vehicles, entertainment equipment, TV, radio), to tertiary (cars, luxury jewelry). As a result, the people of Indonesia face problems in categorizing needs and tend to behave consumpively for the sake of social status and lifestyle (Aziz, 2022). This condition is supported by research obtained from databoks.katadata, which released a survey on the percentage of products most purchased by the people of Indonesia in 2023, namely clothing. The survey proves that the highest market share in Indonesia is fashion spending which is quite high compared to cosmetic products and food and beverages. The data provides information that the majority of people have a tendency to be consumptive in their minds.

ZARA is one of the world's leading fashion brands founded by Amancio Ortega in 1975 in La Coruna, Spain. ZARA markets its products in Indonesia. ZARA in marketing its products is a manufacturer *high fashion brands* innovative, ZARA always offers fashion product models, both clothing and accessories, with relatively exclusive product designs (Nastanty, 2020). Reporting from *Interbrand.com 2019,* ZARA has been consistently ranked among the Top 100 Global Brands by global brand consulting firm Interbrand since 2008, and was ranked 29th & 30th in the best global brands in 2019. The survey results were limited to 15 people in the city of Denpasar. The survey results showed that among 15 people who knew ZARA's clothing store, as many as 11 respondents had visited ZARA's clothing store, as many as 4 respondents stated that they had never visited the store directly. Among the 15 reaspondents, 8 respondents had bought ZARA clothing products and 7 respondents had never bought ZARA products. 11 respondents had read information about ZARA product price discount promos and 4 respondents had never known price promotion information. Of the 15 respondents, 6 respondents had a desire to buy ZARA products when there was a discount while 9 respondents were not interested in buying ZARA products even though they were at a discount during promotions. The lack of consumer intention to buy products at ZARA stores requires efforts to increase purchase intentions, one of which is through promotions by providing price discounts at certain times. This promotion method is expected to increase product value for customers and stimulate purchase transactions.

The SOR theory explains that environmental effects (Stimulus) can stimulate a person's judgment (Organism) which leads to a positive or negative behavior (Response) (Sohaib et al., 2022; Wulandari & Purworini., 2023). This study uses the Stimulus Organism Response (SOR) Theory which allows researchers to understand how individuals respond to stimuli such as discounted prices affect individual perceptions and responses to products.

The theory *of self-congruity* explains that the fit between a brand or product and an individual's self-image affects consumer preferences and behaviors where individuals tend to choose brands or products that reflect and support their identity or self-image (Tahie *et al,* 2018). This study uses the Self Congruity *Theory* to emphasize the conformity between individual self-image and attributes on product and brand characteristics. In this context, *self-esteem* can affect how individuals perceive the suitability between themselves and the products offered at a discounted price, thus forming a response to product purchases.

Price is a very important factor to influence and attract the attention and intention of consumers to buy a product or service. Discount is a way of saving offered by companies to attract consumer purchase intentions so that consumers can buy products at a more

economical price (Titing *et al.,* 2022).

Self-esteem is an individual's assessment of himself or herself expressed with positive and negative attitudes so that it is related to how people judge about themselves will affect them in daily life (Sebayang and Sembiring, 2017).

Purchase intention measures the likelihood of consumers buying a product, and the higher the purchase intention, the higher the consumer's willingness to buy a product (Mariah and Narbiti, 2019). Purchase *intention* is the decision made by consumers to buy a product or service because they need or like the function of the product or *service* provided (Purwirati and Ricarto, 2018).

Price is one of the stimuli created by management to encourage consumers (Putri, 2016). Discount prices are a stimulus to attract consumer interest (Faesol, 2013). Price discounts are included in the promotional strategy that becomes loyal and makes consumers confident in making purchases (Nurdiansah and Widyastuti, 2022). Price discounts have a great influence on the high price of products, and affect consumers, as well as increase the value of products (Chen et al., 2012). Research conducted by (Tenda et al, 2022; Kumesan et al, 2021; Büyükdağ et al, 2020; Rahman et al, 2020; Bhatti, 2018) stated that price diskom affects consumer purchase intentions. H1: The Discount Price has a positive and significant effect on Purchase Intent.

Research conducted by Mobil *et* al, (2019) Damayanti (2019) Narang (2016) which stated that *self-esteem* has a positive and significant effect on the intention to buy luxury products. The basic research for the formulation of H2 uses *Self Congruityy Theory* or self-conformity (Suryadinata, 2019) which is part of the personality function, self-concept and the selection of a product can reflect the personality of the consumer so as to provide a strong foundation to form a hypothesis about the influence of *self-esteem* on purchase intention. H2: Self esteem has a positive and significant effect on the Purchase Intention of Discount Products.

Individuals with *self esteem* low tends to protect and increase *self esteem* They are through the consumption of luxury goods (Rangkuti, 2016). The promotion of luxury products in the form of discounts for consumers is an opportunity to get luxury goods at cheaper prices for individual groups who have *self esteem* high and low for other people's positive assessment of themselves. Individuals with *self esteem* who are high do not have the desire to buy luxury items to increase *self esteem* (Liu et al., 2016). There is still quite a lack of research on this subject but (Lee *et al,* 2018) and (Liu and Jhuang, 2016 reported significant moderation effects of *self esteem* against purchase intent. H3: *Self esteem*

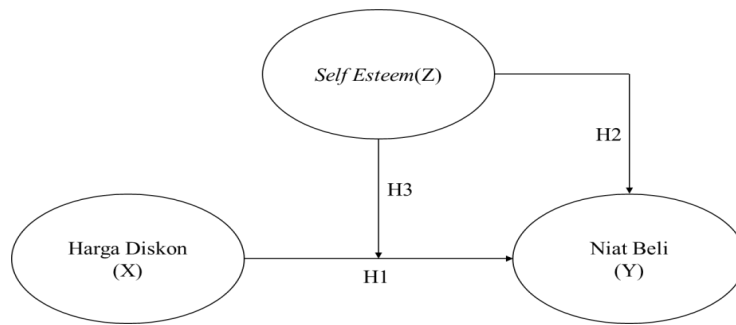reinforcing the effect of Discount Prices on Purchase Intent.

Figure 1. Conceptual Framework

Source: Research Data, 2023

2. RESEARCH METHODS

This study applies a survey design to test the relationship between self-esteem moderation and discount prices towards ZARA product purchase intentions. This research was conducted in the city of Denpasar, involving individuals who knew the ZARA brand. This location was chosen because the city of Denpasar is the center of the city, the community tends to be modern and has dense population growth. The object of this research is self-esteem and discount prices. The subject of this research is individuals who know the ZARA brand.

The independent variable in this research is the discount price. Discount price is a discount or reduction price on a product or service at a certain time expressed as a percentage of the original price. . The measurement of the effect of discount prices is carried out based on research developed by (Lee & Chen, 2018) there are indicators to measure discount prices: Buying ZARA products at a more favorable discount price, ZARA products with a discount price higher than the available shopping budget, Discount prices given by ZARA only on defective products, Products with satisfactory quality discount prices, Products with discounted prices have an expired collection model (out of date), The discounted price offered by ZARA provides good value for the money spent, The discounted price of ZARA products allows me to buy at a cheaper price, Feel happy to buy products at a discounted price. The dependent variable in this study is purchase intent. Purchase intent is the decision made by customers to buy a product after analyzing the reasons for buying a certain product brand. According to (Putri & Amalia, 2018) there are 3 indicators to measure purchase intention: I am always looking for information about ZARA brand price discounts, I intend to buy ZARA products with a minimum discount of more than 20%, I want to buy clothes at ZARA when I need clothes. The moderation variable in this study is self-esteem.

Self esteem is an assessment or appreciation of oneself. The attitude of being measured includes acceptance, appreciation, and confidence that abilities and value are based on their own assessment. *Self esteem* measured by the indicators developed by Rosenberg (Maroqi, 2018), namely: I am a valuable person, at least equal to others, I am able to do activities to meet my own needs, Overall, I feel successful in life, I have better abilities than others in the academic field, I have achievements that are worth being proud of, I love myself, Overall, I am satisfied with what I have achieved, I value myself as if I appreciate others, I feel useful in life, I have achievements to be proud of.

The population of this study is women and men who live in Denpasar City with an income above Rp 5,000,000. This study analyzed multivariate using a sample unit of 160 respondents. In this study, the sample determination method used is *non-probability* sampling. The data in this study is divided into two types, namely quantitative data in the form of numbers and can be calculated using units of calculation, and qualitative data in the form of words, sentences, schemes, and pictures. The data sources in this study consist of primary sources, the primary data in this study was obtained through this questionnaire consisting of 15 respondents in the preliminary survey and 160 questionnaire interviews conducted by asking a list of questions using *google forms*, and secondary sources, such as the official website of Fimela.co, Katadata.co, BPS (Central Statistics Agency). The data collection method used is to distribute surveys and questionnaires. The test of the research instrument was carried out through reliability tests and validity tests. The data analysis technique used is MRA analysis.

3. RESULTS AND DISCUSSION

ZARA is a brand *fashion* retail originating from Spain. ZARA was founded by Amancio Ortega in 1975 and since then ZARA has grown rapidly and become one of the leaders in the industry *fashion* globally. ZARA's focus lies on consumers who want high-quality, fashionable, affordable, and unique clothing. ZARA is a fashion brand that applies the concept of fast fashion, which produces and sells fashion products in accordance with trends that are in demand by the market.

The respondents in this study are the people of Denpasar who know about the ZARA brand but have never made a purchase or transaction with a minimum of high school education/equivalent.

Table 1. Results of Discount Price Confirmatory Factor Analysis Test

Factor	Indicator	Loading Factor	Eigen Value Factor	SME	Variance Explained (%)
Factor 1	X1	0,726	4,272	0,815	53,999
	X2	0,697			
	X3	0,792			
	X4	0,710			
	X5	0,720			
	X6	0,703			
	X7	0,764			
	X8	0,729			

Source: Appendix 4, primary data processed, 2023

All factors were able to explain the total variation of 53,999 so that the validity discount price variable was adequate.

Table 2. Purchase Intention Confirmatory Factor Analysis Test

Factor	Indicator	Loading Factor	Eigen Value Factor	SME	Variance Explained (%)
Factor 1	Y1	0,845	1,809	0,617	60,287
	Y2	0,710			
	Y3	0,768			

Source: Appendix 5, primary data processed, 2023

All factors were able to explain the total variation of 60.287 so that the purchase intention variable had sufficient validity.

Table 3. Self esteem *Confirmatory Factor Analysis Test*

Factor	Indicator	Loading Factor	Eigen Value Factor	SME	Variance Explained (%)
Factor 1	Z1	0,867	5,632	0,877	68,453
	Z2	0,803			
	Z3	0,666			
	Z4	0,864			
	Z6	0,569			
	Z7	0,693			
Factor 2	Z5	0,708	1,213		
	Z8	0,803			
	Z9	0,830			
	Z10	0,795			

Source: Appendix 6, primary data processed, 2023

All factors were able to explain the total variation of 68.453 so that the self-esteem variable had adequate validity.

Table 4. Reliability Test Results

No	Variable	Cronbach's Alpha	Information
1	Discounted Price (X)	0,875	Reliable
2	Niat Beli (The)	0,669	Reliable
3	*Self esteem* (Z)	0,914	Reliable

Source: Research data, 2023

Each variable has a *Cronbach's Alpha value* greater than 0.6 so that the research instrument meets the requirements of the reliability test and is suitable for use for research.

Table 5. Characteristics of Respondents

Category		Quantity(N)	Percentage(%)
Gender	Man	41	25,6
	Woman	119	74,4
Number of samples		**160**	**100**
Age	17-22 Years	42	26,3
	23-28 Years	97	60,6
	29-34 Years	19	11,9
	35-40 Years	2	1,3
	> 40 Years	0	0
Number of samples		**160**	**100**
Last Education	SMK/SMA equivalent	18	11,3
	Diploma (D1/D2/D3/D4)	17	10,6
	Bachelor (S1)	112	70,0
	Postgraduate (S2)	13	8,1
	Doctor (S3)	0	0
	Other	0	0
Number of samples		**160**	**100**
Work	Not Working Yet	0	0
	Students/Students	21	13,1
	PNS	9	5,6
	Health Workers	8	5,0
	Private Workers	101	63,1
	Housewives	0	0
	Other	21	13,1
Number of samples		**160**	**100**
Income	IDR 3,000,000 – IDR 5,000,000	83	51,9
	IDR 5,000,001 – IDR 7,500,000	26	16,3
	IDR 7,500,001 – IDR 10,000,000	32	20,0
	> Rp 10.000.000	19	11,9
Number of samples		**160**	**100**

Source: appendix 3, primary data processed, 2023

The respondents in the study amounted to 160 people. The characteristics of the respondents in this study when classified by gender were dominated by women with a percentage of 74.7%. The age of 23 - 28 years dominates with a percentage of 60.6%. The undergraduate education level (S1) dominates with a percentage of 70%. Private workers dominated with a percentage of 63.1%. Revenue in the range of IDR 3,000,000 – IDR 5,000,000 with a percentage of 51.9%

Table 6. Variable Description Category

No	Measurement Scale	Category		
		Discounted Price	*Self esteem*	Purchase Intent
1	1,00 – 1,80	Very low	Very low	Very low
2	1,81 – 2,60	Low	Low	Low
3	2,61 – 3,40	Enough	Enough	Enough
4	3,41 – 4,20	Tall	Tall	Tall
5	4,21 – 5,00	Very high	Very high	Very high

Source: Research Data, 2023

Table 7. Description of Respondents' Answers to Discount Prices

Indicators/Statements		Answer Score					Total Score	Average	Criterion
		1	2	3	4	5			
X1	Buying ZARA products at discounted prices is more advantageous	1	9	32	89	29	616	3,85	Tall
X2	ZARA products at discounted prices higher than available shopping budgets	2	7	28	93	30	622	3,89	Tall
X3	Discounted prices are given by ZARA only on defective products	1	15	35	78	31	603	3,77	Tall
X4	Products with satisfactory quality discounted prices	3	9	36	93	19	596	3,73	Tall
X5	Products with discounted prices have an expired model *(out of date)*	3	15	27	85	30	604	3,78	Tall

		1	2	3	4	5			
X6	The discounted price offered by ZARA provides good value for money spent	4	5	56	66	29	591	3,69	Tall
X7	The discounted price of ZARA products allows me to buy at a lower price	1	11	39	74	35	611	3,82	Tall
X8	Happy to buy products at a discounted price	4	9	40	75	32	602	3,76	Tall
Average Value of Discount Price Variables								**3,79**	**Tall**

Source: Appendix 2, primary data processed, 2024

The average value of the discount price variable is 3.79. The indicator that has the highest average value is shown in the X2 indicator "ZARA products with discounted prices higher than the available budget" with an average value of 3.89. This result shows that the discounted price is higher than the available shopping budget. The lowest average value in the discount price variable is on the X6 indicator "The discount price offered by ZARA provides a good value for the money spent" with an average value of 3.69.

Table 8. Description of Respondents' Answers to *Self Esteem*

Indicators/Statements		Answer Score					Total Score	Average	Criterion
		1	2	3	4	5			
Z1	I am a valuable person, at least on par with everyone else	3	11	29	87	30	610	3,81	Tall
Z2	I am able to do activities to meet my own needs	3	11	41	82	23	591	3,69	Tall
Z3	Overall, I feel good in life	4	14	47	67	28	581	3,63	Tall
Z4	I have better abilities than others in academics	1	20	42	76	21	576	3,60	Tall
Z5	I have an achievement to be proud of	5	13	38	67	37	598	3,74	Tall
Z6	I love myself	4	18	37	68	33	588	3,68	Tall
Z7	Overall, I'm satisfied with what I've achieved	3	12	37	81	27	597	3,73	Tall

Z8	I value myself as I respect others	1	12	45	73	29	597	3,73	Tall
Z9	I feel useful in life	2	14	37	80	27	596	3,73	Tall
Z10	I have achievements to be proud of	0	13	48	66	33	599	3,74	Tall
Average Value of Self Esteem Variable 3.71 High									

Source: Appendix 2, primary data processed, 2024

The average value of the discount price variable was 3.71. The indicator that has the highest average value is shown in the Z1 indicator "I am a valuable person, at least equal to everyone else" with an average value of 3.81. These results show that respondents feel that people are valuable and equal to others. The lowest average score in the *self-esteem* variable is in the Z4 indicator "I have better abilities than others in the academic field" with an average score of 3.60.

Table 9. Description of Respondents' Answers to Purchase Intention

Indicators/Statements		Answer Score					Total Score	Average	Criterion
		1	**2**	**3**	**4**	**5**			
Y1	I am always looking for information about ZARA brand price discounts	0	14	41	75	30	601	3,76	Tall
Y2	I intend to buy ZARA products with a minimum discount of more than 20%	1	14	45	81	19	583	3,64	Tall
Y3	I want to buy clothes at ZARA When I need clothes	3	14	52	68	23	574	3,59	Tall
Average Value of Purchase Intention Variables								**3,66**	**Tall**

Source: Appendix 2, primary data processed, 2024

The average value of the discount price variable is 3.66. The indicator that has the highest average value is shown in the Y1 indicator "I am always looking for information about ZARA brand price discounts" with an average value of 3.76. These results show that respondents are always looking for information related to product price discounts with the ZARA brand. The lowest average value in the purchase intention variable is in the Y3 indicator "I want to buy clothes at ZARA When I need clothes" with an average value of 3.59.

Table 10. Results of the normality test (one-sample Kolmogorov-Smirnov)

	Unstandardized Residual
N	160
Asymp. Sig. (2-tailed)	.200c.d

Source: Appendix 11, primary data processed, 2024

The data is normally distributed due to the Asymp.sig. coefficient. (2-tailed) greater than 0.05.

Table 12. Multicollinearity Test Results

Model	Collinearity Statistic	
	Tolerrance	BRIGHT
Discounted Price	0,201	4,983
Self esteem	0,201	4,983

Source: Appendix 11, primary data processed, 2024

Based on the table above, it shows that there are no independent variables that have a tolerance value of less than 0.10 and also no independent variable that has a VIF value of less than 10. So based on this, the regression model is free from the symptoms of multicolorarity.

Table 13. Heteroscedasticity Test Results

Model		Unstandardized coefficients		Standardized coefficients Beta	t	Mr.
		B	Std. Error			
1	(Constant)	0,558	0,630		0,886	0,377
	Discounted Price	-0,181	0,212	-0,314	-0,854	0,394
	Self esteem	-0,106	0,200	-0,181	-0,530	0,597
	Discount Price**Self esteem*	0,035	0,051	0,416	0,691	0,491

Source: Appendix 11, primary data processed, 2024

The significance value of the variable was 0.377, the discount price was 0.349, and *the self-esteem* was 0.597. The value is greater than 0.05 which means that there is no influence between the independent variables on absolute residuals. Therefore, the model made does not contain symptoms of heteroscedasticity.

Tabel 14. Hasil Uji Moderated Regression Analysis (MRA)

Model		Unstandardized coefficients		Standardized coefficients Beta	t	Mr.
		B	Std. Error			
1	(Constant)	8,458	0,310		27,313	0,000
	Discounted Price	0,020	0,016	0,049	1,244	0,215
	Self esteem	-0,214	0,016	-0,632	-13,070	0,000

	Discount Price*Self esteem	0,024	0,001	1,475	34,925	0,000

Source: Appendix 12, primary data processed, 2023

Based on the results of the regression coefficients in the table above, the MRA equation model can be prepared as follows.

Y = 8,458 + 0,020X - 0,214Z + 0,024XZ + e….

A constant value of 8.458 indicates that if the price is discounted (X), and *self esteem* (Z) Worth is equal to zero, then the purchase intent value (Y) is 8.458. The value of the discount price regression coefficient (X1) of 0.020 means that the discount price has a negative effect on purchase intention (Y) with a significance of X greater than 0.05 (0.215>0.05). This shows that X weakens the influence on Y because the significance value of X is greater than 0.05. Regression coefficient value *self esteem* (Z) of -0.214 means *self esteem* had a positive and significant effect on purchase intention (Y) with a Z significance of less than 0.05 (0.000<0.05). This indicates that the increasing Z (*self esteem*) then Y (purchase intent) will increase. The results of the MRA equation model that have been described can be explained that the value of the regression coefficient of the interaction variable (moderation) between the Discount Price and the *Self esteem* of 0.024 which means that the discount price has increased by 0.024. The significance value is less than 0.05 (0.000 < 0.05). A coefficient value of 0.024 (positive) and a small significance of 0.05 means that *self esteem* reinforcing the relationship between the discount price and purchase intent.

Table 15. Determination Coefficient Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,977a	0,954	0,953	0,46770

Source: Appendix 12, primary data processed, 2024

Based on table 4.10, it can be seen that the determination coefficient (R2) obtained is 0.590. This means that 59 percent of the variation in the purchase intention variable (Y) can be explained by the discount price variable (X) and *self esteem* (Z) while the remaining 41 percent is explained by other variables that are not included in this research model.

Table 16. Statistical Test Results F

Model		Sum of Squares	Df	Mean Square	F	Mr.
	Regression	707.851	3	235.950	1078.656	.000b
	Residual	34.124	156	.219		
	Total	741.957	159			

Source: Appendix 12, primary data processed, 2024

Table 4.11 shows that the significance value of 0.000 is less than the value of α = 0.05, so the regression model in this study is suitable to be used as an analysis tool to test the influence of independent variables on bound variables.

The T-test is used to show the results of testing the research hypothesis. In table 14, the significant value of the t-test is 0.125. The results of the analysis of the discount price on purchase intention obtained a value of Sig. t of 0.125 with a value of β1 coefficient of 0.020. The Sig. t value of 0.125 > 0.05 indicates that the discount price has a negative and insignificant effect on purchase intention. In table 4.9, the significant value of the t-test is 0.000. The results of *self-esteem* analysis on purchase intention obtained a Sig. t value of 0.000 with a β1 coefficient value of -0.214. The value of Sig. t 0.000 > 0.05 indicates that *self-esteem* has a positive and significant effect on purchase intention. In table 4.9, the significant value of the t-test is 0.000. The results of the discount price analysis on purchase intention obtained a Sig. t value of 0.000 with a β1 coefficient value of 0.024. A Significance Value of 0.000 > 0.05 indicates that *self-esteem* moderates the discount price to purchase intent.

Theoretically, this study has implications as a result of this study enriching the empirical evidence of the application of *the Response Organism Stimulus* Theory (SOR) in the context of Purchase Intention and *the Self Congruity* Theory in the context *of Self Esteem*. This study not only empirically tests the direct relationship between variables but also tests on the moderation effect. The theoretical implications of this study can be used as a material for evaluating the relationship with previous research that investigated the relationship between discount prices and *self-esteem* on purchase intention. In addition, it was found that *self-esteem* does not necessarily play a role as a moderator that strengthens the influence of discount prices on purchase intentions.

Practically this research has the implication that it is expected to be able to provide additional references related to the achievement of profits and increase product sales of the ZARA brand, so that it can carry out a more effective strategy that can increase consumer intention to buy and use the ZARA brand. Discount prices have a negative and insignificant effect on purchase intentions. The result of the β1 coefficient in this study is the largest among other variables where the discount price does not have a strong influence on purchase intention. In accordance with the descriptive variables of the research in the attachment to table 4.3, the highest assessment on the question "ZARA products with discounted prices are higher than the available budget." In the discount pricing strategy, ZARA management can plan an effective discount strategy based on the research findings. For example, they

can determine the right time and frequency of discounts for certain products that tend to increase customer purchase intent. ZARA to continuously monitor and evaluate the effectiveness of their discount strategies. By monitoring sales performance during discount periods and getting feedback from customers, ZARA can continuously improve and adjust their strategies according to market needs. *Self esteem* has a negative and insignificant effect on purchase intention.   The result of the β2 coefficient in this study is the second largest on purchase intention. According to the results of the analysis of the description of the variables of the research, the highest assessment was in the statement "I am a valuable person, at least equal to others" which means that respondents have *high self-esteem* where they may be more confident in their ability to control their actions, so they are more likely to have a strong purchase intention.

4. CONCLUSIONS AND SUGGESTIONS

Discount prices have a negative and significant effect on the intention to buy products from the ZARA brand. The better the discount price offered, the more potential consumers' purchase intention increases so that the first hypothesis is accepted. *Self esteem* has a positive and insignificant effect on the intention to buy products from the ZARA brand. The higher the *self-esteem value*, the higher the purchase intention of potential consumers so that the second hypothesis is accepted. The interaction of the discount price variable and *self esteem* shows that *self esteem* moderates the influence of discount prices on the purchase intention of products from the ZARA brand. This shows that *self-esteem* is a moderation variable that can affect the discount price on purchase intention on products at ZARA so that the third hypothesis is accepted.

ZARA brand management is expected to conduct research in providing discounted prices for ZARA brand products so that they can increase purchase intentions for products from the ZARA brand. ZARA brand management is expected to pay more attention to the type of potential consumers by looking at   a person's *self-esteem* value so that it can increase purchase intention for products from the ZARA brand. Recommendations for subsequent research may involve a more diverse sample, exploring different regions, and using research objects that are appropriate to the current environmental situation. Recommendations for subsequent research may involve a more diverse sample, exploring different regions, and using research objects that are appropriate to the current environmental situation.

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