

ANTECEDENTS OF PURCHASE INTENTION ON CULINARY PRODUCTS OF MSMEs IN YOGYAKARTA CITY

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ABSTRACT

This study aims to identify factors that influence consumer purchasing interest in culinary products of MSMEs in Yogyakarta City, focusing on the role of electronic word of mouth (E-wom) and brand trust as the main antecedents. Culinary products of MSMEs in Yogyakarta have their own appeal among tourists and local people, but tight competition requires effective marketing strategies to attract purchasing interest. The data in this study were obtained through a survey of 137 consumers who had purchased or were interested in culinary products of MSMEs. The results of the analysis showed that E-wom had a significant positive effect on brand trust, which then had an impact on increasing consumer purchasing interest. In addition, brand trust was also proven to be an important mediator between E-wom and purchase intention, indicating that positive perceptions of a brand increase consumers' tendency to purchase the product. The results of this paper are expected to contribute to the development of culinary MSMEs in Yogyakarta so that they can utilize E-wom more and build strong brand trust to increase product appeal in the market.

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1. INTRODUCTION

The culinary industry in Yogyakarta has shown rapid development in recent years, especially in the Micro, Small, and Medium Enterprises (MSMEs) sector. This city, which is famous for its rich culture and traditional cuisine, has become a center of culinary creativity that attracts consumers from various regions. The variety of culinary products offered by Yogyakarta MSMEs, ranging from traditional dishes to modern culinary innovations, has made the culinary market in this city increasingly dynamic (Suryani et al., 2024; Susanti et al., 2021). With increasing purchasing power and easy access to information through social media and digital platforms, Yogyakarta culinary MSMEs have great opportunities to grow. However, in an increasingly competitive market, many MSME players face challenges in attracting consumer buying interest (Suryani et al., 2024). One key factor in facing this challenge is understanding the factors that influence consumer purchase intention for the culinary products they offer. Purchase intention refers to the tendency

or intention of consumers to buy products or services in the future. This purchase intention is an important indicator in measuring the possibility of a purchase, which is often influenced by psychological and external factors (Solikhah, 2024). In the context of MSME culinary products, the factors that influence consumer purchase intention can vary, ranging from product quality, price, customer experience, to the influence of social media and promotions (Chonsawat & Sopadang, 2020; Et.al, 2021). Therefore, culinary MSMEs need to understand the antecedents or factors that are the main causes of this purchase intention in order to design the right marketing strategy. Some antecedents that often influence purchase intention include brand image, product quality, social image, consumer trust, and promotion and social media influence (Solikhah et al., 2024).

Brand image has a major impact on consumer purchase intention. A good brand image can improve consumer perception of product quality and create an image of the values contained in the product (Annisah & Paramita, 2021; Hanaysha, 2022). For culinary MSMEs in Yogyakarta, a brand that can build a strong image through food quality, consistency of taste, and good service can influence consumers' decisions to try or buy the product. This is in line with research showing that a positive brand image increases consumer trust, which in turn affects purchase intention (Et.al, 2021; Wijaya & Annisa, 2020). In addition, product quality is also an important factor in influencing consumer purchase intention. The quality in question includes taste, raw materials, appearance, and hygienic aspects of culinary products (Prayogi et al., 2023). Consumers tend to prefer products that they consider to be of high quality and meet their expectations. Therefore, culinary MSMEs that are able to maintain quality consistently find it easier to build consumer loyalty and increase purchase intention. Research shows that consumers prefer products from brands that are proven to have good quality and can meet their expectations.

The influence of social media and promotions are also antecedents that should not be ignored. In this digital era, social media plays a major role in influencing consumer perception and purchase intention, especially among the younger generation who are active on platforms such as Instagram, TikTok, and Facebook (Krishnamurthy & Kumar, 2018; Solikhah et al., 2023). Yogyakarta culinary MSMEs can utilize social media to introduce their products, interact with consumers, and build emotional relationships. Promotions through social media, such as discounts, coupons, or loyalty programs, can encourage consumers to try the product and increase their likelihood of repurchasing in the future (Donthu et al., 2021; Hamdan & Aldhaen, 2024). Consumer trust in the product also plays an important role in influencing purchase intention. Consumers tend to buy products from brands they trust and that have a good reputation (Krishnamurthy & Kumar, 2018; Le et al., 2019). This trust can be built through positive experiences experienced by consumers, reviews from previous customers, and transparency shown by business actors in terms of the quality of ingredients and production processes (Nurhasanah et al., 2021; SOLIKHAH, 2022). In the culinary industry of MSMEs, where direct experience and taste are the main factors, building consumer trust is very important so that consumer purchase intention can be realized in actual purchases.

In addition, customer experience also plays a significant role in forming purchase intention. A satisfying experience, both in terms of taste, service, and comfort while shopping, will create a positive impression that influences consumer purchase intention (Chakraborty, 2019; Et.al, 2021). When consumers are satisfied with their experience, they are more likely to recommend the product to others and make repeat purchases in the future (Wang et al., 2020; Zhu et al., 2020). In the context of culinary MSMEs in Yogyakarta, understanding the antecedents of purchase intention is very important. This paper contains factors that influence purchasing interest, so that this paper can contribute to providing useful insights for business actors to design more effective marketing strategies. By understanding what drives consumers to buy culinary products, MSMEs can optimize the use of social media, improve product quality, and create a satisfying customer experience. This will increase consumer purchasing interest, which can ultimately strengthen the position of MSME culinary products in the increasingly competitive Yogyakarta market.

2. LITERATURE REVIEW

The culinary industry in Yogyakarta, especially those based on Micro, Small, and Medium Enterprises (MSMEs), has shown significant progress in recent years. With its rich culture and traditional cuisine,

Yogyakarta has become a center of culinary innovation that attracts consumers from various regions. The diversity of culinary products offered by MSMEs, ranging from traditional foods to modern culinary creations, further enriches the city's culinary market. In this development, it is important to understand the various factors that influence consumer purchase intention towards culinary products offered by MSMEs in Yogyakarta (Et.al, 2021; Solikhah et al., 2023). Various factors that influence purchase intention, known as antecedents, include psychological and external elements that can motivate consumers to buy culinary products. Consumer purchase intention refers to the tendency or desire of consumers to buy a product or service in the future. As an important indicator of consumer behavior, purchase intention is influenced by a number of factors such as product quality, brand image, promotion, customer experience, and the influence of social media (AL-AZZAM & AL-MIZEED, 2021; Annissa & Paramita, 2021). Among culinary MSMEs in Yogyakarta, there are various antecedents that can influence the formation of purchase intention, including product quality, brand image, customer experience, the influence of social media, and consumer trust in the brand or product. Understanding these factors in depth is essential for MSMEs to formulate more effective marketing strategies.

One of the factors that has a major influence on purchase intention is product quality. The quality of culinary products covers various aspects, including taste, raw materials, and product hygiene standards. Good quality will create a high level of satisfaction among customers, which in turn will increase consumer purchasing intention to make repeat purchases or recommend the product to others. (Krishnamurthy & Kumar, 2018; Wijaya & Annisa, 2020) shows that product quality that exceeds consumer expectations can increase loyalty and purchase intention. In the culinary industry, which is highly dependent on consumer taste and satisfaction, maintaining consistent product quality is key to building trust and increasing consumer loyalty.

In addition to product quality, brand image also has a major influence on purchase intention. Brand image is the picture that consumers have of a brand, which is formed from various elements such as product quality, service, packaging design, and brand reputation (Nurhasanah et al., 2021; Prayogi et al., 2023). A positive brand image can influence consumer perceptions of product quality and build an emotional connection with the brand. In the context of Yogyakarta culinary MSMEs, brands that successfully build a positive image through consistent product quality and good service will more easily attract consumers' attention. (Annissa & Paramita, 2021) found that a strong brand image can create positive associations that influence consumers' decisions to purchase a product.

H1 : Brand Trust has a significant positive effect on Purchase Intention

The influence of social media is also an important factor influencing purchase intention in this digital era. Social media provides opportunities for culinary MSMEs to introduce their products more widely and interact directly with consumers (SOLIKHAH, 2022). Consumers who are active on platforms such as Instagram, TikTok, and Facebook are often influenced by promotions or recommendations from friends, influencers, or celebrities they follow. Through social media, culinary MSMEs can showcase their products in an interesting way, such as through appetizing photos or videos, and share stories about the origin of the product (Donthu et al., 2021). Proper use of social media can increase brand visibility and strengthen brand image in the eyes of consumers. The findings of (Ismagilova et al., 2020) show that promotion through social media can increase consumer purchase intention, especially among the younger generation who are active in the digital world.

Consumer trust in products is also an important factor in influencing purchase intention. This trust can be built through positive experiences that consumers have had before, reviews from other customers, and transparency shown by MSMEs in the production process and quality of raw materials (Hussain et al., 2018). Consumers tend to choose products from brands they trust and that are considered to have a good reputation. In the culinary industry, positive experiences such as good taste, friendly service, and cleanliness of the dining place can build stronger trust in the brand. Research by (SOLIKHAH, 2022) revealed that consumer trust in a brand greatly influences purchase intention, because consumers tend to be loyal to brands they trust. Customer experience also plays an important role in influencing purchase intention. A satisfying experience, whether from the taste of the food, friendly service, or convenience when shopping,

can create a positive impression that influences consumer purchase intention. A good experience will not only encourage consumers to buy again, but also make them more likely to recommend the product to others (Zhu et al., 2020). In the culinary industry, where the dining experience and atmosphere of the place are very important, creating a pleasant experience can increase consumer loyalty and purchase intention.

H₂ : E-wom has a significant positive effect on Purchase Intention

Overall, research on antecedents or factors that influence purchase intention towards culinary products of MSMEs in Yogyakarta is very important to understand how consumers make purchasing decisions. Factors such as product quality, brand image, social media influence, consumer trust, and customer experience play a major role in influencing purchase intention. By understanding these factors, culinary MSMEs in Yogyakarta can formulate more effective marketing strategies to attract consumers, increase loyalty, and strengthen their position in the increasingly competitive culinary market.

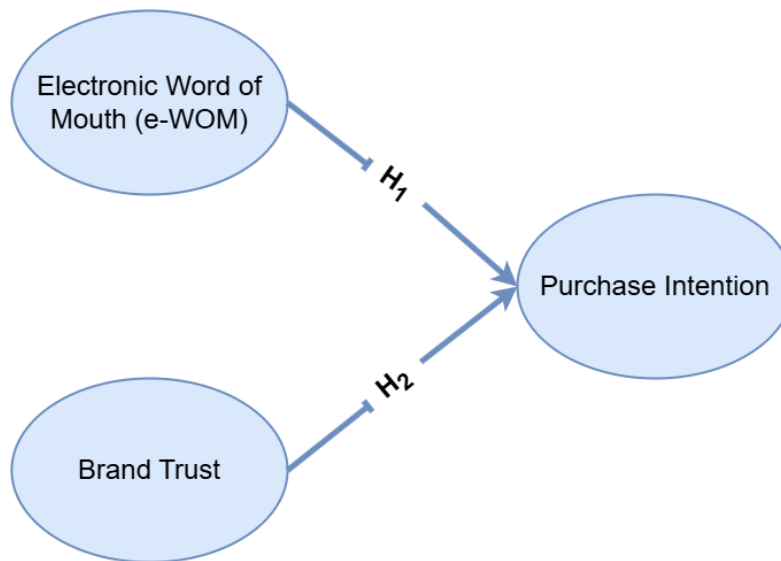


Figure 1 Mechanism of the Relationship between Electronic Word of Mouth and Brand Trust on Purchasing Intention

This study aims to analyze the influence of E-wom support and brand trust on the intensity of culinary purchases of MSMEs in Yogyakarta simultaneously and partially. By using quantitative methods and collecting data from respondents who actively make culinary purchases of MSMEs, it is hoped that this study can provide deeper insight into how these two factors influence consumer behavior in the context of culinary purchases of MSMEs. The results of this study can be used as a basis for marketers to design more effective and relevant marketing strategies to the needs and preferences of consumers in Yogyakarta.

3. METHODS

This type of research is quantitative explanatory. The object of this study is culinary products of MSMEs in Yogyakarta. The sample in this study was selected using a purposive sampling technique. The sample in this study was 137 respondents, from 137 respondents, 100 respondents were obtained who filled in completely. The type and source of data used in this study are primary data. The primary data obtained in this study are in the form of questionnaire results distributed to respondents who are the research sample. The data analysis used is SEM through the assistance of the SmartPLS 4.0 program.

Table 1 Operational Definition of Variables

Variable	Operational Definition	Indicator
E-Wom	E-WOM is positive or negative statements made by potential, actual or former customers about a product or company, which are made available to many people and institutions via the Internet (Donthu et al., 2021).	<ol style="list-style-type: none"> 1. Reviews about UMKM products are trustworthy. 2. Reviews about UMKM products are useful. 3. Reviews about UMKM products are interesting.
Brand Trust	Brand trust is the level of consumer confidence and trust in a brand, which reflects the belief that the brand is reliable, honest, and able to meet consumer expectations (Wijaya & Annisa, 2020).	<ol style="list-style-type: none"> 1. Brand credibility 2. Brand integrity 3. Brand reliability
Purchase Intention	Purchase intention is a person's desire or tendency to buy a particular product or service in the future (Chakraborty, 2019).	<ol style="list-style-type: none"> 1. Accuracy in purchasing products. 2. Speed in purchasing products. 3. Accuracy in purchasing products.

4. RESULT AND DISCUSSION

Before being analyzed, a validity and reliability test was first carried out on the distribution of the questionnaire. Using the SmartPLS 4.0 program, a test was carried out on the factor loading value of each indicator as an analysis tool to assess the level of data validity in this study. If the factor loading value of an indicator is less than 0.4, the indicator can be removed from the research model, while if it is greater than 0.7, the indicator is considered good (Abi Anggito, 2018; Haryono, 2017). The results of the validity test show that all items are valid because they have a Loading Factor value > 0.5 so that the item is removed from the analyzed model.

Table 2 Final Validity Test Results

Variable	Item	Loading Factor	Information
E-wom (EW)	EW1	0.808	Valid
	EW2	0.781	Valid
	EW3	0.864	Valid
Brand Trust (BT)	BT1	0.894	Valid
	BT2	0.878	Valid
	BT3	0.835	Valid
Purchase Intention (PI)	PI1	0.890	Valid
	PI2	0.869	Valid
	PI3	0.905	Valid
Acceptable Limits		> 0.5	Accepted

The validation test shows valid results because the loading factor values obtained from variables have an overall value of > 0.5 so that the data can be accepted, so all items can proceed to the next stage of

analysis. By measuring the composite reliability value, one can determine reliability by looking at the output results in SmartPLS 4.0. If the composite reliability value is more than 0.7 and the recommended Cronbach's alpha value is greater than 0.6, then the variable can be said to be very good (Haryono, 2017).

Table 3 Reliability Test Results

Variable	Item	Construct Reliability	AVE
E-wom (EW)	EW1	0.918	0.788
	EW2		
	EW3		
Brand Trust (BT)	BT1	0.903	0.750
	BT2		
	BT3		
Purchase Intention (PI)	PI1	0.918	0.788
	PI2		
	PI3		

The results of reliability testing on the research questionnaire show that the value of construct reliability for all items is ≥ 0.70 . Apart from that, the research also obtained a value for the Average Variance Extracted (AVE) for each item ≥ 0.50 . So the results of reliability testing on the research questionnaire show reliable results. Therefore, the data obtained can be processed further for model testing.

Testing Research Model Path Analysis

In PLS, weight estimation for latent variable score components is obtained based on the inner model and the outer model is the relationship between indicators and their constructs. Structural model testing is carried out to test between configurations. The results of the evaluation of the structural model of this research are as follows.

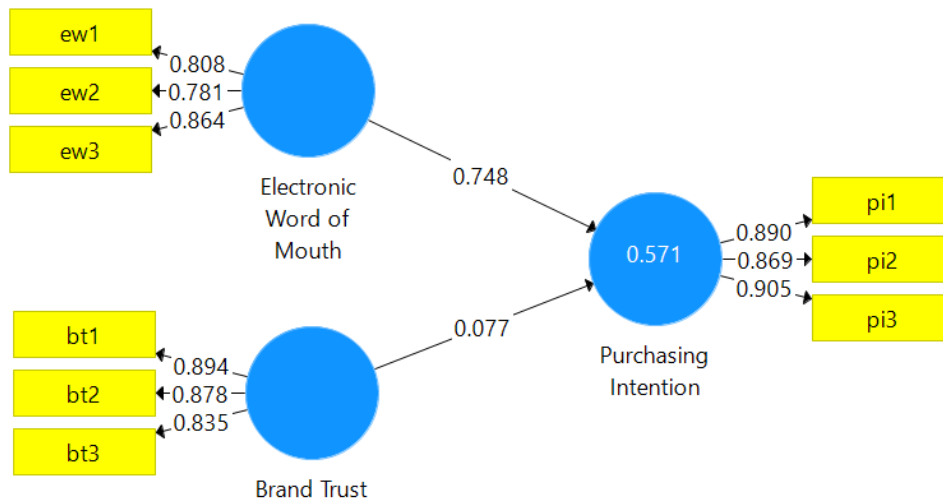


Figure 2 SmartPLS 4.0 Structural Model

Furthermore, decision making to determine whether to accept or reject the hypothesis is based on the resulting significance probability, the value of the significance level is $\alpha = 5\%$ (0.05) (Ghozali, 2008). The research results are presented in the following table.

Table 4 Path Model Significance Test Results

Variable	Original Sample (O)	Sample average (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P	Information
BT \square PI	0.077	0.074	0.093	0.823	0.411	Rejected
EW \square PI	0.748	0.751	0.054	13.797	0.000	Accepted

The results of the significance test in Table 4 show that Brand Trust have a effect on Purchase Intention but not significant ($0.411 > 0.05$), so H_1 is rejected. Whereas, H_2 is accepted, which electronic Word of Mouth has a significant effect on Purchase Decision ($0.000 > 0.05$).

4.1. Discussion

4.1.1. The positive influence of electronic word of mouth on purchasing decisions

The results of testing the first hypothesis, the influence of electronic word of mouth variable on purchasing decisions, show a positive path coefficient. The p-value shows a figure of 0.000 so it is less than 0.05 showing that there is a positive and significant influence on hedonic shopping motivation on purchasing decisions. Electronic Word of Mouth (E-wom) is one of the crucial factors in forming purchase intention on culinary products of MSMEs in Yogyakarta City (Donthu et al., 2021). As a culinary tourism city, Yogyakarta has many MSMEs that rely on customer reviews and recommendations on social media, review platforms, and online discussion groups. The credibility and quality of information in e-WOM, such as positive reviews about taste, price, or service, play an important role in attracting consumer attention (Le et al., 2019). Consumer trust in E-wom is strengthened when reviews are delivered by trusted individuals, such as friends or culinary influencers. With many tourists looking for recommendations for Yogyakarta specialties online, E-wom also acts as a liaison between local MSMEs and global consumers.

The impact of E-wom on purchase intention can be seen in the increasing desire of consumers to try products that get good reviews. Wide exposure through social media can help MSMEs build a positive image, although challenges such as negative reviews and competition between business actors remain. Therefore, the right E-wom management strategy, such as encouraging customers to provide reviews, optimizing promotional content, and collaborating with local communities, is very important to maintain competitiveness (Prayogi et al., 2023). In the context of Yogyakarta, the success of utilizing E-wom not only helps MSMEs increase sales but also strengthens their position as an important part of the culinary tourism ecosystem in this city.

The results of this study are in line with (Ismagilova et al., 2020) which shows that electronic word of mouth has a positive influence on purchasing decisions. E-wom, which includes online reviews, recommendations on social media, and discussions on digital platforms, has been shown to increase consumer trust and interest in a product or service. Research conducted by (SOLIKHAH, 2022) also indicates that information disseminated through e-WOM is often considered more credible because it comes from the experiences of other consumers, so it can drive purchasing decisions more effectively. This emphasizes the importance of e-WOM-based marketing strategies in influencing consumer behavior in the digital era.

4.1.2. The positive influence of brand trust on purchasing decisions

The results of testing the first hypothesis, the influence of brand trust variable on purchasing decisions, show a positive path coefficient. The p-value shows a figure of 0.411 so it is above 0.05 showing that there is no significant influence brand trust on purchasing decisions. Brand trust is the main factor that influences purchase intention on culinary products of MSMEs in Yogyakarta City. This trust arises from the consistency of product quality, safety of raw materials, and transparency in service. In the context of culinary MSMEs, brand trust is formed through previous consumer experiences, positive reviews from other customers, and a reputation that is built organically (Wijaya & Annisa, 2020). As a culinary tourism city,

many consumers, both local and tourists, rely on brand trust to determine their choices amidst various alternative culinary products. MSMEs that succeed in building brand trust will find it easier to influence consumer purchasing decisions, especially on food products that are closely related to taste and safety (Krishnamurthy & Kumar, 2018).

The impact of brand trust on purchase intention can be seen in the increase in customer loyalty and the tendency of consumers to recommend products to others. In the culinary industry of MSMEs in Yogyakarta, where competition is quite high, brand trust provides added value that can differentiate one product from another. The main challenge in building brand trust is maintaining quality consistency and responding well to customer criticism. Strategies such as providing quality assurance, maintaining open communication, and being active on social media can increase consumer trust. By building strong brand trust, culinary MSMEs not only attract new customers but also create long-term, profitable relationships (Nurhasanah et al., 2021).

The results of this study are in line with (Nurhasanah et al., 2021) which states that brand trust has a positive influence on purchasing decisions. However, this influence is not statistically significant, as indicated by the p-value which is greater than 0.05. This indicates that although brand trust has the potential to increase consumer tendencies to make purchases, other factors such as price, product quality, or promotions may have a more dominant role in influencing purchasing decisions.

5. CONCLUSION

Electronic Word of Mouth and brand trust are two factors considered in this study in forming purchase intention on culinary products of MSMEs in Yogyakarta City. E-wom provides broad exposure and influences consumer perception through reviews, recommendations, and experiences shared on social media and other online platforms. Positive reviews from credible customers can increase consumer interest in trying a product, while negative reviews can provide challenges for MSMEs to maintain their image. On the other hand, brand trust which is considered to be the main foundation that strengthens consumer confidence in culinary products of MSMEs does not have a significant influence on purchase intention.

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