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THE ROLE OF QUICK SERVICE RESTAURANT ON CONSUMER PURCHASE INTENTION AND CROSS-CATEGORY BUYING IN MINIMARKET

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ABSTRACT

The development of minimarkets, which not only sell grocery needs but also provide ready-to-eat food and beverage products, has become a phenomenon that can be found in various major cities in Indonesia. This study aims to determine the relationship between purchase intention and cross-category buying, as well as the role of the service quality dimension of quick service restaurants for minimarket customers that provide both types of services in the store. Minimarket customers are known to have the intention to make purchases across categories, but it is still unknown whether the service quality dimension in the quick service restaurant service can strengthen the shopping intention to make purchases of both categories simultaneously. Through 155 respondents who are minimarket customers who provide two types of product categories in Denpasar Raya, and also data analysis using the Structural Equation Modeling (SEM) method, it is known that there is a strong influence of purchase intention on cross-category buying for minimarket customers. Therefore, the development of various types of services and products from different categories is possible for this business model. Another finding from this study states that the dimensions of quick service restaurant service quality do not strengthen the influence of shopping intentions on cross-category buying, especially for customers aged 21-35 years or those commonly known as the generation Z and millennial age groups.

Keywords: *Purchase intention, cross category buying, service quality, quick service restaurant, minimarket*

1. INTRODUCTION

The majority of retailers operating in the food and beverage sector generally sell nearly identical products sourced from similar suppliers, particularly fast-moving consumer goods (FMCG) brands such as Mayora, Unilever, Wings, and other major manufacturers. To stay competitive, many retailers have turned to differentiation strategies, which include the introduction of ready-to-eat food and beverage products marketed under in-house brands. Based on observation, these strategies are typically developed in collaboration with food and beverage raw material manufacturers. The approach has been well-received, specifically in densely populated urban centers where daily activities unfold across residential areas, commercial districts, office spaces, and transportation hubs.

In cases where retailers depend solely on FMCG products and the promotional support of established brands, the demographic risk losing the ability to distinguish themselves and limit the opportunity to provide value-added products and services that can steadily increase average customer spending. To address this issue, many retailers have introduced quick service restaurant (QSR) concepts under respectively own service brands. Examples include Point Coffee by Indomaret, Bean Spot by Alfamart, and Korner by Circle-K. Other privately owned

brands, such as FamilyMart and Lawson, have gone further by making QSR their primary offering, thereby positioning daily necessities as a complementary element of the adopted and applied business model.

Studies have shown that 40% of minimarket customers initially purchased daily necessities, while 60% began respective transactions with ready-to-eat food and beverages. Moreover, a majority of respondents (66.7%) reported expressing an intention to engage in cross-category purchasing. These insights were obtained from a pre-survey of 30 customers at a minimarket in Denpasar, Bali. According to methodological standards, the ideal number of respondents in a pre-survey should range from 12 to 50 (Sheatsley, 1983). This is particularly important because with the number of respondents being in the predefined range, the pre-survey can be designed to capture the opinions of a selected group, serving as an exploratory tool. In the context of causal explorations, the function of a survey is to identify factors that influence a dependent variable (Ruel & Gillespie, 2016).

Presently, studies on the role of QSR concepts in minimarket or convenience store format remain limited. This gap invariably emphasizes the need for both scholars and practitioners to investigate the extent to which QSR services can enhance consumer shopping intention beyond merely complementing the sale of grocery needs, which traditionally define the minimarket business model. It is also important to determine whether the integration of these two services contributes to an increase in the average number of products purchased across categories.

Yokoyama *et al.* (2022) examined customer perceptions of mini-supermarket format in Japan, defining convenience stores as outlets situated in 500 meters of residential areas, occupying a floor area of 200–265 m², and offering a product assortment ranging from 2,800 to 3,600 stock-keeping units (SKUs). These defining characteristics of mini-supermarkets have also become prevalent in Indonesia, particularly through Indomaret and Alfamart chains. Despite this widespread adoption, in-depth studies on mini-supermarket format in Indonesia, specifically in relation to the provision of QSR services, remain limited. A study on cross-category selling was carried out by Nenycz and Romaniuk (2019), who investigated the purchase of two distinct services, namely banking services and gas stations, both of which were delivered under the same retail brand in several supermarkets in the United Kingdom. However, the investigation did not explore QSR services in the context of cross-category sales. Dissimilar to the previously conducted exploration, this present study focuses on QUIKSERV dimension (Mendocilla *et al.,* 2020), which serves as a key variable for examining the moderating role of QSR in influencing purchase intention across categories. This perspective positions cross-category purchases not as substitutes, but complementary decisions. The approach is also in line with the observations of Leeflang and Parreno (2012), who emphasized the conditions under which cross-category selling provides benefits for retailers offering multiple service categories in a single store environment.

Service Quality

To examine consumer perceptions of service quality in the service sector, Parasuraman *et al.* (1998) introduced SERVQUAL model, which evaluates five core dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. Regardless of the fact that this instrument was designed for broad application across service-based industries, it did not specifically address the restaurant sector. As a result, Stevens *et al.* (1995) developed DINESERV, a more targeted framework designed to capture consumer perceptions of restaurant services. Building upon SERVQUAL, DINESERV expanded the assessment into 29

items that adapt the five original dimensions to the context of restaurant service quality. In the present, continuously evolving restaurant industry, two major categories have become prominent, including casual dining and QSR. The distinction between these categories rests largely on the expected time customers allocate for consumption. QSR has grown increasingly popular because the ventures emphasize speed, reduce waiting times, and meet consumer demand for efficiency. Recognizing these differences, Mendocilla *et al.* (2020) advanced the field by proposing a refined measurement model specifically designed to correspond with consumer perceptions of service quality in QSR businesses.

Table 1.Service Quality Dimensions.

Scale	Domain	Dimension	Element	Industry Type
SERVQUAL (Parasuraman et al.,1988)	5	Tangibles, reliability, responsiveness, assurance, empathy	22	General Services
DINESERV (Stevens et al., 1995)	5	Tangibles, reliability, responsiveness, assurance, empathy	29	Restaurants
QUICKSERV (Mendocilla et al.,2021)	4	Physical environment, operations performance, personnel service, food quality	14	Fast-Food Restaurants

Quick Service Restaurant

QSR is characterized by limited but efficient service, offering menus at relatively affordable prices. As stated in a previous study, the majority of QSR chains relied on centralized kitchens where ingredients are partially prepared in advance, allowing in-store staff to accelerate the serving process (Ottenbacher & Harrington, 2009). This concept enables restaurants to deliver products and services at competitive prices while maintaining rigorous quality standards (Qin & Prybutok, 2008). Therefore, in the broader restaurant industry, it is essential not only to understand how customers assess service in general but also help to identify the key dimensions that shape the entire dining experience of the demographic (Wu & Mohi, 2015).

Based on a previous report, customers often attached greater importance to elements directly connected to the service encounter, particularly operational performance and staff service (Mendocilla *et al.,* 2020). For QSR patrons, this typically translates into valuing both speed of service and courteous interaction. In contemporary markets, the harmony between tangible products and service delivery has become strategically significant. Considering this insight, service-based firms frequently combine the sale of physical products with comprehensive customer support (Crick & Lindsay, 1977). However, from a marketing standpoint, satisfaction increasingly depends not only on the product or service but also on the distinct and memorable experiences associated with it (Pine & Gilmore, 2013).

Building on this understanding, a recent exploration identified four dimensions of QSR service quality, which were collectively termed QUICKSERV. These dimensions include the physical environment, operational performance, staff service, and food quality (Mendocilla et al., 2020).

Table 2. Quick Service Restaurant Dimensions.

Items Code	Dimensions & Items
Phsyical environment perception	
1	Attractive place and pleasant atmosphere
2	Well-painted walls and proper lighting
3	Attractive exterior signs and appearance
4	Comfortable indoor temperature
Operation performance perception	
5	Proper service time (order preparation)
6	Enough staff to attend to consumers
7	Experienced and well-trained employees
Personnel service perception	
8	Staff have a pleasant attitude.
9	Staff have a clean and well-groomed look.
10	Staff are dynamic and friendly.
Food quality perception	
11	Fresh and properly cooked food
12	Delicious food
13	Sufficient variety of choices on the menu
14	Practical and hygienic food packaging

Purchase intention and cross-category buying

Purchase intention is a construct frequently adopted to predict customer behavioral responses and widely regarded as a central result of customer experience (Hamouda, 2021). Prior studies have reported that perceived quality and the degree of customer experience both directly and indirectly influenced purchase intention (Boyer & Hult, 2006). This is evidenced by the result that when customers perceive respective experience positively, the demographic then possesses a greater tendency to purchase a product or service (Nasermoadeli *et al.,* 2013).

The pre-survey results showed that 66.7% of minimarket customers had cross-category purchase intention, particularly between grocery needs and ready-to-eat food and beverages. These two categories represent the core services offered by minimarkets, regardless of the fact that both originate from distinct service domains. Minimarkets were originally designed to supply daily essentials, while ready-to-eat food has traditionally been the hallmark of fast-food chains such as KFC and McDonald's. Insights from interviews with industry practitioners showed that ready-to-eat food and beverage offerings were introduced with the aim of increasing the average spending per customer, thereby creating reciprocal benefits across categories. In the absence of this form of cross-category strategy, efforts to boost customer purchases typically rely on price promotions alone.

Regardless of the fact that price discounts often generate a significant rise in sales, it is important to comprehend how the effectiveness of this strategy may not always translate into long-term benefits for either retailers or manufacturers (Ailawadi et al., 2006; Srinivasan et al., 2004). Retailers gain less from consumers merely shifting purchases between brands in the same store, unless such shifts influence the entire profit margins. Regardless, stores can benefit from promotional campaigns that promote either increased patronage or greater demand in both the promoted and adjacent categories, a phenomenon known as the cross-category or cross-

promotion effect (Walter, 1991). Promotion outcomes may be evaluated at the product (SKUs), brand, or category levels, with the category level being most significant for retailers (Ailawadi et al., 2006). As stated in a prior investigation, retailers derive genuine value from cross-category promotion effects when complementarity across categories outweighs substitution effects (Leeflang & Parreno, 2012).

Studies have shown that cross buying intention in the banking services industry is closely related to customers' perceptions of the capability of a provider to deliver services extending beyond the basic offering (Ngobo, 2004). This perception includes two key considerations, namely the practicality of accessing multiple services in a single location and the potential image conflict concerning the capacity of a company to market diverse services. Both aspects are central to understanding the drivers of cross buying behavior.

The concept of cross-product purchasing intention has attracted growing interest from both scholars and practitioners, particularly in the area of product development under a unified brand identity (Guo *et al.,* 2018). A study carried out in this regard showed how significantly perceived service quality influenced the willingness of customers to adopt products from different categories in the same brand. Although the focus of the investigation was in the electronics sector, specifically examining Xiaomi, it still emphasized the broader connection between purchase intention and cross-category sales.

Expanding on this line of inquiry, Wu *et al.* (2022) found that perceived product quality and perceived fit had a positive influence on consumer behavior, thereby strengthening cross buying intention. Furthermore, the study reported that store image and social interaction contributed to herd mentality among consumers, which further amplifies cross buying behavior. Drawing upon these results and the established relationship between purchase intention and cross-category sales, the following hypothesis was proposed:
H1: Purchase intention has an effect on cross-category buying

Purchase Intention, Cross-Category Sales, and Service Quality (QUICKSERV)

Cross-category purchasing decisions remain a significant area of scholarly inquiry. This present study aims to investigate the relationship between purchase intention and cross-category buying, while also accounting for the influence of additional variables. This approach is consistent with earlier results that explored the relationship between the two outlined factors in the presence of a moderating variable (Yang, 2020).

Table 3. Overview of studies of purchase intention and cross category buying.

Industry	Independent Variable (X)	Moderating Variable	Moderating Variable	Dependent Variable (Y)	Authors and Year
Financial service	Perceived Convenience, Image Conflicts	Customer Satisfaction, Repurchase Intention		Cross Buying Intention	Ngobo (2004)
IT Products	Post Acceptance Usefulness Perception, Brand Satisfaction, Perceived Fit of Initial Purchase		Hedonic and Utilitarian Expectancy	Cross Product Purchasing Intention	Guo *et al* (2018)
Supermarket	Perceived Product Quality, Perceived Fit, Store Image, Social Interaction		Consumers' Attitude, Herd Mentality	Cross Buying Intention	Wu *et al* (2022)

The central focus of this study is to examine the moderating effect of QSR dimensions on the relationship between purchase intention and cross-category buying. Mendocilla et al. (2020) previously identified four QUICKSERV dimensions comprising 14 items, based on customer evaluations of QSR outlets in Barcelona. Building on this framework, Ghosh et al. (2023) further investigated QUICKSERV in the Indian context, evaluating its direct impact on satisfaction, service value, and the behavioral intention of Generation Z consumers.

In response to the pre-survey results, the present exploration positions QUICKSERV as a service quality dimension in QSR services offered in minimarket stores. A moderating pathway of particular relevance is the shift from an initial intention to purchase daily necessities toward a cross-category decision that includes ready-to-eat food and beverages. Prior studies have addressed the role of moderating variables in shaping the relationship between purchase intention and cross-category sales, including Ngobo (2004) in the banking and insurance industries, Guo et al. (2018) in the electronics sector, and Wu et al. (2022) in supermarkets. However, none of these studies identified QUICKSERV as a moderating construct.

This present study aims to determine the moderating effect of QUICKSERV on the relationship between purchase intention and cross-category buying in Indonesian minimarkets. These stores, which were originally established to supply grocery needs, are increasingly expanding into ready-to-eat food and beverage services. Based on the relationship among these three variables, the following hypothesis is formulated:
H2: Purchase intention has an effect on cross-category buying, moderated by QUICKSERV.

In essence, the objectives of this study include examining the positive effect of purchase intention on cross-category buying and investigating the role of QSR service quality dimensions as a moderating variable that strengthens the relationship between purchase intention and cross-category buying. The following section outlines each variable tested and analyzed during the course of the exploration.

Table 4. Research Variables.

Variable	Items Code	Scaling	Description	Source: Adapted From
Purchase intention (PI)	PI 1	Likert (1-5)	I always feel excited when shopping at this minimarket	Tilahun *et al.* (2023), Dewi *et al.* (2020), Ahmad Wani and Wajid Ali (2016), Xu *et al.* (2021)
	PI 2		I spend my free time searching for products at this minimarket.	
	PI 3		I intend to purchase in the future.	
	PI 4		I intend to repurchase in the future.	
	PI 5		I am probably going to keep purchasing products from the minimarket.	
	PI 6		I predict I would make a purchase from a minimarket in the future.	
Cross-category buying (CCB)	CCB 1	Likert (1-5)	I bought grocery products and quick-service restaurant products in the past four weeks.	Mukerjee. (2020), Nenycz-Thiel and Romaniuk. (2019)
	CCB 2		I am willing to purchase products (or services) in different formats at the same time in a minimarket.	
	CCB 3		Next time, I will continue to consider buying products (or services) in different formats at the same time in the minimarket.	
	CCB 4		I would recommend that others buy products (or services) in different formats at the same time in a minimarket.	
Quick Service Restaurant (QSR)	QSR 1	Likert (1-5)	*Physical environment perception* Attractive place and pleasant atmosphere	Ghosh *et al.* (2023), Mendocilla *et al.* (2020))
	QSR 2		Well-painted walls and proper lighting	
	QSR 3		Attractive exterior signs and appearance	
	QSR 4		Comfortable indoor temperature	
	QSR 5		*Interaction quality perception* Proper service time (order preparation)	
	QSR 6		Enough staff to attend to consumers	
	QSR 7		Experienced and well-trained employees	
	QSR 8		Staff have a pleasant attitude.	
	QSR 9		Staff have a clean and well-groomed look.	
	QSR 10		Staff are dynamic and friendly.	
	QSR 11		*Food quality perception* Fresh and properly cooked food	
	QSR 12		Delicious food	
	QSR 13		Sufficient variety of choices on the menu	
	QSR 14		Practical and hygienic food packaging	

The research model can be described as follows:

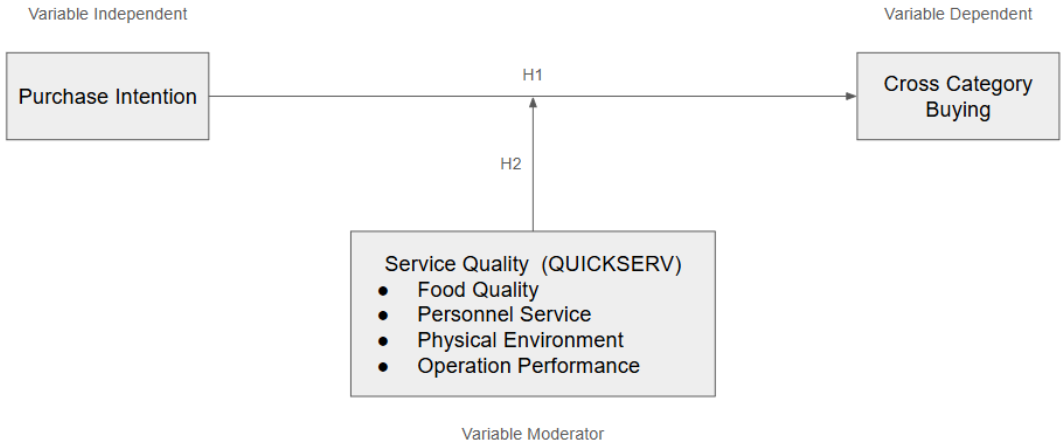

Figure 1. Research Model

2. RESEARCH METHOD

Based on the literature review conducted, the data collection process of this study focused primarily on three variables. To ensure the validity of the 24 statements representing the study dimensions, a pre-survey was conducted using a structured questionnaire administered to 30 respondents (Sheatsley, 1983). The questionnaire included preliminary screening statements designed to confirm that respondents were familiar with minimarkets offering both daily necessities and ready-to-eat food and beverage products. Accordingly, the survey was conducted in Denpasar, a city characterized by a dense network of such minimarkets. These opening statements ensured that respondents clearly understood the concept of purchasing from two different categories in a single minimarket.

The testing procedure includes evaluating the loading factor of each statement item. Items with a loading factor greater than 0.70 were considered valid (Chin, 1998). The pre-survey results showed that all items associated with purchase intention and cross-category buying achieved convergent validity. However, from the 14 items related to QSR items, only nine were found to be convergently valid : QSR1, QSR2, QSR5, QSR6, QSR7, QSR9, QSR11, QSR12, QSR14.

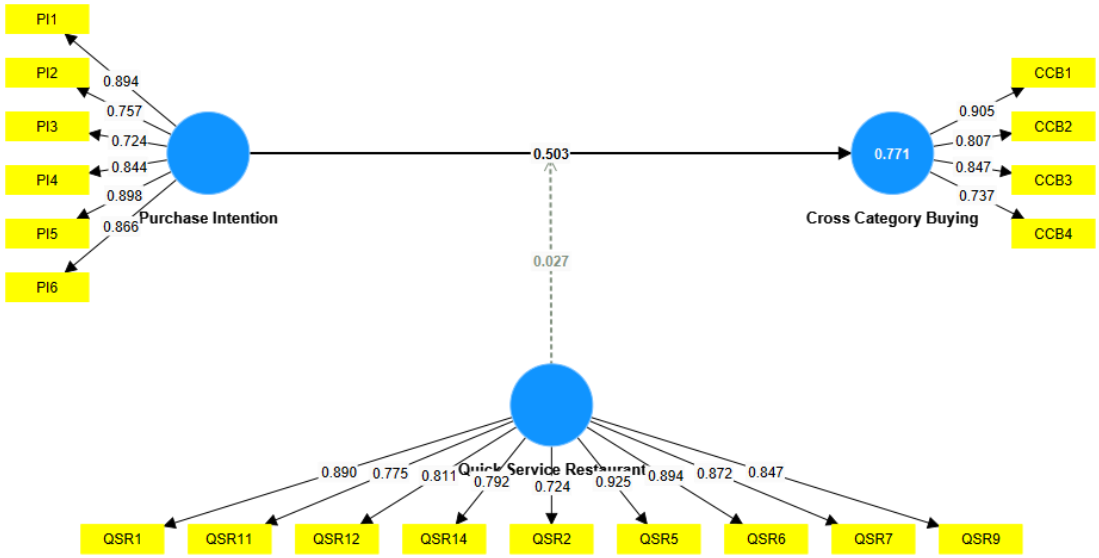

Figure 2. Pre-Survey Measurement Model

Under the conditions presented in Figure 2, the survey-based data collection process was continued until it reached the ideal sample size of 155 respondents (Hair *et al.,* 2022). Table 5 presents the list of statements used in the study:

Table 5. List of Convergently Valid Statement Items

Variable	Items Code	Scaling	Description
Purchase intention (PI)	PI 1	Likert (1-5)	I always feel excited when shopping at this minimarket
	PI 2		I spend my free time searching for products at this minimarket.
	PI 3		I intend to purchase in the future.
	PI 4		I intend to repurchase in the future.
	PI 5		I am probably going to keep purchasing products from the minimarket.
	PI 6		I predict I would make a purchase from a minimarket in the future.
Cross-category buying (CCB)	CCB 1	Likert (1-5)	I bought grocery products and quick-service restaurant products in the past four weeks.
	CCB 2		I am willing to purchase products (or services) in different formats at the same time in a minimarket.
	CCB 3		Next time, I will continue to consider buying products (or services) in different formats at the same time in the minimarket.
	CCB 4		I would recommend that others buy products (or services) in different formats at the same time in a minimarket.
Quick Service Restaurant (QSR)	QSR 1	Likert (1-5)	Attractive place and pleasant atmosphere
	QSR 2		Well-painted walls and proper lighting
	QSR 5		Proper service time (order preparation)
	QSR 6		Enough staff to attend to consumers
	QSR 7		Experienced and well-trained employees
	QSR 9		Staff have a clean and well-groomed look.
	QSR 11		Fresh and properly cooked food
	QSR 12		Delicious food
	QSR 14		Practical and hygienic food packaging

Data collected from 155 respondents were analyzed using Structural Equation Modelling-Partial Least Squares (SEM-PLS) to test the proposed hypotheses. The results of this analysis produced several key findings.

4. RESULTS AND DISCUSSIONS

Measurement Model Evaluation Results (Outer Model)

Table 6. Convergent Validity Table.

	Cross-category buying	Purchase intention	Quick Service Restaurant
CCB1	0.806		
CCB2	0.830		
CCB3	0.754		
CCB4	0.811		
PI1		0.833	
PI2		0.758	
PI3		0.712	
PI4		0.801	
PI5		0.844	
PI6		0.860	
QSR1			0.803
QSR11			0.779
QSR12			0.778
QSR14			0.809
QSR2			0.786
QSR5			0.851
QSR6			0.838
QSR7			0.843
QSR9			0.783

The loading factor values for all statement items exceeded the threshold of 0.70 (Chin, 1998), confirming that each item showed convergent validity. In the dependent variable of cross-category buying, the highest loading factor was observed in item CCB2, which was the statement, "I am willing to purchase products (or services) in different formats at the same time in a minimarket." For the independent variable of purchase intention, the strongest loading factor was found to correspond to the statement, "I predict I would make a purchase from a minimarket in the future." Finally, for the moderating variable of QSR, the largest loading factor was associated with the statement, "Proper service time (order preparation)." These results invariably show that the identified statement items represent the most valid and reliable measures for capturing the constructs in the measurement model of this present study.

Table 7. Discriminant Validity Table (Heterotrait-monotrait ratio)

	Heterotrait-monotrait ratio (HTMT)
Purchase Intention <-> Cross Category Buying	0.865
Quick Service Restaurant <-> Cross Category Buying	0.864
Quick Service Restaurant <-> Purchase Intention	0.796

The results presented in Table 7 show that the obtained mean value of indicator correlations for across construct was lower than 0.90 (Hair *et al.,* 2022). Therefore, it was inferred that all variables were discriminantly valid.

Table 8. Reliability Test Table.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Cross-category buying	0.814	0.818	0.877	0.641
Purchase intention	0.889	0.896	0.916	0.645
Quick Service Restaurant	0.934	0.936	0.944	0.653

Table 8 shows that the obtained Cronbach's Alpha and Composite Reliability values for all variables were greater than 0.70 (Gefen *et al.,* 2000). Therefore, all variables can be declared reliable.

Measurement Model Evaluation Results (Inner Model)

Table 9. R-Square Table.

	R-Square	Adjusted R-Square
Cross-category buying	0.665	0.659

As presented in Table 9, the R-Square value obtained was 0.665. This shows how purchase intention and QSR were capable of explaining 66.5% of cross-category buying, hence, an inference was made that the model was strong (Chin, 1998).

Table 10. Effect Size Table (f-square).

	Cross-category buying
Purchase intention	0.255
Quick Service Restaurant x Purchase intention	0.018

The effect of purchase intention on cross-category buying was observed to have the value 0.255, reflecting a significant effect. Meanwhile, the effect of purchase intention on cross-category buying, moderated by QSR, was 0.018, signifying a minimal effect (Henseler *et al.,* 2009).

Hypothesis Test

Table 11. Hypothesis Test Table.

	Path Coefficient	t-statistics	p-values
Purchase intention -> Cross-category buying	0.433	4.654	0.000
Quick Service Restaurant x Purchase intention -> Cross-category buying	0.044	0.812	0.208

The analysis shows that purchase intention had a p-value of 0.000 (< 0.05) with a positive coefficient of 0.433, thereby supporting H1. This result confirms that purchase intention had a positive and significant effect on cross-category buying. The effect size of 0.255 further signifies the strength of this relationship.

Dissimilar to purchase intention alone, the interaction variable (QSR × purchase intention) produced a p-value of 0.208 (> 0.05) with a positive coefficient of 0.044. The corresponding F-square value of 0.018 was considerably smaller than the F-square for the purchase intention → cross-category buying path (0.255). These results led to the rejection of H2, signifying that QSR service quality did not significantly moderate the relationship between purchase intention and cross-category buying.

Based on the results obtained during the course of this study, several important factors were identified in the utilized model, particularly the relationship between purchase intention and cross-category buying, moderated by QSR dimension in the minimarket business context. The observed customers generally stated that they will continue shopping at minimarkets, suggesting relatively high loyalty in terms of visit frequency, specifically for planned purchases. This present study also emphasized the tendency of customers to purchase products from two different categories, namely grocery needs alongside ready-to-eat food and beverages, during the same visit. In terms of cross-category buying, the results showed that minimarket customers were not only loyal but also willing to purchase from these two categories simultaneously in the future. This is a valuable insight for minimarket business operators, as it reflects the presence of a loyal customer base capable of influencing cross-category shopping behavior in the future shopping plan. When considering QSR as a moderating variable, the results signified that a very prominent dimension in the perceptions of customers is the proper service time for order preparation. This invariably emphasized the central role of human resources and standard operating procedure in the store environment, as customers place strong emphasis on service time when evaluating ready-to-eat food and beverage services offered by minimarkets.

The respondent profile further contextualized these results. The majority of respondents were female (65.4%), with 83% falling in the 21–35 age range. This demographic structure influenced the outcomes, particularly in the dimensions of statements that were observed to be significant for each variable. Specifically, 56.5% of respondents strongly agreed with the tendency of repeat purchases at minimarkets, while 54.9% strongly agreed with recommending minimarkets for both daily necessities and ready-to-eat products. In addition, 63.7% of respondents strongly agreed that the presence of experienced and trained employees was essential.

The present investigation showed that, in the context of minimarkets offering both grocery needs and ready-to-eat food and beverages, purchase intention had a significant effect on cross-category buying. This result is consistent with findings from studies in other business sectors, as discussed in the literature review, and suggests that customers shopping at minimarkets with diverse product categories possess a greater tendency to expand respective basket size. The behavior appeared to originate from the pre-existing intention of the observed customers to increase spending, which persisted both before and after purchasing daily necessities, and extends to ready-to-eat food and beverage products.

Regarding the second study objective, namely identifying factors that might strengthen the relationship between purchase intention and cross-category buying, this study investigated the role of QSR service quality as a moderating variable. However, the hypothesis testing results showed that QSR did not serve as an effective moderator in the context. A possible explanation for this observation is that QSR dimensions were not integrated into the decision-making framework of minimarket customers, who were predominantly female and belonged to Gen Z and Millennial age groups. This opens avenues for further investigations to explore alternative variables that may play a more influential moderating role in shaping cross-category buying behavior. The Indonesian retail landscape further emphasized the importance of this inquiry. Dissimilar to many other countries, the modern retail sector of Indonesia is dominated by minimarkets, both in terms of outlet numbers and entire growth. This uniqueness suggests that studies on minimarkets, particularly regarding QSR dimensions, remain underdeveloped and warrant deeper examination. Moreover, the shopping patterns of minimarket customers differ substantially from those of supermarket or hypermarket shoppers. Psychologically, it is

plausible that specific shopping behaviors, such as unplanned purchases, may drive customers to expand respective baskets. The role of impulse buying in promoting cross-category purchases is therefore considered an important area for further investigation.

4. CONCLUSIONS AND SUGGESTIONS

The results of this study indicate that purchase intention has a strong influence on cross-category buying for minimarket customers, leading to customers intending to purchase a variety of products from different categories during their visit. This will help minimarket stakeholders develop several different categories, even beyond daily necessities. The development of the quick-service restaurant category also contributes to cross-category buying. However, the service quality dimensions within quick-service restaurants do not strengthen the relationship between purchase intention and cross-category buying for minimarket customers, particularly those aged 21-35.

Therefore, in future studies, will explore other independent variables, specifically consumer behavior related to impulsive buying. Furthermore, the research will be expanded to examine the characteristics of other age groups, particularly those aged 35 and over and those under 21, who also come from areas outside Denpasar Raya.

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