

# **DETERMINANTS OF PURCHASE INTENTION ON DONUTS INDUSTRY OF BRAND X IN JAKARTA**

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## **ABSTRACT**

*This research is aimed to determine the influence of the e-WOM variables, perceived quality, and brand image on purchase intentions for brand X donut in Jakarta. The type of research design used in this research is descriptive with a cross-sectional data collection time method and a quantitative approach. Non-probability sampling with purposive sampling technique was used in this research. The instrument in this research uses a questionnaire in a Google form which is distributed online via social media such as WhatsApp, Line and Instagram. The population in this study were Jakarta residents who had bought this brand X donut. The sample size used in this research was 190 respondents. The data was analyzed using SmartPLS version 4 software application. Data analysis is divided into 2 (two), namely the outer and the inner model. The results of this research show that there is a positive but insignificant effect between e-WOM on purchase intentions. Perceived quality and brand image have a positive and significant influence on purchasing intentions. The benefit of this research is to provide input for brand X donut regarding the importance of maintaining quality and developing brand image in encouraging consumer purchasing intentions.*

**Keywords:** *E-WOM, Perceived Quality, Brand Image, Purchase Intention*

## **1. INTRODUCTION**

Purchase intention is an individual's desire to acquire a product and is also a significant factor in assessing consumer behavior (Li *et al.*, 2020). Purchase intention refers to a person's desire to obtain or purchase a product or service, which arises due to the needs, attitudes, and views of the product or brand (Budiono & Slamet, 2022).

In a competitive business movement, companies must try to maintain market share in the midst of global competition. Competition between producers to win consumers is increasingly fierce, driven by technological and informational breakthroughs. The rapid development of technology and the internet provides convenience in everyday life and social media plays a key role in influencing consumer purchasing decisions as well as being the main platform for communicating and sharing information for businesses (Edeline & Praptiningsih, 2022).

The food industry, particularly donuts, is also facing a significant increase in competition due to globalization and technological developments. This increasing rivalry motivates corporations to innovate when developing new products. Established brands such as Dunkin' Donuts, J.CO Donut, Krispy Kreme Doughnuts, and Mister Donut compete to maintain market share with more diverse product variations (Rahmawati & Agoestiyowati, 2021). Brand X donut dominated the Top Brand Index in 2016-2017, from 2018 to 2023, it remained second, with a slow fall to 35.70% in 2023, whereas its rival, namely brand Y, continued to increase, reaching 52.40% (Top Brand Index, 2023). This data reflects problems with Brand X's purchase intentions.

Consumer purchase intentions can be influenced by several factors, including e-WOM, perceived quality and brand image. E-WOM has a positive and significant influence on purchase intention (Kudeshia & Kumar, 2017). While other studies mentioned that e-WOM has a positive but insignificant influence on purchase intention (Sa'ait *et al*, 2016). E-WOM is a dynamic and ongoing process in which information about products, services, brands, or companies is shared between potential consumers, existing consumers, or former consumers. This information can be obtained by many people and institutions over the Internet (Ismagilova *et al.*, 2017). Perceived quality has a positive impact on purchase intentions (Xu *et al.*, 2019). Perceived quality is a reflection of how customers see the overall quality or superiority of a product or service, related to their expectations (Ismail, 2013). Furthermore, there is a positive and significant influence between brand image and purchase intention (Julia & Slamet, 2022). While other research shows that brand image and purchase intention has positive yet insignificant influence (Hadi & Keni, 2021). Brand image is the result of all existing views of the brand and is formed through information and experiences related to the brand (Firmansyah, 2018).

### **Electronic Word of Mouth (E-WOM)**

Stated by Kotler and Keller (2016), e-WOM is an internet marketing strategy which utilizes the "word of mouth" effect to support business ventures with marketing objectives. According to Priambodo & Subyanto (2017), e-WOM is a positive or negative opinion or review given by consumers, both potential or those who had already used a product or service, related to goods or services offered by a seller or company.

### **Quality Perception**

According to Ismail (2013), perceived quality reflects the way customers view the overall quality or superiority of a product or service, related to the expectations they have. Keller (2013) also describes quality perception as the customer's view of the total quality or superiority of a product or service compared to others, and its relevance to the desired goal. As products improve over time, consumer expectations continue to rise.

### **Brand Image**

According to Kotler & Keller (2016), brand image describes the visible characteristics of a brand, which can be judged or perceived by consumers even before they use the product or service. It also includes the brand's capability to engage with consumers' social and psychological needs. Furthermore, according to Khuong & Tran (2018), brand image visualizes customer's ability to understand and comprehend the brand's features, hence effectively impact consumer's purchase intention and further increase brand value.

### **Purchase Intention**

Beneke *et al.* (2016), suggest that purchase intention is the extent to which a person might buy a particular product, which is influenced by the way their needs, attitudes, and views towards the product or brand. In addition, according to Kotler & Keller (2016), purchase intention is the drive and plan of a consumer to buy a product, which arises due to experience, desire, and use of the product. This reflects the behavior of consumers who want to buy or choose certain products based on their experience, use, and preferences for these products.

### **Interconnection between e-WOM and purchase intention**

Kunja and GVRK's research (2020), prove that e-WOM has a positive effect on purchase intentions. This study indicates that active cell phone companies on Facebook are able to gain

benefits from promoting new products and interacting with targeted customers through fan pages. Positive e-WOM created by users plays an important role in influencing customer's purchase intention. This statement is further supported by research enacted by Kudeshia and Kumar (2017), which also shows that e-WOM has a significant positive influence in influencing purchase intentions.

**H1: There is a significant and positive influence between e-WOM on Brand X Donut's purchase intention in Jakarta.**

#### **Interconnection between quality perception and purchase intention**

Research by Xu *et al.* (2019), elaborates that perceived quality has a positive effect on the purchase intention of environmentally friendly cars that have good quality. In addition, research by Li *et al.* (2020), suggests that perceived quality similarly has an influence on purchase intentions related to local smartphone brands among Taiwanese millennials. This confirms that consumers tend to choose products which they believe to have good quality. Hence, it can be concluded that the perception of good quality in a company will increase consumer purchasing intentions for the products they offer.

**H2: There is a significant and positive influence between quality perception on Brand X Donut's purchase intention in Jakarta.**

#### **Interconnection between brand image and purchase intention**

The research done by Santoso *et al.* (2023), shows that brand image positively and significantly affects purchase intentions of pure milk. Nevertheless, Nuseir's (2019) research, revealed that brand image has a significant impact on purchase intentions of customers in the United Arab Emirates (UAE). The result of this study proves that consumers' positive perceptions of a brand are an important factor that encourages them to be willing to buy or pay in higher prices for products from a certain brand. This shows that better brand image of the product leads to higher purchase intention.

**H3: There is a significant and positive influence between brand image on Brand X Donut's purchase intention in Jakarta.**

Based on the aforementioned description, the hypothesis in this research could be formed as follows:

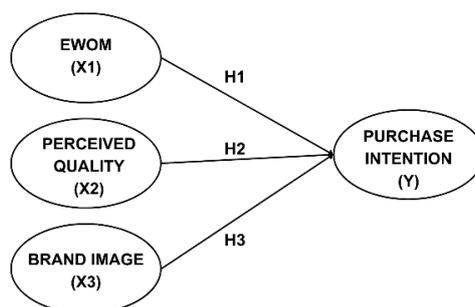


Figure 1. Research Model

## **2. RESEARCH METHOD**

This research used descriptive method in research design. According to Purba *et al.* (2021), descriptive research is a data collection process which are used to test the hypotheses or providing answers to questions related to the current situation of the research subject. This research also uses a quantitative approach. Sugiyono (2018), defines a quantitative approach

as a research approach based on positivistic data, where research data that is concrete, in the form of numbers will be tested through statistical analysis as a way to prove calculations related to the research subject to reach a conclusion from the predetermined hypothesis. The data collection method in this study is a cross-sectional method using a questionnaire as an instrument to collect primary data from respondents. According to Sugiyono (2018), cross-sectional is a type of study that obtains data only once in a certain period, which can involve collecting information over several days, weeks, or months. The purpose of this approach is to get the answers needed in research without involving continuous data collection.

The total population in this study were Jakarta people who had bought brand X's donuts. To select the research sample, the non-probability sampling method using purposive sampling technique applied. The non-probability sampling method is a sampling method which does not guarantee equal opportunities for each element or individual in the population to be selected as a sample (Sugiyono, 2020). Purposive sampling is a sample selection technique based on special considerations (Sugiyono, 2020), The sample size in this study was 190 respondents. The following is a table of operationalization of research variables.

Tabel 1. Variable Operationalizations

Variables	Indicators	Sources
E-WOM (X1)	1. The quality of information shared on social media influences my decision to purchase brand X's donuts	AL-Dmour <i>et al.</i> (2022)
	2. The ratings of brand X's products on social media influence my purchasing decision.	
	3. I am convinced that social media channels provide honest feedback on brand X products.	Iqbal <i>et al.</i> (2022)
	4. I will reconsider changing my point of view in purchasing brand X's donuts after reading product evaluations on social media outlets.	
	5. I frequently seek brand X's product reviews on social media to ensure that I make the best purchase decision.	
Quality Perception (X2)	1. Brand X offers high-quality products.	Evgeniy <i>et al.</i> (2019)
	2. Brand X's product quality is consistent.	Li <i>et al.</i> (2020)
	3. Overall, I believe Brand X's products respect consumer rights.	
	4. In my view, the general error rate for brand X's products is modest.	
Brand Image (X3)	1. Brand X's products are very attractive to buy.	Winarko <i>et al.</i> (2022)
	2. I found the uniqueness of brand X's products.	Lee & lee (2018)
	3. I trust brand X's products.	
	4. The brand image of brand X can be distinguished from other similar brands.	
	5. Purchasing brand X donuts products makes me pleased.	
Purchase Intention (Y)	I would choose brand X's donuts above other brands' products.	Kudeshia & kumar (2017)
	The online reviews I see influence my decision to purchase brand X's products.	Iqbal <i>et al.</i> (2022)
	I am considering purchasing brand X's donuts products in the future.	Indrawati <i>et al.</i> (2022)
	I would like to buy brand X's products after being introduced to them by my friends on social media.	Farzin & Fattahi (2018)
	I would recommend brand X's products to others.	Lee & Lee (2018)

### 3. RESULTS AND DISCUSSIONS

In this study, the respondents' characteristics according to their gender are equivalent to 80 male respondents (42,1%) and 110 female respondents (57,6%). On the other hand, the

respondents' characteristics based on their age are 139 respondents (73,2%) aged 15-24, 32 respondents (16,8%) aged 25-34, 13 respondents (6,8%) aged 35-44, 2 respondents (1,1%) aged 45-54 years old, and a total of 4 respondents (2,1%) aged above 54. In addition, the respondents' characteristics according to their professions are 126 respondents (66,3%) are active students, 13 respondents (6,8%) are entrepreneurs, 36 respondents (18,9%) are civil servants/private officers, 6 respondents (3,2%) as stay at home mothers, and the rest 9 respondents (4,8%) are working outside of the aforementioned professional skills.

Validity analysis is a procedure used to assess whether an instrument is the right tool to measure the mentioned thing. This includes checking whether the questions in the instrument truly reflect the concepts that the instrument wants to measure (Ghozali, 2021). In measuring validity, there are two types of testing, namely convergent validity test and discriminant validity test (Ghozali & Latan, 2015).

Indicators are considered valid in measuring their constructs if the loading factor value is > 0.5 which indicates an optimal level of validity. In addition, the Average Variance Extracted (AVE) value must exceed 0.5 (Ghozali & Latan, 2015). Based on Table 2, each indicator in this research variable has met the criteria for the value of convergent validity.

Table 2. Data Analysis Results

Variables	Indicator	Loading Factor	AVE	Cronbach Alpha	Composite Reliability	R <sup>2</sup>	Q <sup>2</sup>	F <sup>2</sup>
E-WOM	E-WOM1	0.832	0.639	0.857	0.859			0.048
	E-WOM2	0.850						
	E-WOM3	0.825						
	E-WOM4	0.729						
	E-WOM5	0.754						
Quality Perception	QP1	0.829	0.654	0.823	0.831			0.051
	QP2	0.766						
	QP3	0.769						
	QP4	0.866						
Brand Image	BI1	0.869	0.706	0.896	0.897			0.353
	BI2	0.818						
	BI3	0.873						
	BI4	0.804						
	BI5	0.835						
Purchase Intention	PI1	0.811	0.619	0.845	0.863	0.724	0.705	
	PI2	0.661						
	PI3	0.845						
	PI4	0.739						
	PI5	0.862						

Reliability analysis consists of two measurements, namely composite reliability and Cronbach's alpha (Solimun dan Nurjannah, 2017). The criteria for the composite reliability value to be considered success and valid is when the value is > 0.7, but a value of around 0.6 can still be considered valid (Hair et al., 2019). A construct or variable is considered reliable if it produces a Cronbach Alpha value > 0.60 (Ghozali, 2021). Based on Table 2, the indicators in this research variable have met the criteria so that it can be concluded that they are reliable.

According to Ghozali (2021), the coefficient of determination (R<sup>2</sup>) is used as a measure to evaluate how well the independent variables can explain variations in the dependent variable. Based on table 2, the coefficient of determination has a value of 0.724, where the value is >

0.5, hence it can be concluded that the e-WOM variable, perceived quality, and brand image (independent variable) contribute 72.4% to the purchase intention variable (dependent variable) and the remaining 27.6% is influenced by other variables not examined in this study.

$Q^2$  testing is used to evaluate the construction model's ability to measure the research model created utilizing the blindfolding approach (Hair et al., 2019). Based on Table 2, the predictive relevance ( $Q^2$ ) result has a value of 0.705, indicating that the  $Q^2$  value is more than zero, implying that the purchase intention variable may predict the model relevantly.

According to Hair et al., (2019), the effect size test ( $f^2$ ) is used to evaluate the extent of the influence of the independent variable on the dependent variable in the study. Based on Table 2, it can be seen that the results of the effect size ( $f^2$ ) value on the e-WOM variable on purchase intention are 0.048 and perceived quality on purchase intention is 0.051, which means it has a moderate influence. Meanwhile, the brand image variable on purchase intention has a value of 0.353, which means it has a big influence.

Suitability testing in a study is done using Goodness of Fit (GoF) analysis. GoF is used to determine how well the mathematical model utilized by researchers can duplicate the observed covariance matrix between indicators (Hair et al., 2019). According to the outcomes of the computations, the Goodness of Fit (GoF) value is 0.688, which is included in the large criterion. As a result, it is possible to conclude that this study model is a good level of fit.

Table 3. Hypothesis Test Result

Variables	Patch Coefficient	Sample Mean (M)	Standard Deviation (STDEV)	t-statistic	p-values	Hypothesis
E-WOM – Purchase Intention	0.160	0.160	0.082	1.945	0.052	Insigificant
Quality Perception – Purchase Intention	0.210	0.218	0.095	2.217	0.027	Significant
Brand Image – Purchase Intention	0.554	0.546	0.076	7.319	0.000	Significant

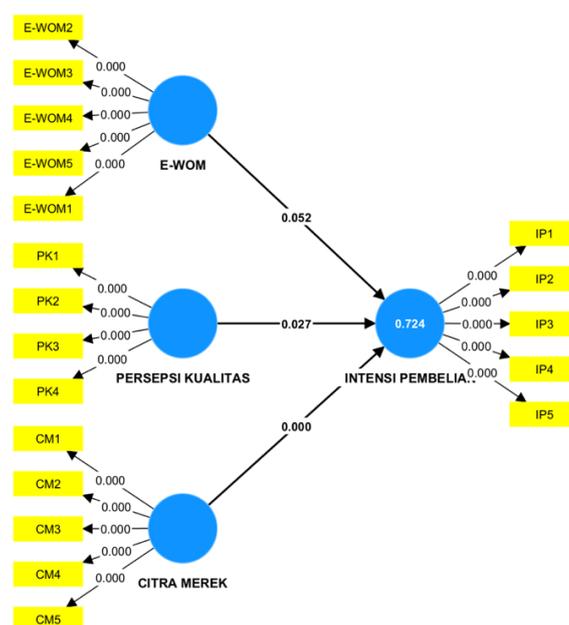


Figure 2. Bootstrapping Analysis Result

According to Hair *et al.*, (2019), the path coefficient describes the proposed relationship between constructs. The standard value range of the path coefficient is between -1 to +1. A path coefficient close to +1 indicates a strong positive relationship. A path coefficient close to -1 indicates a strong negative relationship. If the path coefficient is 0, it implies that there is no relationship at all. Based on Table 3, the first hypothesis (H1) shows that e-WOM has a positive but insignificant influence on purchase intention due to the t-statistic value of < 1.96 and p-value > 0.05. The results of this study are not aligned with the previous studies conducted by Kunja and GVRK (2020), Farzin & Fattahi (2018), Kudeshia and Kumar (2017), and Evgeniy *et al.*, (2019), which state that e-WOM positively and significantly affects purchase intention. However, the results of this study are aligned with the results of previous research conducted by Sa'ait *et al.*, (2016) which states that e-WOM has insignificant effect on purchase intention. Furthermore, the second hypothesis (H2) shows that there is a positive and significant influence between the perceived quality variable on purchase intention due to the t-statistic value of > 1.96 and p-value <0.05. The results of this study are aligned with the previous studies conducted by Kristinawati and Keni (2020), Widjanarko and Harsono (2019), Xu *et al.*, (2019) and Li *et al.*, (2020) which states that perceived quality positively and significantly affects purchase intentions. Furthermore, the third hypothesis (H3) shows that there is a positive and significant influence between brand image on purchase intention due to the t-statistic value of > 1.96 and p-value <0.05. The results of this study are supported by previous research conducted by Budiono and Slamet (2022); Santoso *et al.*, (2022); Nuseir (2019) and Julia and Slamet (2022) which state that brand image positively and significantly affects purchase intention.

#### **4. CONCLUSIONS AND SUGGESTIONS**

Based on the results of data analysis, it can be concluded that E-WOM has a positive but insignificant influence on brand X's purchase intention in Jakarta. Perceived quality and brand image have a notable positive influence on brand X's purchase intentions in Jakarta. Brand X must swiftly engage with consumers on social media so as to improve brand image which will further enhance brand X's uniqueness; responding positively to consumer evaluations which will establish connections and build trust. Product quality shall pertain to its consistency and therefore shall be evaluated, specifically flavor, texture, as well as the monitoring of raw material on a regular basis. Improved product quality, service, and innovation may contribute to higher consumer satisfaction levels and therefore will increase the review influence of brand X. Menu updates, special discounts, service enhancements, and engagement with influencers can all help to boost consumer interest and brand image online.

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