

## **FACTORS INFLUENCING PURCHASE INTENTION OF FRENCH FRIES 2000**

**Nicolas Pratama Wijaya<sup>1</sup>, Richard Andrew<sup>2\*</sup>**

<sup>1</sup> Faculty of Economics and Business, Tarumanagara University, Jakarta, Indonesia  
Email: [nicolas.115210245@stu.untar.ac.id](mailto:nicolas.115210245@stu.untar.ac.id)

<sup>2</sup> Faculty of Economics and Business, Tarumanagara University, Jakarta, Indonesia\*  
Email: [richarda@fe.untar.ac.id](mailto:richarda@fe.untar.ac.id)

\*Corresponding Author

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### **ABSTRACT**

*PT. Siantar Top, Tbk., the company of nationwide product, French Fries 2000, is currently navigating significant challenges in its sales performance, with a reported decline of 3.33% compared to the previous year. Specifically, sales have decreased from Rp4.931.554.000,00 to Rp4.767.207.000,00. This downturn is primarily attributed to a reduction in consumer purchase intention, which appears to be influenced by several critical factors. Among these are product quality, which can affect consumer trust in a brand or company; product availability, which can limit purchasing opportunities on the product; and product safety, as consumers increasingly prioritize health and safety in their purchasing behavior due to the new normal established by Corona viruses. The objective of this study was to examine the influence of product quality, availability of product, and safety of product on intention to purchase French Fries 2000 products. The population in this study consists of 100 consumers who are aware of, have personally purchased, and have consumed French Fries 2000 products in the Jabodetabek area. The convenience sampling method was used by distributing questionnaires both directly and online through Google Forms media which were then analyzed using PLS-SEM. The findings of this study indicate that product quality can affect purchase intention in French Fries 2000 products, product availability can affect purchase intention in French Fries 2000 products and product safety can affect purchase intention in French Fries 2000 products.*

**Keywords:** *Product Quality, Product Availability, Product Safety, Purchase Intention.*

## **1. INTRODUCTION**

PT. Siantar Top, Tbk., is one of Indonesia's leading snack companies that renowned for its popular snack products, including French Fries 2000, is currently facing challenges in its sales. In 2023, the company recorded a sales decline in its financial report of 3.33%, from the initial Rp4.931.554.000,00 to Rp4.767.207.000,00 (PT. Siantar Top, 2023). This decrease in sales is suspected to be due to a decline in consumer purchase intention, which is likely influenced by various factors including the quality of the offered products, product availability, and safety concerns regarding consumption. Therefore, the author aims to conduct a deeper research into the aforementioned variables and how they contribute to influencing consumer purchase intention.

According to Kristanto & Pudjoprastyono (2021), purchase intention is a condition within a person that includes aspects of subjective possibilities and relationships between people themselves with several actions of intention to purchase. Furthermore, according to Ruslim et al. (2023), purchase intention is a plan or tendency that arises in the minds of consumers as a reflection of their behavior to buy a product from a particular brand. Then according to Bertus et al. (2024), purchase intention is a psychological condition, where someone feels attracted to a product and then wants to buy or own the product. So from the three definitions of the experts, it can be concluded that the construct that purchase intention is the behavior of a consumer who

shows interest in making a purchase of a product or service based on personal considerations and preferences.

In the operation of a product, there are several aspects that companies must consider to ensure its sustainability and increase sales, one of which is the quality of the product itself. Product quality is a significant consideration for consumers, as a quality product can influence their satisfaction with the product. Permatasari & Tjahjaningsih (2022) argue that superior product quality can create a sense of excellence in the minds of consumers. If consumers feel benefited by the quality offered by a product, it can assist the company in increasing consumer purchase intentions for that product.

According to Kumbara (2021), product quality is a level of consistency in providing high quality and free from defects according to what the company promises. Furthermore, according to Purnomo (2021), product quality is everything in a product that can be offered to the market with the aim of satisfying consumer desires and needs. Then according to Nurfauzi et al. (2023), product quality is a combination of properties and characteristics that determine the degree to which product can fulfill consumer requirements. So from the three definitions of the experts, it can be concluded that product quality is the ability of a product to meet consumer needs according to predetermined standards so that it can achieve the level of reliability expected by consumers. In a study conducted by Johari & Keni (2022), it was found that product quality shows a positive and significant effect on purchase intention.

The next variable is product availability. Although it may seem simple, for consumers to make a purchase, the product must first be available to them. Adequate product availability enables companies to meet consumer demands in a timely manner, thereby enhancing consumer satisfaction. This aligns with the view of Stanley & Wasiman (2024), who state that product availability refers to the condition where goods or services desired by consumers are readily available and accessible from sellers.

According to Astuti & Hakim (2021), product availability is a strategy that refers to a collection of merchandise owned by a company, and is ready to be sold to consumers at any time to meet market needs. Furthermore, according to Sinaga & Sukati (2023), product availability is a business strategy applied in a business to speed up and facilitate product storage. Then according to Rahayu et al. (2024), product availability is an effort to store more products as a form of protection from the company against uncertainty in demand and supply. So from the three definitions of the experts, it can be concluded that product availability is the company's ability to provide products needed by consumers so that they are always available in sufficient quantities so that they can face uncertainty in demand. In a study conducted by Kusdiyanto et al. (2023) found that product availability shows a positive and significant effect on purchase intention.

The following variable in this study is product safety, which is equally important in influencing consumer considerations. Safe products, such as those free from contaminants that could harm health (Huda et al., 2023), can provide a sense of assurance to consumers. When consumers are confident that the products they choose will not endanger their health or safety, their intention to purchase those products will increase. Therefore, companies must ensure that all products offered meet high safety standards. Attention to safety aspects can thus become an effective strategy for attracting more consumers and boosting sales.

According to Kurniati (2020), product safety is an effort to prevent and protect products from contamination by foreign objects that can later endanger human health. Furthermore, according to Yahya et al. (2022), product safety is an aspect in the production process that emphasizes that the products produced must not only be safe but also of high quality. Then according to Iffathurjannah & Harti (2021), product safety is an effort that consumers always pay attention to when buying a product with the hope that the condition and quality of the product are safe without any additional ingredients that can endanger health. So from the three definitions of the experts, it can be concluded that product safety is an effort made to ensure that every product produced is always hygienic, safe, of high quality, and free from dangerous contamination, so that it does not endanger consumer health. In a study conducted by Winahyu et al. (2023) found that product safety shows a positive and significant influence on purchase intention.

These three variables will collectively impact the level of consumer purchase intention. The quality of product offered, availability of the product in market, and safety of product to be used will influence how consumers interact with the brand, ultimately enhancing their purchase intentions for the product. Conversely, if these variables fail to meet consumer expectations, they pose a threat to the product.

### Problem Formulation

Based on the background of the problems that have been described, several problems can be formulated as follows:

- 1) Is there an effect of product quality on purchase intention of French Fries 2000?
- 2) Is there an effect of product availability on purchase intention of French Fries 2000?
- 3) Is there an effect of product safety on purchase intention of French Fries 2000?

### Research Model

In light of the aforementioned explanation, the research model employed in this study is illustrated in the figure below.

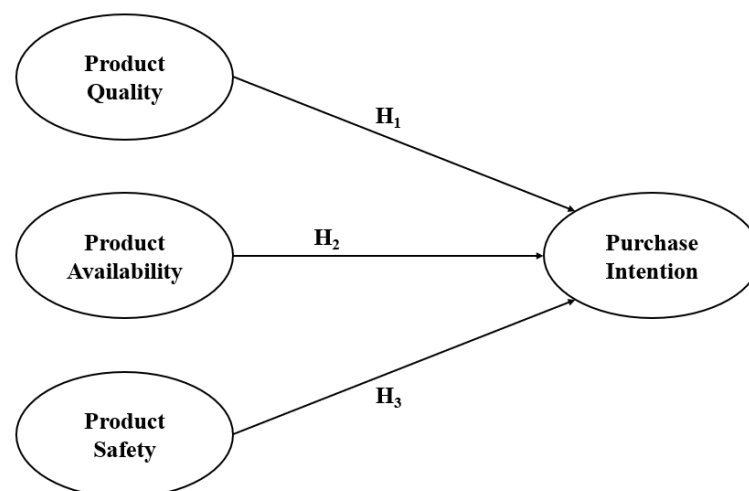


Figure 1. Research Model  
 Source: Research Model Processed by the Author

### Hypothesis

Based on the explanation that have been described above, the hypotheses being tested in this study are as follows:

H<sub>1</sub>: Product quality has an effect on purchase intention

H<sub>2</sub>: Product availability has an effect on purchase intention

H<sub>3</sub>: Product safety has an effect on purchase intention

## 2. RESEARCH METHOD

This study employs the Theory of Planned Behavior (TPB), a modification of the Theory of Reasoned Action (TRA). TPB was introduced by Ajzen in 1985 and later expanded in 1991. TPB posits that an individual's behavior is directly influenced by their intention to engage the behavior, and this behavioral intention is shaped by three constructs: attitude, subjective norms, and perceived behavioral control, which interact with one another in shaping actual behavior (Tucker et al., 2020). The main objective of TPB is to explain and predict individual behavior in a more specific and directed manner.

In this study, the author employed a quantitative method as the research design. Quantitative research is a method that emphasizes the use of numerical data and exact sciences to answer research hypotheses (Waruwu, 2023). The population in this study consists of French Fries 2000 consumers in Jabodetabek. Due to the extensive size of the population, a sample was selected using the convenience sampling technique, comprising 100 respondents who meet the criteria of being familiar with, have personally purchased, and have consumed French Fries 2000.

This study utilized primary data, meaning the data was collected directly from the research subjects through the distribution of questionnaires using Google Forms as the medium. The scale used in this study is the Likert scale with a value range of 1-5 obtained from the answers of respondents who filled out the questionnaire. All the indicators used in this study are derived from the research by Chong et al. (2022), and the operationalization of variables can be seen in tables 1 to 4 below.

Table 1. Operationalization of Product Quality Variables

Variable	Indicator	Code	Scale
Product Quality	The products have guaranteed quality.	PQ1	Ordinal
	Product are consumed because they have good quality.	PQ2	

Table 2. Operationalization of Product Availability Variables

Variable	Indicator	Code	Scale
Product Availability	Accurate and easily accessible product information.	PA1	Ordinal
	It's easier to make a purchase when the distributor authority is responsible for the availability of the product.	PA2	
	Extra efforts to obtain the product.	PA3	

Table 3. Operationalization of Product Safety Variables

Variable	Indicator	Code	Scale
Product Safety	The product are safe and hygienic.	PS1	Ordinal
	The product are chosen because of their cleanliness.	PS2	
	Sense of safety when consuming a product.	PS3	
	The product is considered safe to consume.	PS4	

Table 4. Operationalization of Purchase Intention Variables

Variable	Indicator	Code	Scale
Purchase Intention	Interest in buying a product.	PI1	Ordinal
	Interest in choosing a product even if the is brand not familiar.	PI2	
	Consideration for purchasing a product.	PI3	
	Interest in purchase due to trust in product safety during production.	PI4	

### 3. RESULTS AND DISCUSSIONS

#### Data Analysis Assumption Test Results

In conducting the assumption tests for data analysis, the author used two types of analysis. First is multicollinearity analysis, measured using the Variance Inflation Factor (VIF), which is acceptable if the value is below 5 (Hair et al., 2020), and the second one is a normality test, measured using skewness and kurtosis analysis within the range of -2.58 to +2.58 (Surya et al., 2020). The test results in this study indicate that each indicator in this study has a VIF value of less than 5, meaning there is no multicollinearity issue among the measured construct indicators, and each indicator in this study has a values fall within the range of -2.58 to +2.58, signifying that the data is normally distributed.

Table 5. Results of the data analysis assumption  
 Source: Data Analysis Assumption Table Processed by the Author

Indicators	VIF	Kurtosis	Skewness
PA1	1.697	0.543	-0.898
PA2	1.611	0.659	-0.961
PA3	1.366	2.025	-1.236
PI1	1.895	0.155	-0.660
PI2	1.557	-0.023	-0.785
PI3	1.528	0.099	-0.872
PI4	1.919	0.583	-0.888
PQ1	2.014	1.032	-1.064
PQ2	2.014	0.642	-0.945
PS1	1.609	1.497	-1.137
PS2	1.682	0.899	-0.980
PS3	2.316	-0.061	-0.769
PS4	1.914	1.690	-1.098

#### Validity and Reliability Test Result

The data obtained from the respondents' responses were then processed using SmartPLS 4 software with the Structural Equation Model (SEM) data analysis technique which includes two analyzes, namely the outer model consisting of validity tests and reliability tests and the inner model in the data analysis section. The range used in the outer model will be measured based on the statement from Hair et al. (2022).

Validity analysis is assessed through convergent validity and discriminant validity. Convergent validity will be declared valid if it meets two types of values, namely if Average Variance Extracted (AVE) have a value of more than 0,50, and Outer Loadings owned by each indicator have a value more than 0,70. The test results in this study indicate that each variable has an AVE value more than 0,50 and each indicator has an outer loadings value of more than 0,70.

Table 6. Results of the Average Variance Extracted Analysis  
 Source: AVE Table Processed by the Author

Variable	AVE Value
Product Safety	0,654
Product Availability	0,667
Product Quality	0,855
Purchase Intention	0,642

Table 7. Results of the Outer Loadings Analysis  
 Source: Outer Loadings Table Processed by the Author

Indicators	Product Safety	Product Availability	Product Quality	Purchase intention
PA1		0.829		
PA2		0.809		
PA3		0.812		
PI1				0,833
PI2				0,751
PI3				0,764
PI4				0,853
PQ1			0.929	
PQ2			0.920	
PS1	0,793			
PS2	0,770			
PS3	0,871			
PS4	0,798			

Furthermore, discriminant validity testing can be seen through three approaches, the first is the Heteroit-Monotrait Ration (HTMT) with an acceptable value when it has a value of less than 0,90, if it exceeds 0,90 then HTMT indicates a lack of discriminant validity. The second is Fornell-Larcker with an acceptable value when AVE square root value of a construct is greater than the highest correlation value between construct and other constructs. And the third is cross loading with an acceptable value when the indicator loading value on the relevant construct is higher than the loading value of other constructs. The test results show that each variable and indicator in this study has met the requirements of the three approaches.

Table 8. Results of the Heteroit-Monotrait Ration Analysis  
 Source: HTMT Table Processed by the Author

Variable	Product Safety	Product Availability	Product Quality	Purchase intention
Product Safety				
Product Availability	0,805			
Product Quality	0,893	0,740		
Purchase Intention	0,843	0,836	0,789	

Table 9. Results of the Fornell-Larcker Analysis  
 Source: Fornell-Larcker Table Processed by the Author

Variable	Product Safety	Product Availability	Product Quality	Purchase intention
Product Safety	<b>0,809</b>			
Product Availability	0,642	<b>0,817</b>		
Product Quality	0,736	0,585	<b>0,924</b>	
Purchase Intention	0,701	0,666	0,659	<b>0,801</b>

Table 10. Results of the Cross Loadings Analysis  
 Source: Cross Loadings Table Processed by the Author

Indicators	Product Safety	Product Availability	Product Quality	Purchase intention
PA1	0.488	<b>0.829</b>	0.478	0.501
PA2	0.519	<b>0.809</b>	0.480	0.506
PA3	0.559	<b>0.812</b>	0.476	0.609
PI1	0.582	0.561	0.507	<b>0.833</b>
PI2	0.493	0.428	0.412	<b>0.751</b>
PI3	0.474	0.555	0.512	<b>0.764</b>
PI4	0.672	0.575	0.652	<b>0.853</b>
PQ1	0.649	0.535	<b>0.929</b>	0.628
PQ2	0.714	0.547	<b>0.920</b>	0.591
PS1	<b>0.793</b>	0.469	0.527	0.590
PS2	<b>0.770</b>	0.471	0.595	0.512
PS3	<b>0.871</b>	0.644	0.663	0.633
PS4	<b>0.798</b>	0.479	0.599	0.521

The reliability analysis in this study was carried out using two approaches, namely Cronbach's alpha and composite reliability. Reliability analysis will be declared valid if Cronbach's alpha has a value of more than 0,70. And the composite reliability value seen from rho\_a and rho\_c has a value of more than 0,70. The test results show that each variable in this study has a value of more than 0,70 for Cronbach's alpha and composite reliability.

Table 11. Results of the Reliability Analysis  
 Source: Reliability Analysis Table Processed by the Author

Variable	Cronbach's alpha	Composite reliability (Rho a)	Composite reliability (Rho c)
Product Safety	0,823	0,831	0,883
Product Availability	0,752	0,757	0,857
Product Quality	0,830	0,832	0,922
Purchase Intention	0,814	0,828	0,877

### Data Analysis Test Result

If the outer model test is adequate, the second step will be carried out in the form of testing the inner model. The criteria used to conduct data analysis in this study are based on statements from three main research teams, namely statements from Hair et al. (2021) in analyzing the coefficient of determination (R-Square) and hypothesis analysis, statements from Cho et al. (2022) in analyzing the standardized root mean squared residual (SRMR), and statements from Mustafi et al. (2024) in analyzing goodness of fit (GoF).

The R-Square value is categorized into three levels, 0,75 indicates a strong level, 0,50 indicates a moderate level, and 0,25 indicates a weak level. In the SRMR analysis, the lower the SRMR value indicates the better the model fit, with a good SRMR value being less than 0.08. The GoF analysis is divided into three levels, 0,10 indicates a small level, 0,25 indicates a moderate level, and 0,36 indicates a large level. The test results in this study show that value of R-Square is at a moderate level with a value of 0,594, indicating that 59,4% of the purchase intention variable can be elucidated by variables of product quality, product availability, and product safety. The remaining 40,6% can be elucidated by other variables not examined in this study. The value of SRMR is 0,077, this indicated that model have demonstrated a good fit.

Additionally, the GoF value is 0,647, which signifies that the model has a high level of adequacy in explaining the observed data.

Table 12. Results of the R-Square Analysis  
 Source: R-Square Table Processed by the Author

Variable	R-Square	Description
Purchase Intention	0,594	0,654

Table 13. Results of the SRMR Analysis  
 Source: SRMR Table Processed by the Author

Description	Saturated Model	Estimated Model
Purchase Intention	0,077	0,077

In this study, author uses the bootstrapping method in conducting hypothesis analysis and obtains results from three types of tests, namely path coefficient, p-values, and effect size ( $f^2$ ). The path coefficient is used to measure how much influence there is between variables and can be accepted if it have a value within the range of -1 to +1, if the value of coefficient closer to 0, it's indicated weaker relationship between variables, and if the coefficient value exceeds the range, it indicates a multicollinearity problem so that it cannot be accepted. P-values are used to determine if the hypothesis is supported or not, the results of the study will be considered significant if the p-value is below 0,05. Effect size is used to measure the relationship between variables through three model values, namely 0,02 to 0,15 which means the model has a small effect, 0,15 to 0,35 which means the model has a moderate effect, and above 0,35 which means the model has a large effect.

The test results in this study indicate that the path coefficient value for each variable is above zero, and is still in the range of -1 to +1, so each variable used in this study have a positive effect. Then the p-values on each variable are less than 0,05, then each variable used in this study have a significant effect. And the effect size value on each variable is more than 0,02, then each variable used in this study has a small model effect.

Table 14. Results of the Hypothesis Analysis  
 Source: Hypothesis Analysis Table Processed by the Author

Variable	Path Coefficient	P-Value	Effect Size
Product Safety → Purchase Intention	0,322	0,004	0,100
Product Availability → Purchase Intention	0,322	0,000	0,143
Product Quality → Purchase Intention	0,233	0,019	0,059

#### 4. CONCLUSIONS AND SUGGESTIONS

Based on the findings from the hypothesis analysis using the three types of tests above, it can be concluded that the first hypothesis demonstrated a positive and significant influence with a large effect between the product quality variable on intention to purchase. This suggests that the product quality perceived by consumers such as guaranteed quality and good quality can affect consumer intention to purchase. This aligns with previous research by Johari & Keni (2022), which studied MSME producing cakes in Jakarta, as well as research by Ariani et al. (2023), which examined batik products in Sungai Penuh. This indicates that quality of product, which exerts a positive and significant impact on intention to purchase, is not only applicable to the purchase intention of cake and batik products but can also be relevant to the purchase intention of French Fries 2000 snack products.



Then the findings from second hypothesis analysis indicates that there is a positive and significant influence with a large effect between the product availability variable on purchase intention. So this interpreted that product availability perceived by consumers such as correct and easily obtained product information, the authority of the distributor responsible for product availability, and more efforts to obtain products can affect consumer purchase intention.

The findings of the second hypothesis analysis also align with prior research conducted by Kusdiyanto et al. (2023) who conducted a study on healthy foods in Surakarta city. So this can be interpreted that product availability exerts a positive and significant impact on purchase intention applies not just to healthy foods but also to light snacks such as French Fries 2000. However, another study by Ruslim et al. (2022) on green skincare products in Jakarta found that availability of product had positive yet insignificant influence on purchase intention. Thus, this interpreted that product availability is not always serve as a determining factor influencing consumer purchase intention.

And the findings from third hypothesis analysis show that there is a positive and significant influence with a large effect between the product safety variable and purchase intention. So it can be interpreted that product safety perceived by consumers such as safe and hygienic products, clean products, a sense of safety when consuming products, and products that are safe to consume can affect consumer purchase intention.

The findings of the third hypothesis analysis are also align with prior research by Winahyu et al. (2023), who conducted a study on full cream/liquid milk products in Kediri City. This indicates that product safety, which exerts a positive and significant impact on intention to purchase, is applicable not only to full cream/liquid milk but also to the purchase intention of light snack products like French Fries 2000. However, a study by Nuriska & Cokki (2024) on Herborist beauty products in Jakarta found that safety of product had positive yet insignificant effect on intention to purchase. Therefore, this interpreted that product safety does not always serve as a determining factor influencing purchase intention.

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