

The Influence of Service Quality on Purchase Intention Mediated by Brand Awareness in Healthy Food Culinary

Golan Hasan & Febby Huang

Batam Internasional University, l. Gajah Mada, Tiban Indah, Kec. Sekupang,
Kota Batam, Kepulauan Riau, Indonesia

ABSTRACT

The objective of this research is to examine the impact of service quality, product quality, promotion, and price on purchase intention with customer satisfaction and brand awareness as mediating variables in the context of healthy food culinary in Batam, Indonesia. Quantitative methods with a Structural Equation Modeling (SEM) approach are used to collect data from consumers who have purchased healthy foods. The results showed that brand awareness has a significant mediating role in linking service quality with purchase intention, while customer satisfaction also has an important influence on purchase intention. In addition, product quality has a significant impact on brand awareness and purchase intention. However, promotion and price do not have a significant effect on purchase intention. This research provides valuable insights for the healthy food culinary industry in Batam to develop marketing strategies that are more effective in attracting and retaining customers interested in healthy food. In conclusion, brand awareness, customer satisfaction, product quality, and service quality play a key role in shaping consumer purchase intentions on healthy foods, and implementing better strategies in these aspects can increase customer attraction and satisfaction.

Keywords: Brand Awareness, Healthy Food, Purchase Intention, Service Quality

INTRODUCTION

The industrial sector plays a pivotal role in driving economic growth in Indonesia, surpassing other economic sectors in terms of contribution. However, recent years have witnessed a decline in its overall impact. As of 2022, the industrial sector accounts for 17.84% of the nation's Gross Domestic Product (GDP), whereas the contribution of the non-oil and gas industry to GDP reaches 16.01%. This downward trend raises concerns about the sector's resilience and prompts a need for strategic measures to bolster its performance and ensure sustained economic advancement.

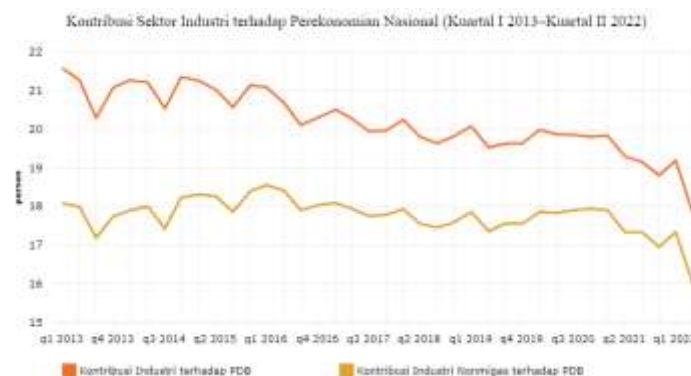


Figure 1: The industrial sector's contribution to the country's economy (first quarter 2013–second quarter 2022)

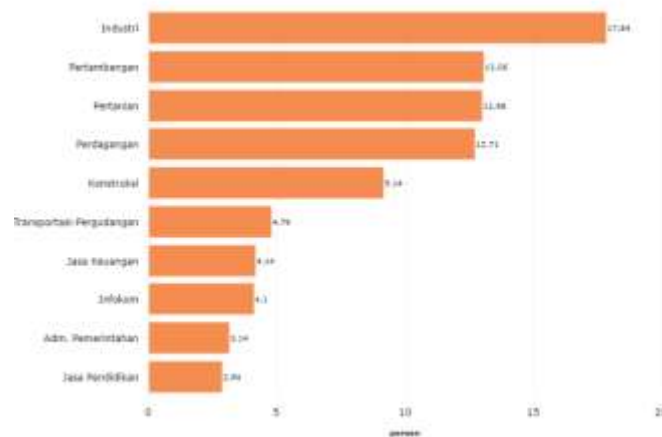


Figure 2: The involvement of the industrial sector in the nation's economy (second quarter 2022)

As per the information provided by the Central Statistics Agency (BPS), in the second quarter of 2022, the industrial sector recorded a value of Rp. 877.82 trillion with the food and beverage subsector contributing greatly to the GDP of the industrial sector recorded Rp. 302.28 trillion (34.44%).



Figure 3: Industrial sector GDP by subsector (second quarter of 2022)

Along with the development of technology in Indonesia, many people are starting to continue to move forward, this also has an impact on the management of food to be consumed, this is due to the busyness of everyone so that customers prefer to consume fast food compared to processing their own food in the customer's kitchen (Yamin et al., 2021).

Therefore, it is necessary to handle the above problems. One of the handlings that can be done is consuming healthy food, in Batam itself there are many business fields engaged in healthy food culinary.

With the background that has been described, the author is encouraged to take topics that have a relationship with healthy food sales. The authors will examine various variables in this study regarding their impact on healthy eating. Here are some related factors that will be raised into variables, namely Service Quality (X1), Product Quality (X2), Promotion (X3), Price (X4), and Customer Satisfaction Mediation Variables (Z1) and Brand Awareness (Z2)

that affect the Purchase Intention Variable (Y1). From the variables listed above, the author obtained a title in the form of "The Effect of Service Quality, Product Quality, Promotion, and Price on Purchase Intention with Customer Satisfaction and Brand Awareness as Mediation in Healthy Food Culinary in Batam".

LITERATURE REVIEW

Khatoon et al. (2020) examine the association between the quality of electronic banking services (E) and customer purchase intention, with customer satisfaction acting as an intermediary variable. In this research, the variable under investigation as the outcome is customer purchasing intentions with customer satisfaction as an intermediary variable. While the independent variables in this research are efficiency, reliability, security, privacy, responsiveness and communication. The location of this study is at Jilin University, Dalian, China with a sample number of 235 data. Data from this study were analyzed primarily.

Luthfi et al. (2022) research on factors that can affect buying interest and consumer satisfaction. In this research, customer satisfaction is considered as the outcome variable with a mediation variable, namely purchase interest. In this research, the variables under investigation were product quality and pricing, acting as independent factors. This research is located at Krisnadwipayana University, Unkris Jatiwaringin Campus, Jakarta, Indonesia. In this study there were 100 samples tested with the analysis methods used, namely descriptive and path analysis.

Handoko et al. (2020) examine the correlation among customer satisfaction, brand image, perceived value, and interest in buying Bright Gas 5.5 Kg LPG Cylinder products in the community in the Special Region of Yogyakarta (DIY). The dependent variable in this study is the intention to make a purchase and there are also customer satisfaction, perceived value, and brand image as independent variables that will be tested in this study. This research was located at Brawijaya University Malang, Indonesia with a total of 170 data samples were subjected to testing. The study involves analyzing data descriptively and applying structural equation modeling utilizing the partial least squares program are some of the analytical methods used in this study for study.

Prasilowati et al. (2021) research on several factors that can affect the satisfaction of a consumer. Customer satisfaction is the dependent variable that will be tested in this study, while price and sales promotion are independent variables in this study there is also a moderation variable, namely service quality. This research is located at the IPWI College of Economics Jakarta, Indonesia. There were as many as 100 respondent data that were sampled in the research test. The data sample of this study was then analyzed using the primary data method using PLS SEM 7.0.

Taufikqurrochman et al. (2021) examine the impact of pricing, product quality, and service quality provided online to Tokopedia customers. Customer satisfaction is a dependent variable that will be tested in this study with e-service quality and price as independent variables. The study was conducted at the University of Muhammadiyah Malang with a total sample of 100 research methods. This study used several analysis methods, namely, purposive sampling, primary data source, multiple regression analysis with t-test, f-test, and dominant test.

Febrian and Fadly (2021) examine how customer satisfaction influences eWOM and interest in purchasing. The mediation variable in this study is culture, while the variable being observed is purchase intention, serving as the dependent variable. While brand equity, e-WOM, and customer satisfaction as independent variables. This research was conducted at the Indonesian Technocratic University with a total sample of 280 data samples. Then it is analyzed by quantitative methods.

Cuong (2020) investigated the empirical effects of credibility and brand perception on

both customer satisfaction and consumer purchase intention. Purchase intention is the dependent variable raised in this study, with brand credibility and perceived value as independent variables. Additionally, customer satisfaction acts as an intermediary variable in the study. The study took place at Ho Chi Minh City's Industrial University, Vietnam with a total research sample of 285 respondents. The study methodology employed in this study utilizes an analytic approach with the assistance of PLS-SEM.

Erlinda et al. (2022) investigate how customer satisfaction is impacted by promotion, product quality, and service quality of Chatime products. Customer satisfaction is a dependent variable that will be examined along with the promotion, service quality, and product quality as independent variables. The location of this research is at Esa Unggul University, Jakarta, Indonesia with a sample of research that reached as many as 185 data which was then analyzed using the multiple regression analysis method.

Winarno et al. (2020) explore the influence of price perception, company image, and quality of service on both customer satisfaction and loyalty. Customer satisfaction is the dependent variable tested in this study with price perception, company image, and service quality being the independent variables. There is also loyalty as a moderation variable. The study was conducted at Bina Sarana Informatika University on 173 research samples. The collected data was analyzed using saturated sample, quantitative research, and structural equation modeling (SEM) methods.

Susanto et al. (2021) research what factors can affect customer satisfaction and repurchase interest in a product. Repurchase intention is the dependent variable taken in this study and customer satisfaction as a moderation variable with service quality and price as independent variables. The study was carried out in Narotama University, Surabaya, Indonesia on 86 research samples. The analysis method used is quantitative.

Gani and Oroh (2021) examine how service, product quality, and pricing at Loki Store influence customer satisfaction. Customer satisfaction is a dependent variable taken with service quality, product quality, and pricing as independent variables that will be tested in this study. This research was conducted at Loki Store, located in Lombok, West Nusa Tenggara with a total of 150 respondents, who then this sample will be analyzed using quantitative methods.

Woen and Santoso (2021) research what factors can affect customer satisfaction and loyalty to the Burger King brand. Service quality, product quality, promotions, and normal prices are independent variables tested in this study with consumer loyalty as the dependent variable, there is also consumer satisfaction as a mediating variable included with gender and education level as moderation variables. The location of this study was at Duta Wacana Christian University, Indonesia to 377 respondents. The analysis method used by researchers is analysis of moment structure (AMOS) software version 24.

Gultom et al. (2022) research about the factors that influence the repurchase interest of a product. Repurchase intention is a dependent variable of research which will then be influenced by brand awareness and perceived quality as independent variables along with customer satisfaction as a mediating variable. The location of this study is at the University of Harapan Medan Indonesia with a sample of 97 research data which is then analyzed using causal methods and quantitative paradigms.

Rizqullah and Sulaiman (2021) research on factors that can affect customer satisfaction with smartphone users. Customer satisfaction as a dependent variable influenced by perceived quality and brand awareness as an independent variable. There is also brand equity as a mediating variable. The location of this study was at Syiah Kuala University against 394 research samples. The tool used in data analysis is SEM (Structural Equation Modelling).

Dash et al. (2021) research on factors that influence customer satisfaction and buying interest in the digital era. Purchase intention as the dependent variable under study and

customer satisfaction as the mediating variable. Brand interaction, brand integrity, brand image, and brand identity as independent variables complement the research test located at the College of Administration and Finance, Saudi Electronic University, Saudi Arabia, Rollin College, USA, University of Puerto Rico, San Juan, PR, USA, Distinguished Scholar, Indian Institute of Management- K, Kerala, India. The sample of this study was 508 samples. The analytical tools and methods used include surveys conducted in-person and online.

Abbas et al. (2021) examine the impact of brand image on customer loyalty is examined, with customer satisfaction acting as a mediating factor and brand awareness to complete the test. The loyalty of the consumer as a dependent variable is influenced by the image of the brand as an independent variable. In this study, there are also mediation variables, specifically, it includes customer satisfaction and brand awareness. The research was conducted at The University of Selangor, Malaysia, Millennium University, Dhaka, Bangladesh, Bahauddinzakariya University, University of Education Lahore, Multan Campus, Pakistan. The sample for this study consisted of 300 research data which was then tested using tools and analysis methods e-sampling method and the cross-sectional strategy.

Khumalo-Ncube and Motala (2021) conduct a study on how the quality features of Business-to-Business (B2B) services offered by third-party hotel booking websites affect travel agent satisfaction and their subsequent purchase intent. Purchase intention is a dependent variable that is influenced by visual appearance, information quality, and ease of use as independent variables. In this study, there is a mediation variable, namely customer satisfaction. The research location is at the University of Stellenbosch Business School, South Africa with a total of 400 research data samples analyzed using quantitative methods.

Prianggoro and Sitio (2020) explore the impact of service quality and promotion on purchase decisions and their potential ramifications on customer satisfaction. Customer satisfaction as a dependent variable which is then influenced by the quality of service and promotion which acts as an independent variable with purchasing decisions as a mediating variable to complete the test. The study was conducted at Mercu Buana University (UMB) Jakarta, Indonesia with a sample of 100 research data tested using descriptive analytic research and SEM tools and methods.

Ramadhaniati et al. (2020) examine the impact of service quality and pricing on customer satisfaction. Customer satisfaction as a dependent variable influenced by service quality and price as independent variables. The location of this study at STIE Jakarta International College, Indonesia was 78 research samples which were then analyzed and tested using SPSS 25, utilizing multiple linear regression and descriptive statistics techniques.

Juliana et al. (2020) examine the elements that have an impact on purchase intention and customer satisfaction. Purchase intention as a dependent variable with customer satisfaction acting as an intermediary variable along with ease of use and trust as independent variables. This research was conducted at Universitas Pelita Harapan Indonesia on 300 respondents. This study used quantitative descriptive method.

Dash and Chakraborty (2021) research the correlation among customer satisfaction, digital marketing practices, customer engagement, and buying interest. Purchase intention as a dependent variable with customer satisfaction as a mediation variable and customer involvement as a moderation variable along with SEM, display, e-CRM, content marketing, and communication as independent variables. The study was located at the College of Administration and Financial Sciences, Saudi Electronic University, Riyadh, Saudi Arabia on 535 research samples. The analysis tools and methods used are questionnaire developed with all the 28 variables, measure with diagram.

Wisnama et al. (2020) research the factors that influence visitor loyalty. Brand loyalty as a dependent variable is influenced by customer satisfaction, brand awareness, brand image, and service quality. The location of this research was in Bandung, Indonesia against 200

research samples. This study was analyzed using quantitative and qualitative methods.

Tran et al. (2021) examine the relationship among cultural distance, customer satisfaction and brand equity for tourist destinations. Destination brand loyalty will be examined as the outcome variable, with customer satisfaction acting as the moderating variable, while destination perceived quality, destination brand awareness, and brand image will serve as the independent variables. The location of this study at the University of Da Nang, Vietnam on 618 research samples with CB-SEM tools used for testing.

Dhingra et al. (2020) research the influence of the quality of online services provided by e-commerce websites on customer satisfaction and buying interest. Purchase intention as a dependent variable is influenced by customer satisfaction, overall service quality, personalization, trust, responsiveness, reliability, and website design as independent variables. This research was conducted at Guru Gobind Singh Indraprastha University on 278 research samples. This research was conducted by distributing questionnaires.

METHODOLOGY

This study is categorized as basic research, with the primary objective of building theories based on previous research. To achieve this, a quantitative approach is adopted, involving the distribution of questionnaires to consumers who have previously purchased healthy food in Batam. The study aims to explore the relationships between various factors such as service quality, product quality, promotion, and price with customers' purchase intention. Additionally, customer satisfaction and brand awareness act as mediators in understanding these relationships.

The research focuses on customers who have experienced purchasing healthy food from various culinary establishments in Batam. To ensure a representative sample, the study employs a random sampling method, offering an equal chance for all members of the population to be part of the research. A minimum sample size of 350 participants is deemed necessary based on established guidelines.

Two methods of data collection are utilized: primary data through the distribution of questionnaires to the target population and secondary data obtained through the examination of previous research literature, including relevant journals and books. The data analysis follows a quantitative approach, involving the use of Structural Equation Modeling (SEM) based on variance or component SEM. This method aims to develop theories based on the concepts described by previous researchers. The collected data is subjected to descriptive analysis, providing insights into respondents' gender, education level, age, occupation, income, frequency of visits to healthy food places, and the locations frequently visited by respondents.

To evaluate the validity of the questions used in the questionnaire, a validity test is conducted. Validity is confirmed when the questions accurately measure the intended concepts. Similarly, a reliability test is performed to assess the accuracy and consistency of the research model. The Structural Model evaluates the direct relationships between variables, without considering mediating variables. It analyzes the significance of these relationships and whether they have a direct impact on purchase intention.

Finally, the study includes the Quality Index test to evaluate the overall accuracy of the model. The Goodness of Fit (GoF) index is used to measure the model's quality, with higher values indicating stronger model performance. These analyses collectively contribute to a comprehensive understanding of the factors influencing customers' purchase intention and the role of customer satisfaction and brand awareness as mediators in the context of healthy food consumption in Batam.

RESULTS AND ANALYSIS

Descriptive Statistical Test Results

Descriptive Statistics is the statistical science of collecting, processing, presenting, and analyzing quantitative and qualitative data descriptively which is done to simplify and facilitate the reading of information from a data (Maysani & Pujiastuti, 2020).

In general, descriptive statistics are divided into 2 based on the way of processing, namely the processing of descriptive statistical data for qualitative and quantitative data (Sugiyono, 2018).

Table 1: Respondents by gender

Number of Respondents	
Valid	351
Invalid	0

The statistical table shows the amount of data analyzed, it can be seen that the data analyzed is as many as 351 respondents.

Table 2: Respondents by gender

Gender	Sum	Percentage (%)
Man	145	41.3
Woman	206	58.7
Total	351	100.0

The table of respondents by sex shows the frequency of each sex group in the processed data. The table shows that there were 206 or 58.7% female respondents and 145 or 41.3% male respondents. It can be concluded that the percentage of female respondents is greater than that of male respondents.

Table 3: Respondents by recent education

Recent Education	Sum	Percentage (%)
High School / Vocational School	56	16.0
Diploma	75	21.4
Bachelor	188	53.6
Magister	32	9.1
Total	351	100.0

The table of respondents based on the last education shows the frequency of each group of recent education on the data that has been processed. The table shows that there are 188 or 53.6% of respondents have a bachelor's last education, 75 or 21.4% of respondents have a diploma's last education, 56 or 16% of respondents have a high school / vocational school last education, and 32 or 9.1% of respondents have a master's last education. It can be concluded that the percentage of respondents with undergraduate final education is greater than respondents with high school / vocational education, diplomas, and masters.

Table 4: Respondents by age

Age	Sum	Percentage (%)
19-23 Years	100	28.5
24-28 Years	150	42.7

29-33 Years	51	14.5
34-38 Years	31	8.8
>38 Years	19	5.4
Total	351	100.0

The table of respondents by age shows the frequency of each age group in the processed data. The table shows that there are 150 or 42.7% of respondents ranging in the age of 24-28 years, 100 or 28.5% of respondents ranging in the age of 19-23 years, 51 or 14.5% of respondents ranging in the age of 29-33 years, 31 or 8.8% of respondents ranging in the age of 34-38 years, and 19 or 5.4% of respondents ranging in the age of over 38 years. It can be concluded that the percentage of respondents aged 24-28 years is greater than respondents who range from 19-23 years old and 29-38 years and over.

Table 5: Respondents by occupation

Job	Sum	Percentage (%)
Private	296	84.3
Entrepreneurial	43	12.3
State Officer	12	3.4
Total	351	100.0

The respondent table by occupation shows the frequency of each job group on the processed data. The table shows that 296 or 84.3% of respondents are private employees, 43 or 12.3% of respondents are entrepreneurs, and 12 or 3.4% of respondents are civil servants. It can be concluded that the percentage of respondents who have private employee jobs is greater than respondents with entrepreneurial jobs and civil servants.

Table 6: Respondents by income

Income	Sum	Percentage (%)
< Rp. 4.500.000	101	28.8
Rp 4.500.000 - Rp 8.000.000	182	51.9
Rp 8.000.000 - Rp 10.000.000	45	12.8
> Rp 10.000.000	23	6.6
Total	351	100.0

The table of respondents by income shows the frequency of each income group in the processed data. The table shows that there are 182 or 51.9% of respondents earning around Rp 4,500,000 – Rp 8,000,000 per month, 101 or 28.8% of respondents earning below Rp 4,500,000 per month, 45 or 12.8% of respondents earning around Rp 8,000,000 – Rp 10,000,000 per month, 23 or 6.6% of respondents earning above Rp 10,000,000 per month. It can be concluded that the percentage of respondents who have an income of Rp. 4,500,000 to Rp. 8,000,000 is greater than respondents who earn Rp. 4,500,000 and Rp. 8,000,000 and above.

Table 7: Respondents by number of visitors

Number of Visitors	Sum	Percentage (%)
< 5 times	173	49.3
6 - 10 times	144	41.0
> 10 times	34	9.7
Total	351	100.0

The respondent table based on the number of visitors shows the frequency of the number of visitors to Batam healthy food culinary customers each month in the processed data. The table shows that 173 or 49.3% of respondents visit culinary less than 5 times per month, 144 or 41% of respondents visit culinary about 6-10 times per month, and 34 or 9.7% of respondents visit culinary more than 10 times per month. It can be concluded that the percentage of respondents who visit Batam healthy food culinary is about less than 5 times greater than respondents who visit Batam healthy food culinary around 6-10 times to more than 10 times each month.

Table 8: Respondents by places frequently visited

Frequently Visited Places	Sum	Percentage (%)
Fortunate Taste Vegetarian Restaurant	21	6.0
Restaurant Nature Vegetarian	35	10.0
Fortunate Cafe	53	15.1
Salad Bar	170	48.4
Healthy Box	72	20.5
Total	351	100.0

The respondent table based on frequently visited places shows the frequency of places most frequented by respondents on processed data. The table shows that 170 or 48.4% of respondents often visit Salad Bar, 72 or 20.5% of respondents often visit Healthy Box, 53 or 15.1% of respondents often visit Fortunate Cafe, 35 or 10% of respondents often visit Nature Vegetarian Restaurant, 21 or 6% of respondents often visit Fortunate Taste Vegetarian Restaurant. It can be concluded that the percentage of places most frequented by respondents is Salad Bar compared to other places.

Model Evaluation Results

Outer loading validity testing is used as a measurement indicator of whether each variable is suitable and good for use in measurement. The test result is valid if the value of outer loading does not exceed 0.6.

Table 9: Validity test results

Variable	Average Variance Extracted (AVE)	Conclusion
Brand Awareness	0,702	Evident
Customer Satisfaction	0,704	Evident
Price	0,708	Evident
Product Quality	0,690	Evident
Promotion	0,702	Evident
Purchase Intention	0,703	Evident
Service Quality	0,708	Evident

The results of the validity test in the table above show where AVE with brand awareness variables is 0.702, customer satisfaction variables are 0.704, price variables are 0.708, product quality variables are 0.690, promotion variables are 0.702, purchase intention variables are 0.703, and service quality variables are 0.708. So that the validity test of 35 (thirty-five) questions is 5 (five) questions from the brand awareness variable, 5 (five) questions from the customer satisfaction variable, 5 (five) questions from the price variable, 5 (five) questions from the product quality variable, 5 (five) questions from the promotion variable, 5 (five) questions from the purchase intention variable, and 5 (five) questions from service quality variables. Based on the table above, it can be concluded that all research

constructs or variables have met the criteria of good validity. This coincides with an Average Variance Extracted (AVE) value above 0.50 according to the recommended criteria.

Table 10: Reliability test results

Variable	Composite Reliability	Cronbach's Alpha	Conclusion
Brand Awareness	0,922	0,894	Reliable
Customer Satisfaction	0,923	0,895	Reliable
Price	0,924	0,897	Reliable
Product Quality	0,918	0,888	Reliable
Promotion	0,922	0,894	Reliable
Purchase Intention	0,922	0,894	Reliable
Service Quality	0,924	0,897	Reliable

Reliability tests are used to see if the reliability of each variable is sufficient for research. This can help researchers measure the consistency of a questionnaire. This reliability test can be done in 2 (two) ways, namely Cronbach's alpha and composite reliability (Tugiman, Herman, & Yudhana, 2022). Cronbach's alpha and composite reliability constructs when each variable has a value greater than 0.70. The results of Cronbach's alpha brand awareness variable test are 0.894, customer satisfaction variable is 0.895, price variable is 0.897, product quality variable is 0.888, promotion variable is 0.894, purchase intention variable is 0.894, and service quality variable is 0.897. This shows that Cronbach's alpha value for each variable is reliable.

The results of Cronbach's alpha and composite reliability tests from the 2 tables above each construct have a value of more than 0.70 which means all variables are reliable. The results of the composite reliability test of brand awareness variables are 0.922, customer satisfaction variables are 0.923, price variables are 0.924, product quality variables are 0.918, promotion variables are 0.922, purchase intention variables are 0.922, and service quality variables are 0.924. This shows that the composite reliability value of each variable is reliable.

Table 11: Test results of unmediated structural models

X -> Y / Direct Without Mediation	T Statistics	P Values	Conclusion
Brand Awareness -> Purchase Intention	3,192	0,002	H1: Significant
Customer Satisfaction -> Purchase Intention	2,931	0,004	H2: Significant
Price -> Purchase Intention	3,456	0,001	H3: Significant
Product Quality -> Brand Awareness	50,534	0,000	H4: Significant
Product Quality -> Purchase Intention	1,265	0,206	H5: Insignificant
Promotion -> Purchase Intention	1,593	0,112	H6: Insignificant
Service Quality -> Customer Satisfaction	48,679	0,000	H7: Significant
Service Quality -> Purchase Intention	2,316	0,021	H8: Significant

The results of the direct influence test without the role of mediation variables show the calculation of significance tests between independent brand awareness variables on purchase intention, customer satisfaction variables on purchase intention, price variables on purchase intention, product quality variables satisfaction, and product quality variables on purchase intention, promotion variables for purchase intention, service quality variables on customer satisfaction, and service quality variables against purchase intention. Based on the table above, there are 6 direct hypotheses that can be stated as significant. This can be known

based on t-statistics values > 1.96 and p-values < 0.05 .

The results of the direct influence test in the table above show a t-statistics value of 3.192 greater than the value of 1.96 and a p-value of 0.002 below the value of 0.05. This proves that hypothesis 1 is acceptable. This is in accordance with research from Gultom et al. (2022) which explains that the brand awareness variable has a significant impact on purchase intention which shows that if brand awareness increases, then purchase intention will also increase.

The results of the direct influence test in the table above show a t-statistics value of 2.931 greater than the value of 1.96 and a p-value of 0.004 below the value of 0.05. This proves that hypothesis 2 is acceptable. This is in accordance with research from Handoko et al. (2020) and Dash et al. (2021) that customer satisfaction has a significant effect on purchase intention because satisfied customers will increase customer buying interest.

The results of the direct influence test in the table above show a t-statistics value of 3.456 greater than the value of 1.96 and a p-value of 0.001 below the value of 0.05. This proves that hypothesis 3 is acceptable. This is in accordance with research from Susanto et al. (2021) and Rahman et al. (2019) that the price variable has a significant effect on the purchase intention variable, this is because prices that are too high can affect consumer buying interest.

The results of the direct influence test in the table above show a t-statistics value of 50.534 greater than the value of 1.96 and a p-value of 0.000 below the value of 0.05. This proves that hypothesis 4 is acceptable. This is in accordance with research from Kusuma et al. (2022) because product quality positively affects brand awareness supported by reputation, repeat purchases, positive reviews, and word of mouth marketing.

The results of the direct influence test in the table above show a t-statistics value of 1.265, smaller than a value of 1.96 and a p-value of 0.206 above a value of 0.05. This proves that hypothesis 5 is unacceptable. This is not in accordance with research from Amanda et al. (2021), and Rahman et al. (2019) which shows that product quality has an important effect on customer buying interest.

The results of the direct influence test in the table above show a t-statistics value of 1.593, smaller than a value of 1.96 and a p-value of 0.112 above a value of 0.05. This proves that hypothesis 6 is unacceptable. This is not in accordance with research from Rahman et al. (2019), and Nursadiyah and Maharani (2018) which shows that promotions have a positively significant influence on buying interest.

The results of the direct influence test in the table above show a t-statistics value of 48.679 greater than the value of 1.96 and a p-value of 0.000 below the value of 0.05. This proves that hypothesis 7 is acceptable. This is in accordance with research from Susanto et al. (2021) and Lukitaningsih et al. (2022) which states that the variable service quality has a significant relationship with customer satisfaction because good service quality can be a positive experience for customers, this can increase customer satisfaction.

The results of the direct influence test in the table above show a t-statistics value of 2.316 greater than a value of 1.96 and a p-value of 0.021 below a value of 0.05. This proves that hypothesis 8 is acceptable. This is in accordance with research from Gultom et al. (2022) where the variable of brand awareness is positive and significant to the variable of purchase interest, this is because brand awareness can have a positive impact in influencing customer perceptions of product quality and value so as to increase customer desire to buy products.

Table 12: Test results of structural models with mediation

(X → M) x (M → Y) / Indirect with Mediation	T Statistics	P Values	Conclusion
Product Quality -> Brand Awareness -> Purchase Intention	3,191	0,002	H9: Significant
Service Quality -> Customer Satisfaction -> Purchase Intention	2,941	0,003	H10: Significant

Table 13: R Square test results

Variable	R Square	Conclusion
Brand Awareness	0,774	Strong
Customer Satisfaction	0,764	Strong
Purchase Intention	0.855	Strong

R Square is a test model that explains how far the dependent variable can be described by the independent variable. The R Square value will be categorized as strong if the value is > 0.67, moderate > 0.33, and weak for < 0.33. In this study, the R Square value in the brand awareness variable is 0.774 which can be stated strong, customer satisfaction 0.764 which can be stated strong, and purchase intention with a value of 0.855 which can be categorized as strong.

Table 14: Index quality test results

AVE	R Square	GoF	Conclusion
0,702	0,797	0,559	Strong

The research model must first be tested for feasibility using goodness of fit (GoF) testing. The standard in this test is that the GoF value must be > 0.5 so that it can be declared a viable model. In the table above, the GOF value is 0.559 which is above the value of 0.5 which means that the service research model is used.

CONCLUSIONS AND IMPLICATIONS

Conclusions

The proposed research entitled "The Effect of Service Quality, Product Quality, Promotion, and Price on Purchase Intention with Customer Satisfaction and Brand Awareness as mediation in Healthy Food Culinary in Batam" aims to determine the relationship between factors taken in healthy food sales, namely Service Quality, Product Quality, Promotion, and Price. These factors can influence consumer purchase intent.

This study involved 351 respondents with the majority of women, undergraduate final education, age range 24-28 years, private employees, with an income of around Rp. 4,500,000 – 8,000,000 per month. When frequency of visiting places that are often visited, most respondents visit healthy food culinary in Batam less than 5 times per month, with Salad Bar as the majority of places that are often visited.

Based on this research, an understanding of consumer preferences and behaviors related to healthy food culinary in Batam has been revealed. This information can be fundamental in developing more effective marketing strategies to attract and retain customers interested in healthy foods.

The results of this study point to several relevant hypotheses. First, hypothesis 1 states that knowledge of a brand has a significant impact on the purchase intent of goods. This is

evidenced by the t-statistics value of 3.192, which exceeds the established standard (1.96), and the p-value of 0.002, which is lower than the standard (0.05).

Furthermore, hypothesis 2 suggests that customer satisfaction has a significant impact on the purchase intent of goods. This evidence is reinforced by a t-statistics value of 2.931, which exceeds the established standard (1.96), and a p-value of 0.004, which is lower than the standard (0.05).

Hypothesis 3 states that price affects buying interest significantly. This finding is supported by a t-statistics value of 3.456, which exceeds the predetermined standard (1.96), and a p-value of 0.001, which is lower than the standard (0.05).

Then, hypothesis 4 revealed a significant influence of product quality on brand awareness. This evidence is supported by a t-statistics value of 50.534, which far exceeds the established standard (1.96), and a p-value of 0.000, which is much lower than the standard (0.05).

Meanwhile, hypothesis 5 suggests that the desire to buy goods is not significantly influenced by the quality of the product. It can be confirmed from a t-statistics value of 1.265, which is below the established standard (1.96), and a p-value of 0.206, which is higher than the standard (0.05).

Hypothesis 6 states that there is an insignificant influence of promotion on purchase intent. It can be seen from the t-statistics value of 1.593, which is below the established standard (1.96), and the p-value of 0.112, which is higher than the standard (0.05).

Furthermore, hypothesis 7 suggests that service quality has a significant impact on customer satisfaction. This is supported by a t-statistics value of 48.679, which exceeds the established standard (1.96), and a p-value of 0.000, which is lower than the standard (0.05).

Hypothesis 8 reveals a significant influence of brand awareness on purchase intent. This finding is supported by a t-statistics value of 2.316, which exceeds the established standard (1.96), and a p-value of 0.021, which is lower than the standard (0.05).

Hypothesis 9 states that there is a significant influence of product quality on purchase intent with brand awareness as mediation. This evidence is reinforced by a t-statistics value of 3.191, which exceeds the established standard (1.96), and a p-value of 0.002, which is lower than the standard (0.05).

Finally, hypothesis 10 revealed a significant influence of service quality on purchase intent with customer satisfaction as mediation. This is supported by a t-statistics value of 2.941, which exceeds the established standard (1.96), and a p-value of 0.003, which is lower than the standard (0.05).

Implications

The research titled "The Effect of Service Quality, Product Quality, Promotion, and Price on Purchase Intention with Customer Satisfaction and Brand Awareness as mediation in Healthy Food Culinary in Batam" provides valuable insights for stakeholders in the culinary industry.

The implications derived from the study are as follows: (1) Future researchers are encouraged to conduct similar studies with a larger number of respondents to overcome the limitations in sample size and geographic coverage. By doing so, a more comprehensive understanding of the factors influencing consumer preferences for healthy food in Batam can be attained. This expanded perspective will serve as a solid foundation for informed marketing and business decisions within the culinary sector. (2) For a more comprehensive and holistic output, it is advisable to include additional variables such as social factors, personal preferences, or economic indicators in future research. By considering these diverse influences, researchers can gain more nuanced insights into the culinary choices of Batam residents, leading to the development of targeted marketing strategies that cater to the diverse

preferences and needs of the local consumers. (3) Utilizing diverse data collection methods, such as in-depth interviews or direct observations, is crucial to gaining deeper insights into the factors impacting consumer preferences for healthy food. By engaging with consumers through qualitative research, researchers can uncover valuable insights into the underlying motivations and attitudes driving their food choices. This understanding will aid in designing more appealing and customer-centric culinary offerings that align with the preferences of the target market in Batam. (4) The research highlights the significance of including detailed time measurements, such as monitoring market trends and customer preferences over time, in future studies. By tracking the changing interests and preferences of consumers, researchers can identify external factors that may influence purchase intentions over time. Understanding these evolving dynamics will enable culinary businesses to adapt their strategies in response to market shifts, ensuring continued relevance and success in the competitive landscape.

REFERENCES

- Abbas, U., Islam, K. A., Hussain, S., Baqir, M., & Muhammad, N. (2021). Impact of brand image on customer loyalty with the mediating role of customer satisfaction and brand awareness. *International Journal of Marketing Research Innovation*, 5(1), 1-15. <https://www.cribfb.com/journal/index.php/ijmri>
- Amanda, T., Winoto Tj, H., Kusniawati, A., & Surjaatmadja, S. (2021). Effect of Electronic Word Of Mouth, Product Quality, and Price on Purchase Intention. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(3). <https://doi.org/10.33258/birci.v4i3.2424>
- Cuong, D. T. (2020). The impact of brand credibility and perceived value on customer satisfaction and purchase intention at fashion market. *Journal of Advanced Research in Dynamical and Control Systems*, 12(3), 691–700. <https://doi.org/10.5373/JARDCS/V12SP3/20201308>
- Dash, G., & Chakraborty, D. (2021). Digital transformation of marketing strategies during a pandemic: Evidence from an emerging economy during COVID-19. *Sustainability*, 13(12), 6735. <https://doi.org/10.3390/su13126735>
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122, 608-620. <https://doi.org/10.1016/j.jbusres.2020.10.016>
- Dhingra, S., Gupta, S., & Bhatt, R. (2020). A study of relationship among service quality of E-commerce websites, customer satisfaction, and purchase intention. *International Journal of E-Business Research (IJEER)*, 16(3), 42-59. <https://doi.org/10.4018/IJEER.2020070103>
- Erlinda, U. E., Purnama, S., & Tamzil, F. (2022). The Effect of Service Quality, Product Quality, and Chatime Product Promotion on Customer Satisfaction (Case Study of Chatime Customers in the Central Jakarta Region). *APTISI Transactions on Management (ATM)*, 6(1), 42-51. <https://doi.org/10.33050/atm.v6i1.1680>
- Febrian, A., & Fadly, M. (2021). The Impact of Customer Satisfaction with EWOM and Brand Equity on E-Commerce Purchase Intention in Indonesia Moderated by Culture. *Binus Business Review*, 12(1), 41-51. <https://doi.org/10.21512/bbr.v12i1.6419>
- Gani, A., & Oroh, A. N. H. (2021). The effect of product quality, service quality and price on customer satisfaction at Loki Store. *KnE Social Sciences*, 116-128. <https://doi.org/10.18502/kss.v5i5.8803>
- Gultom, J. S., Chairunnisa, T. L. T., & Tamba, M. (2021). Pengaruh Brand Awareness Dan Perceived Quality Terhadap Repurchase Intention Melalui Customer Satisfaction Pada Produk Dbd Powder Medan. *Value*, 2(2), 26-42.

- Handoko, H., Sudiro, A., & Susilowati, C. (2020). The Influence of Perceived Value, Brand Image, and Customer Satisfaction on Purchase Intention of the Non-Subsidized 5.5 Kg Bright Gas LPG Cylinder User in Yogyakarta. *Journal of Xi'an University of Architecture & Technology*, 12(5).
- Juliana, J., Noval, T., Hubner, I. B., & Bernarto, I. (2020). Ease of Use Dan Trust Terhadap Purchase Intention Melalui Customer Satisfaction Pada Situs Web Tokopedia. *Jurnal Ecodemica*, 4(2). <http://ejournal.bsi.ac.id/ejurnal/index.php/ecodemica>
- Khatoon, S., Zhengliang, X., & Hussain, H. (2020). The Mediating Effect of customer satisfaction on the relationship between Electronic banking service quality and customer Purchase intention: Evidence from the Qatar banking sector. *Sage Open*, 10(2), 2158244020935887. <https://doi.org/10.1177/2158244020935887>
- Khumalo-Ncube, S. & Motala, T. (2021). Hotel Booking Website Quality, Travel Agent Satisfaction and Purchase Intention. *African Journal of Hospitality, Tourism and Leisure*, 10(6), 1932–1943. <https://doi.org/10.46222/AJHTL.19770720.201>
- Kusuma, S. S., Wijayanto, A., & Listyorini, S. (2022). Pengaruh Brand Image, Kualitas Produk dan Harga terhadap Keputusan Pembelian pada Merek Uniqlo (Studi pada Konsumen Uniqlo Dp Mall Semarang). *Jurnal Ilmu Administrasi Bisnis*, 11(4), 807-813. <https://doi.org/10.14710/jiab.2022.35892>
- Lukitaningsih, A., Ningrum, N. K., & Listyaningrum, V. H. (2022). Pengaruh Citra Merek, Nilai Utilitarian, Electronic Word of Mouth dan Kualitas Pelayanan terhadap Niat Beli Konsumen Miniso Ambarukmo Plaza Yogyakarta. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5(4), 1555-1566. <https://doi.org/10.47467/alkharaj.v5i4.1755>
- Luthfi, Suharto, & Hoesin, W. (2022). The influence of product quality and price on customer satisfaction through of purchase intention the internet package 4G LTE net1 PT sampoerna Telekomunikasi Indonesia. *International Journal of Multidisciplinary Research and Growth Evaluation*, 3(2). <https://doi.org/10.54660/anfo.2022.3.2.2>
- Maysani, R., & Pujiastuti, H. (2020). Analisis kesulitan mahasiswa dalam mata kuliah statistika deskriptif. *Al Khawarizmi: Jurnal Pendidikan Dan Pembelajaran Matematika*, 4(1), 32-49.
- Nursadiyah, S. & Maharani, N. (2018). Prosiding Manajemen Pengaruh Promosi Penjualan terhadap Minat Beli Konsumen Indomaret Jl. Tamansari No.16 Kota Bandung The Influence Of Sales Promotion On The Purchase Intentions At Indomaret Jl. Tamansari No. 16 Bandung City. *Prosiding Manajemen*, 4(2).
- Prasilowati, S. L., Suyanto, S., Safitri, J., & Wardani, M. K. (2021). The Impact of Service Quality on Customer Satisfaction: The Role of Price. *Journal of Asian Finance, Economics and Business*, 8(1), 451–455. <https://doi.org/10.13106/jafeb.2021.vol8.no1.451>
- Prianggoro, N. F., & Sitio, A. (2020). Effect of service quality and promotion on purchase decisions and their implications on customer satisfaction. *International Journal of Engineering Technologies and Management Research*, 6(6), 51-62. <https://doi.org/10.29121/ijetmr.v6.i6.2019.393>
- Rahman, A. F., Widarko, A., & Khoirul, M. (2019). Analisis Pengaruh Product Quality, Price, dan Promotion Terhadap Purchase Intention Mobil. *e-Jurnal Riset Manajemen*, 9(19).
- Ramadhaniati, S., Susanti, E., Wiwaha, A., & Tyas, I. W. (2020). Effect of Service Quality and Price on Customer Satisfaction. *International Journal of Digital Entrepreneurship and Business (IDEB)*, 1(1), 1–10. <https://ejournal.jic.ac.id/ideb/>
- Rizqullah, M. Z. & Sulaiman. (2021). Pengaruh Brand Awareness Dan Perceived Quality Terhadap Customer Saticfaction Yang Di Mediasi Oleh Brand Equity Pada Pengguna

- Smartphone. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen TERAKREDITASI SINTA*, 4(2), 357–367. <https://jim.unsyiah.ac.id/ekm>
- Sugiyono. (2018). Perspektif Metode Penelitian Kualitatif dan Kuantitatif. In *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Susanto, T. W. P., Sudapet, I. N., Subagyo, H. D., & Suyono, J. (2021). The effect of service quality and price on customer satisfaction and repurchase intention (case study at crown prince hotel Surabaya). *Quantitative Economics and Management Studies*, 2(5), 288-297. <https://doi.org/10.35877/454ri.qems325>
- Taufikqurrochman, A., Juliati, R., & Irawati, S. (2021). The Impact of E-Service Quality and Price on Customer Satisfaction of Tokopedia. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 1(2). <http://ejournal.umm.ac.id/index.php/jamanika>
- Tran, P. K. T., Nguyen, V. K., & Tran, V. T. (2021). Brand equity and customer satisfaction: a comparative analysis of international and domestic tourists in Vietnam. *Journal of Product & Brand Management*, 30(1), 180-194. <https://doi.org/10.1108/JPBM-08-2019-2540>
- Tugiman, T., Herman, H., & Yudhana, A. (2022). Uji Validitas Dan Reliabilitas Kuesioner Model Utaut Untuk Evaluasi Sistem Pendaftaran Online Rumah Sakit. *JATISI (Jurnal Teknik Informatika dan Sistem Informasi)*, 9(2), 1621-1630. <https://doi.org/10.35957/jatisi.v9i2.2227>
- Winarno, S. H., Nalendra, A. R. A., & Givan, B. (2020). The Effect of Service Quality, Corporate Image, and Price Perceived in Creating Customer Satisfaction and Loyalty on Education Business. *Esensi: Jurnal Bisnis dan Manajemen*, 10(1), 45–56. <https://doi.org/10.15408/ess.v10i1.14468>
- Wisnama, I. M. B., Prayogi, P. A., & Sutapa, I. K. (2020). Brand Loyalty Model in Balinese Village as an Art and Cultural Tourism Destination in National Rural Areas, Case Study on Wanagiri Kauh Village, Tabanan. *Journal of Business on Hospitality and Tourism*, 6(2).
- Woen, N. G., & Santoso, S. (2021). Pengaruh Kualitas Layanan, Kualitas Produk, Promosi, dan Harga Normal terhadap Kepuasan dan Loyalitas Konsumen. *Jurnal Maksipreneur: Manajemen, Koperasi, dan Entrepreneurship*, 10(2), 146-163. <https://doi.org/10.30588/jmp.v10i2.712>
- Yamin, M., Jufri, A. W., Jamaluddin, J., & Khairuddin, K. (2021). Makanan Siap Saji dan Dampaknya terhadap Kesehatan Manusia. *Jurnal Pengabdian Magister Pendidikan IPA*, 4(3). <https://doi.org/10.29303/jpmp.v4i3.936>