Factor Analysis of The Influence of Promotions, Product Quality, Service Quality, Brand Awareness, And Communication on Purchase Interest in Food Catering Businesses

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ABSTRACT

Sakinah Tegal Restaurant is a catering business that has experienced unstable revenue over the past 10 months. Several factors, such as promotion, product quality, service quality, brand awareness, and communication, affect consumer purchase intention. This study aims to evaluate the effect of these factors on purchase intention in this catering business. The research method used was descriptive quantitative, and data analysis was conducted using the Structural Equation Modelling Partial Least Square (PLS-SEM) method with a sample of 140 respondents. The study results showed an R-square value of 0.830, indicating that promotion, product quality, service quality, brand awareness, and communication together affect purchase intention by 83%. In comparison, the remaining 17% is affected by other variables not examined in this research.

Keywords: Catering, PLS-SEM, Consumer Behavior, Marketing Strategy, Promotion, Product Quality, Service Quality, Brand Awareness, Communication, Purchase Intention.

Introduction

In the future, most consumer marketing will be conducted digitally, particularly on social media and mobile platforms [1]. Selecting suitable media based on customer behaviour and technological advancements can affect prospective customers' decisions to visit the business [2]. An effective marketing strategy is crucial for a company as it helps attract new customers, retain existing ones, and build a strong reputation in a competitive market [3]. Additionally, a good marketing strategy allows businesses to identify market trends and customer needs, enabling them to adapt their services better.

Small and medium-sized enterprises (SMEs) play a central role in driving economic growth in developing countries like Indonesia, as MSMEs serve as a source of livelihood for most of the population in these nations [4]. Also, MSMEs can provide employment opportunities for the community, thereby helping reduce unemployment rates. Various types of MSMEs have the potential to be developed, such as culinary, fashion, education, and others [5]. One of the MSMEs in the culinary sector is the catering business. Catering, also known as food service, is a business in the culinary field that emphasizes speed, convenience, and ease.

The catering business plays a significant economic role, particularly in supporting MSMEs. This business provides convenience for consumers in meeting their food needs, creates job opportunities, and empowers local communities. However, the catering business often faces challenges in maintaining revenue stability and attracting consumer purchase interest. Apart from that, there is a rapid increase and tight competition in catering businesses in Indonesia, such as Tegal.

Over the past 10 to 12 months, the revenue graph of the Sakinah Tegal Restaurant's catering service has shown fluctuations or unstable income, with a tendency to decline. The total net revenue of the catering business in 2022 amounted to IDR 246,682,000, while the revenue in 2023 was IDR 102,035,000. This indicates a net revenue difference of IDR 144,647,000 between 2022 and 2023, reflecting a decrease of -58.64%. The decline in revenue experienced by Sakinah Tegal Restaurant highlights issues in attracting and retaining customers. Along with this revenue decline, the catering business also saw a 38% decrease in customers, with 53 fewer customers from 2022 to 2023. This proves that the catering business experienced a significant drop in consumer purchase interest from 2022 to 2023.

Although numerous studies have examined factors affecting consumer purchase intention, research focusing on culinary MSMEs, mainly catering businesses, remains relatively limited. This indicates a research gap that needs to be addressed to better understand market dynamics and consumer behaviour in the culinary business context. The significant revenue fluctuations experienced by Sakinah Tegal Restaurant in recent times serve as an indicator of issues within the marketing strategies employed. The lack of understanding of factors directly affecting customer purchase intention in this context presents an intriguing research gap worthy of further exploration.

To address the issues at hand, it is necessary to implement activities that can enhance customer purchase intention by understanding consumer desires and offering unique features that distinguish the business from competitors [6], [7]. Recent studies indicate that effective promotion, product quality, and excellent service significantly boost customer purchase intention [7, 8]. The underlying issue in this research is the intense market competition, which compels companies to innovate to attract and retain consumers continuously. Brand awareness and image also play a crucial role in influencing purchasing decisions, as well-known brands with a positive image are more likely to capture consumer interest [9, 10]. Furthermore, many companies struggle to effectively utilize social media to strengthen their brand and drive customer purchase intention [12]. These studies collectively suggest that effective strategies in promotion, quality, brand awareness, and marketing communication are essential to overcoming competition and enhancing purchase intention in an increasingly competitive market. The integration of detailed analysis from previous studies provides a comprehensive background and shows how each factor contributes to increasing customer purchase intention.

This research aims to determine whether there is a positive influence between promotional factors, product quality, service quality, brand awareness, and communication on customer buying interest. Next, the most important and least important factors in the marketing strategy will be analyzed. Influencing factors can later be used to determine marketing strategies that suit customer desires [12, 13]. A deep understanding of what can encourage consumers to buy can help a business target the right market with relevant data and increase the effectiveness of marketing activities' effectiveness [15], [16]. In addition, this information also allows businesses to develop or adapt products and services to suit customer needs and desires better.

Hypothesis (Metode)

Based on the explanation provided earlier, a conceptual model can be determined regarding the variables of promotion, product quality, service quality, communication, brand awareness, and purchase intention, which can be depicted in the following conceptual relationship.
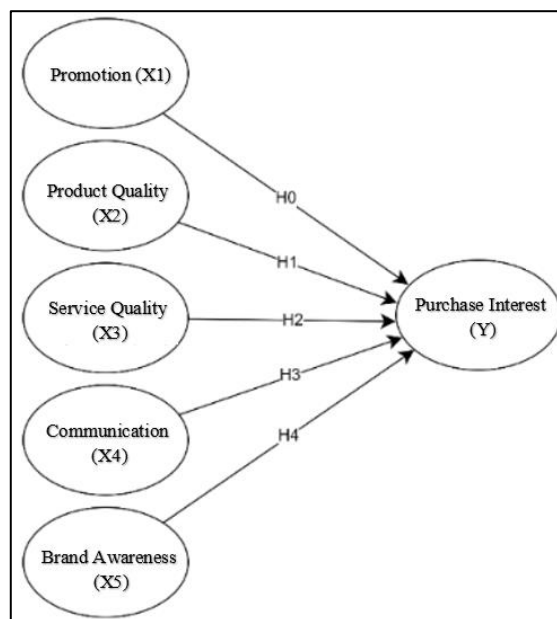
Figure 1. Research Hypothesis

Information:

——————→ : Positive influence

Based on the problem formulation that has been created and the research review, the hypothesis proposed in this research is as follows:

H0 : Promotion (X1) has a positive effect on customer buying interest (Y) at Sakinah Tegal Restaurant catering.

H1 : Product quality (X2) has a positive effect on customer buying interest (Y) at Sakinah Tegal Restaurant catering.

H2 : Service quality (X3) has a positive effect on customer buying interest (Y) at Sakinah Tegal Restaurant catering.

H3 : Communication (X4) has a positive effect on customer buying interest (Y) at Sakinah Tegal Restaurant catering.

H4 : Brand awareness (X5) has a positive effect on customer buying interest (Y) in Sakinah Tegal Restaurant catering.

Research Methods

This research methodology uses quantitative research using the explanatory type which is used to analyze the influence between variables. Use it to analyze the influence between variables and test hypotheses that have previously been formulated. This research will focus on the relationship or influence between independent variables such as promotion (X1), product quality (X2), service quality (X3), brand awareness (X4), and communication (X5) on purchasing interest (Y). Meanwhile, to analyze the pattern of relationships between latent variables and their indicators, use SEM (Structural Equation Modeling) and the structural equation used is PLS-SEM (Partial Least Square Structural Equation Modeling).

This study uses the SEM-PLS method because the marketing field often involves data that is not normally distributed, making it challenging to apply regression methods that meet the Best Linear Unbiased Estimate (BLUE) criteria [17]. SEM-PLS was chosen because it can predict and explain latent variables in theory testing and analyze the effects of various variables simultaneously, with at least one dependent variable and one independent variable [18].

The data collection process was done by distributing a questionnaire consisting of 28 statements related to the variables of promotion, product quality, service quality, brand awareness, and communication, measured using a Likert scale with scores ranging from 1 to 5, starting from strongly disagree, disagree, neutral, agree, to agree strongly. The questionnaire was distributed both directly and online via Google Forms to reach a broader audience and facilitate data collection. The following are the statement indicators that will be used in this study.

Table 1. Statement Indicators

Variables	Items	Measures
Promotion	PRO 1	I am more interested in placing catering orders if there are reviews from customers who are satisfied with the products and services provided
	PRO 2	I am more interested in catering services if there is evidence in the form of photos or short videos showing the catering process on social media platforms
	PRO 3	I am more interested in catering promotional activities carried out using Instagram social media
	PRO 4	I am interested in catering promotional activities carried out using social media, such as Facebook
	PRO 5	I am more interested in WhatsApp social media to carry out catering promotions
Product Quality	KP 1	I am more interested in catering that has a good taste image
	KP 2	I am more interested in catering that offers a variety of menu packages and menu variations to choose from
	KP 3	I am interested in catering that offers affordable prices
	KP 4	I am more interested in catering that uses safe packaging and simple designs

	KP 5	I am more interested in catering products that have packaging that includes the logo and required information
Service Quality	KL 1	I am more interested in catering that provides good and friendly service
	KL 2	I am more interested in using a catering service that is responsive in answering my questions quickly
	KL 3	I am interested in a catering service that can deliver products safely and on time
	KL 4	I am more interested in catering services that use the WhatsApp Bot platform to provide the information I need
Brand Awareness	KM 1	I am more interested in catering services if they are recommended by my friends or family members
	KM 2	I will recommend trusted catering services to my friends or family
	KM 3	It's easier for me to remember a catering service if it uses a clear, simple logo
	KM 4	I chose catering services as an alternative for serving food during events
Communication	KOM 1	I am more interested in catering services that convey information in an interesting and clear way
	KOM 2	I am more interested in catering services that make good use of technology or social media to convey information
	KOM 3	I would be more interested if I could easily contact catering services online
	KOM 4	I am more interested in catering services if information about catering services and products can be easily found on websites or social media
	KOM 5	I am more interested in catering services if there is a simple and clear menu list
Purchase Interest	MB 1	The catering promotion strategy used can influence my buying interest
	MB 2	The quality of the catering products provided can influence my buying interest
	MB 3	The quality of the catering services provided can influence my purchasing interest
	MB 4	The popularity of catering brands can influence my buying interest
	MB 5	Having good and clear communication when conveying catering information can influence my buying interest

Furthermore, in data collection, there is a sampling method used in this research, namely non-probability sampling and the sampling technique used is purposive sampling. According to [19] purposive sampling is used to take samples of respondents who have specific characteristics or are based on certain considerations. The population used in this research is:

1. Aged 18-65 Years.
2. Customers who have placed catering orders at Sakinah Restaurant.
3. Respondents who live in the Tegal, Pemalang, Pekalongan, and Batang City areas.

In data collection, there are two types of data: primary and secondary. In this study, primary data were obtained from an initial questionnaire or pilot study with a minimum of 30 respondents, which was used for the development of the research instrument. According to [20] , the minimum sample size required for conducting research using PLS-SEM (Partial Least Squares Structural Equation Modeling) is five times the number of indicators or questionnaire items used in the study. In this research, there are 28 indicators, thus the sample size to be used is 28 x 5 = 140 respondents. Meanwhile, the secondary data used in this study consists of data from the company.

Testing using the PLS-SEM method is divided into three main stages, namely PLS-SEM Model Estimation, Outer Model Evaluation, and Inner Model Evaluation [21]. In processing using the PLS-SEM method, validation tests and reliability tests were carried out. According to [21], the loading factor value will be better if the value is above 0,7 and the acceptable Average Variance Extracted (AVE) value is 0,5 or has a high convergent validity value. Furthermore, the reliability test is taken from obtaining Cronbach's alpha and Composite reliability values. By obtaining a value of 0,7 or more, it can be said to be satisfactory [21].

After knowing that the questionnaire is validated, hypothesis testing is carried out and measuring the strength and direction of the relationship between variables. To measure the strength of a variable, you can look at the path coefficient value and it must be in the range 0 to 1, this indicates a positive relationship between the variables. Conversely, if the path coefficient value is in the range -1 to

0, it indicates a negative relationship between the variables [22]. Meanwhile, to determine whether a variable has a significant effect, you can look at the p-value. Next, the f-square value is used to measure how big the impact of an independent variable is on the dependent variable. The effect is considered small if the f-square value is less than 0,02. It can be ignored, or it is considered that the variable has no significant effect on the dependent variable in the regression model. However, if the f-square value is 0.15, the effect is considered moderate, and if the value is more than 0,35, the effect is considered large [21]. If you get an R square value of 0,67, then it can be said to have a strong determinant coefficient, with a value of 0,33 (moderate), and a value of 0,19 is said to have a weak factor coefficient.

Results and Discussion

Respondent Demographics

Respondent demographics that will be analyzed in this research include the identity of respondents consisting of age, gender, occupation, and domicile categories.

a. Age

Table 2. Respondent's Age

Age	Frequency Distribution	
	Total	Percentage
18-25 years	62	44%
26-35 years	30	21%
36-45 years	28	20%
46-55 years	12	9%
56-65 years	8	6%
Total	140	100%

In Table 2, it is shown that most respondents in this study are aged 18-25 years, accounting for 44%, while those aged 26-35 years make up 21%, respondents aged 36-45 years consist of 28 individuals or 19%, those aged 46-55 years account for 9%, and respondents aged 56-65 years represent 6%. From this data, it can be concluded that the respondents who most frequently completed this questionnaire fall within the 18–25-year age range.

b. Gender

Table 3. Respondent's Gender

Gender	Frequency Distribution	
	Total	Percentage
Male	51	34%
Female	89	66%
Total	140	100%

Table 3 shows that the most significant number of respondents filling out this questionnaire were female at 66%, while 51 male respondents were 34%.

c. Job

Table 4. Respondent's Job

Job	Frequency Distribution	
	Total	Percentage
Self-employed	27	19%
Housewife	19	14%
Private Sector Employee	27	19%
State Employees	14	10%
Student	36	26%
Other	17	12%
Total	140	100%

Table 4 shows that the respondents who filled out the questionnaire are predominantly students, accounting for 26%. Following this, self-employed respondents make up 19%, those working as private employees also make up 19%, respondents who are homemakers account for 14%, and others represent 12%.

d. Domicile

Table 5. Respondent's Domicile

Domisili	Frequency Distribution	
	Total	Percentage
Tegal	85	61%
Pemalang	45	32%
Pekalongan	4	3%
Batang	6	4%
Total	140	100%

In Table 5, the respondents who completed the questionnaire are predominantly from the Tegal area, accounting for 61%. This is likely because the Sakinah Restaurant catering business is in the Tegal area.

Research Method

Before distributing the research instrument more widely, a pilot study was conducted with 30 respondents. The data from the pilot study were analyzed using the PLS-SEM method, resulting in 26 valid items out of the 28 provided. Items PRO 4 and KM 2 had validity values of less than 0,7, so these items were removed to ensure that the questionnaire instrument was suitable for use. After the research instrument was considered feasible, the questionnaire was distributed to 140 respondents who met the research criteria. Data processing was carried out using the SMARTPLS 3 application. The following is the resulting research model.
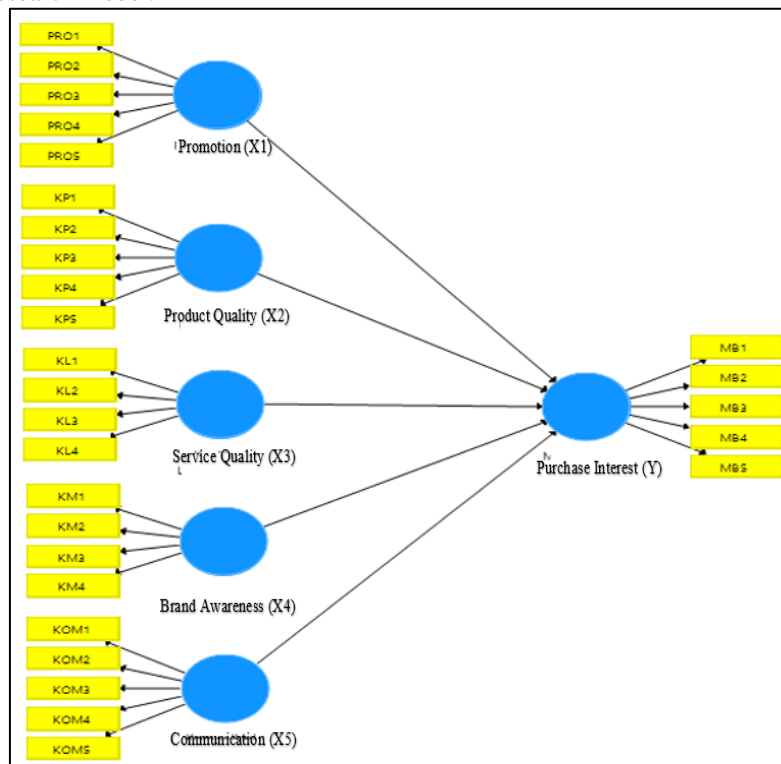
Figure 2. Resulting Research Model

Data Processing

The measurement model or outer model defines each indicator about the latent variable. The initial stage measures how close the positive relationship is between a particular measure and alternative measures in the same construct. Validity testing in this research uses loading factor values seen in the outer loading. The following are the outer loading results obtained in this research.

Table 6. Validity Test

Variables	Items	Validity	Information
Promotion	(X1.1)	0.953	Valid
	(X1.2)	0.943	Valid
	(X1.3)	0.950	Valid

	(X1.5)	0.957	Valid
	(X2.1)	0.885	Valid
	(X2.2)	0.892	Valid
Products Quality	(X2.3)	0.912	Valid
	(X2.4)	0.921	Valid
	(X2.5)	0.899	Valid
	(X3.1)	0.922	Valid
Service Quality	(X3.2)	0.937	Valid
	(X3.3)	0.901	Valid
	(X3.4)	0.917	Valid
	(X4.1)	0.832	Valid
Brand Awareness	(X4.3)	0.875	Valid
	(X4.4)	0.886	Valid
	(X5.1)	0.883	Valid
	(X5.2)	0.901	Valid
Communication	(X5.3)	0.852	Valid
	(X5.4)	0.907	Valid
	(X5.5)	0.897	Valid
	(Y1.1)	0.902	Valid
	(Y1.2)	0.899	Valid
Purchase Interest	(Y1.3)	0.917	Valid
	(Y1.4)	0.941	Valid
	(Y1.5)	0.929	Valid

From Table 6, the validity test values for each questionnaire item can be observed. The validity test was conducted by examining the outer loading. The results of data processing showed that all variables have values above 0.7, leading to the conclusion that all variables in this study, namely, promotion, product quality, service quality, brand awareness, communication, and purchase intention, can be used or are considered valid constructs and meet the validity requirements.

After conducting the validity test and determining that the questionnaire instrument is feasible, the next step is to perform a validity test using the Average Variance Extracted (AVE) value and a reliability test using Cronbach's alpha and Composite Reliability values. The following are the reliability test results obtained in this study using PLS-SEM processing.

Table 7. Reliability Test Results

Variables	AVE	Cronbach's Alpha	Composite Reliability
Promotion	0,903	0,964	0,974
Product Quality	0,831	0,949	0,961
Service Quality	0,855	0,943	0,959
Brand Awareness	0,781	0,860	0,915
Communication	0,810	0,941	0,955
Purchase Interest	0,853	0,957	0,967

Table 7 shows that all variables have an Average Variance Extracted (AVE) value above 0.5, which indicates that all indicators in this study are acceptable. Additionally, it can be observed that Cronbach's alpha and Composite Reliability values for all variables are above 0,7, confirming that they are reliable. Based on the previous tables, it can be concluded that this study has good convergent validity, good discriminant validity, and good internal consistency reliability. The next step is to process the data to obtain the effect size values for each variable used in the study. The following are the effect size values obtained in this research.

Table 8. Effect Size Results

Variables	Effect Size (f^2)
Promotion	0,232
Product Quality	0,170
Service Quality	0,087

Brand Awareness	0,107
Communication	0,032

On the f-square values shown in Table 8, the variables of promotion and product quality have a moderate effect on purchase intention, as they obtained an effect size greater than 0,15. The variables of service quality, brand awareness, and communication have a small or insufficient effect on purchase intention for the Sakinah Restaurant's catering service, as their effect size values are less than 0,15. The following are the results of the hypothesis testing obtained in this study.

Table 9. PLS-SEM Processing Results

Variables	Original Sample	t-statistics	p-value	Information
Promotion	0,299	4,545	0,000	Accepted
Product Quality	0,268	4,166	0,000	Accepted
Service Quality	0,198	2,685	0,007	Accepted
Brand Awareness	0,199	3,227	0,001	Accepted
Communication	0,121	2,177	0,030	Accepted

1. The Effect of Promotion on Purchase Intention
   The exogenous variable of promotion has a significant positive effect on purchase intention. As shown in Table 9, the path coefficient value of the exogenous variable of promotion is O = 0,299 with the Purchase Intention construct. The t-statistic value for this construct relationship is 4,545, greater than 1,96, and the p-value of 0,000 is less than 0,05. Therefore, the first hypothesis, which states that promotion has a positive and significant effect on purchase intention, is proven true. Thus, in this study, the exogenous promotion variable significantly positively impacts purchase intention.
2. The Effect of Product Quality on Purchase Intention
   Table 9 shows that the product quality variable has a significant positive effect on purchase intention. The path coefficient value of the exogenous variable of product quality is O = 0,268 with the Purchase Intention construct. The t-statistic value for this construct relationship is 4,166, greater than 1,96 and the p-value of 0,000 is less than 0,05. Therefore, the hypothesis that product quality has a positive and significant effect on purchase intention is proven true. Thus, in this study, the exogenous product quality variable significantly positively affects purchase intention.
3. The Effect of Service Quality on Purchase Intention
   Based on Table 9, the service quality variable significantly positively affects purchase intention. The path coefficient value of the exogenous variable of service quality is O = 0,198 with the Purchase Intention construct. The t-statistic value for this construct relationship is 2,685, greater than 1,96 and the p-value of 0,007 is less than 0,05. Therefore, the hypothesis that service quality has a positive and significant effect on purchase intention is proven true. Thus, in this study, the exogenous variable of service quality significantly impacts purchase intention.
4. The Effect of Brand Awareness on Purchase Intention
   The brand awareness variable has a significant positive effect on purchase intention. As shown in Table 9, the path coefficient value of the exogenous variable of brand awareness is O = 0,199 with the Purchase Intention construct. The t-statistic value for this construct relationship is 3,227, greater than 1,96, and the p-value of 0,001 is less than 0,05. Therefore, the hypothesis that brand awareness has a positive and significant effect on purchase intention is proven to be true. Thus, in this study, the exogenous variable of brand awareness has a significant positive impact on purchase intention.
5. The Effect of Communication on Purchase Intention
   The exogenous communication variable has a significant positive effect on purchase intention. The path coefficient value of the exogenous communication variable is O = 0,121 with the Purchase Intention construct. The t-statistic value for this construct relationship is 2,177, greater than 1,96, and the p-value of 0,030 is less than 0,05. Therefore, the hypothesis that communication positively and significantly affects purchase intention is proven true. Thus, in this study, the exogenous communication variable significantly positively impacts purchase intention.

From data processing using PLS-SEM to determine the influence of promotional variables, product quality, service quality, brand awareness, and communication on purchasing interest. From this processing, promotion variables, product quality, and service quality positively influence purchase intention. This is in line with research conducted by [8]. Furthermore, the brand awareness variable also

obtained results that were in line with research conducted by [10], namely, that brand awareness positively affected buying interest. The communication variable also positively influences buying interest, as shown by research conducted by [12]. Here are the results for the coefficient of determination (R²) and Q²Predictive obtained in this research.

Table 10. R-Square and Q^2 Predictive Results

Variables	R^2 (R-Square)	Q^2 Predictive
Purchase Interest	0,830	0,684

Based on Table 10, it can be concluded that the coefficient of determination (R²) is 0,830. This means that promotion, product quality, service quality, brand awareness, and communication contribute strongly to the purchase intention for Sakinah Restaurant's catering service, with an R-square value of 83%. The remaining 17% is affected by other factors not discussed in this study. Furthermore, the Q² Predictive result obtained a value of 0,684, indicating that this research model can effectively explain the purchase intention variable, as the Q² Predictive value exceeds 0,5.

This study shows that promotion, product quality, service quality, brand awareness, and communication significantly affect consumer purchase intention for Sakinah Tegal Restaurant's catering business, with an R-square value of 0,830. This means that these factors can explain 83% of the variation in purchase intention. This aligns with the hypotheses proposed in the study, which stated that all independent variables positively affect purchase intention. This finding reinforces the relevance and importance of effective marketing strategies in enhancing the appeal of catering products and services in a competitive market. The results of this study provide strong empirical evidence to support strategic efforts to increase purchase intention through the optimization of promotion, improvement of product and service quality, and the strengthening of brand awareness and communication.

Conclusion

This study evaluates the effect of promotion, product quality, service quality, brand awareness, and communication on consumer purchase intention at Sakinah Tegal Restaurant's catering business. The PLS-SEM method analysis results show that all these variables positively and significantly affect consumer purchase intention, with an R-squared value of 0,830. This means the factors studied together contribute 83% to consumer purchase intention. These findings emphasize the importance of effective promotion strategies, improving product and service quality, and strengthening brand awareness and communication to enhance consumer purchase intention. For future research, exploring other variables such as price, brand image, and location is recommended, which may also affect consumer purchase intention and could be focused on industries such as fashion, education, or healthcare. Additionally, it is necessary to conduct research with a larger number of respondents and a broader geographic scope to enhance the generalizability of the results.

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