The Influence of Price, Product Quality, Accessibility and Health Consciousness as a Moderating Variable on Buying Intention: Evident of Small Packaging Mixed Flour XYZ at PT. X

Lena Nur AULANA
Sekolah Tinggi Manajemen IPMI
lena.aulana@ipmi.ac.id
Orchid ID 0000-0001-8357-9430M

Aman WIRAKARTAKUSUMAH
Sekolah Tinggi Manajemen IPMI
aman.wirakartakusumah@ipmi.ac.id
Orchid ID 0000-0003-2873-7955

Amelia Naim INDRAJAYA
Sekolah Tinggi Manajemen IPMI
amelia.naim@ipmi.ac.id
Orchid ID 0000-0001-9021-902X

ABSTRACT

In today's highly competitive global business environment, customer acquisition and retention are essential for success. Customer satisfaction is a crucial factor in achieving this objective. With changes in consumer lifestyles, there is a growing demand for instant food, and people prefer food that is easy and convenient to prepare. PT X is a company that produces instant mixed flour under the brand name XYZ and is currently focused on increasing its sales. Therefore, it is necessary conduct a study on consumer buying intention. However, more research is needed to examine the influence of price, product quality, and accessibility on the buying intention for mixed flour while also checking health consciousness as a moderating variable. This research was conducted through a survey among 134 respondents, and the results were analyzed using PLS-SEM. The results indicate that to increase sales, it is necessary to pay attention to the role of accessibility and consumer health consciousness, which significantly influence buying intention. While price and product quality do not have a significant influence on buying intention. Moreover, health consciousness as a moderating variable strengthens the influence of accessibility on buying intention.

Keywords: Price, Product Quality, Accessibility, Health Consciousness, Buying Intention

INTRODUCTION

The growth of the mixed flour industry continues to increase, the estimated value of the global prepared flour mixed market in 2021 was approximately USD 27.28 billion with a projected increase to USD 29.23 billion in 2022. Furthermore, the global prepared flour mixes market is expected to grow at a compound annual growth rate of 8.0% from 2022 to 2030 to reach USD 54.34 billion by 2030. Figure 1.1 shows the global growth of the mixed flour industry

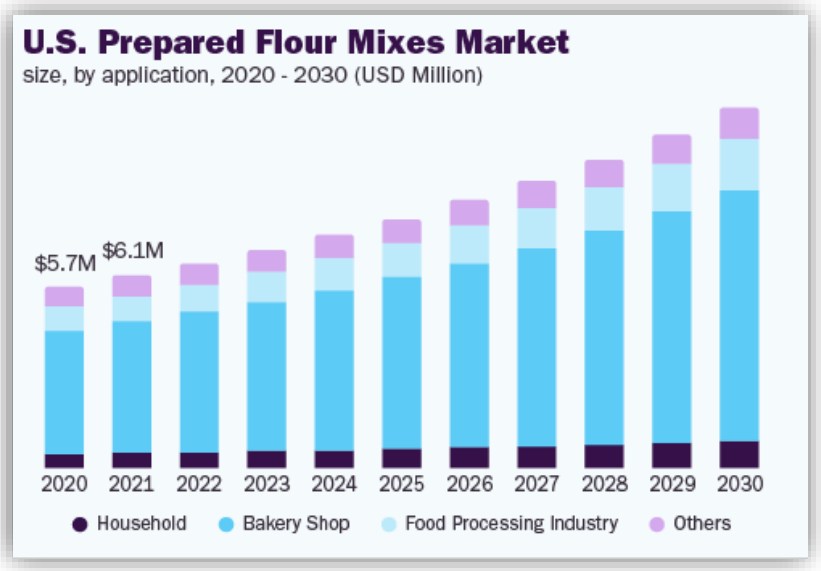


Figure 1.1 Global Growth of Mixed Flour Industry
(*Source: www.grandviewresearch*)

The global growth of the mixed flour industry is not in line with the growth of XYZ mixed flour products at PT X. The XYZ brand was introduced to the market in 2016, but over the course of seven quarters, it experienced a consistent decline in sales. Figure 1.2 shows of the sales data for XYZ's instant mixed flour products.

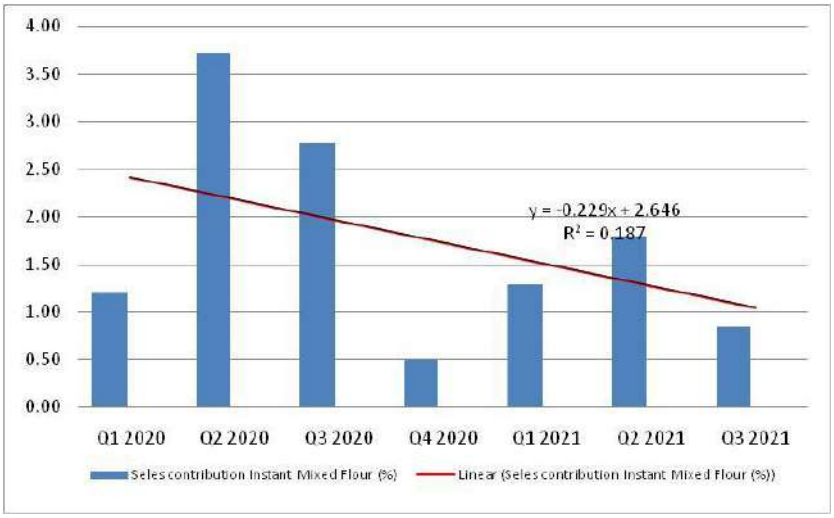


Figure 1.2 Sales contributions (%) of instant mixed flour XYZ 2020-2021
(*Source: Author, 2022*)

Figure 1.2 illustrates a consistent decline of 23% in the sales contribution of XYZ's instant mixed flour over the past seven quarters. In order to enhance the sales growth of this product, it is crucial to develop a comprehensive improvement strategy. To achieve this, the research will primarily concentrate on analyzing customer behavior as the central approach. Has the XYZ instant mixed flour fulfilled the requirement of consumers? So this research aims to examine the influence of price, product quality, accessibility, and health consciousness as moderating variables on buying intention for mixed flour

LITERATURE REVIEW

Consumer Behavior

According to Kotler and Keller (2020), consumer behavior is the field of study that explores how individuals, groups, and organizations make choices, acquire, use, and seek satisfaction from products, services, ideas, or experiences to fulfill their desires and needs. Similarly, Hawkins and David (2010) define consumer behavior as a scientific discipline that investigates how individuals select, utilize, and employ products, services, ideas, or experiences in order to meet their wants and needs.

According to Blackwell et al. (2001), consumer satisfaction is influenced by their perceived value, which encompasses factors like price, product quality, service quality, and corporate image. It is argued by some theorists that the uniqueness of a product plays a crucial role in developing, maintaining, and comprehending the factors that impact customer satisfaction. For consumers to be satisfied, they need to understand the product and align with the company's standards. Furthermore, consumer behavior can be accessed from two perspectives: the factors that influence the buying process and the decision-making process related to consumer purchases.

One model of purchasing behavior that is quite influential where this model emphasizes the processes of influencing consumer behavior is as Figure 2.1

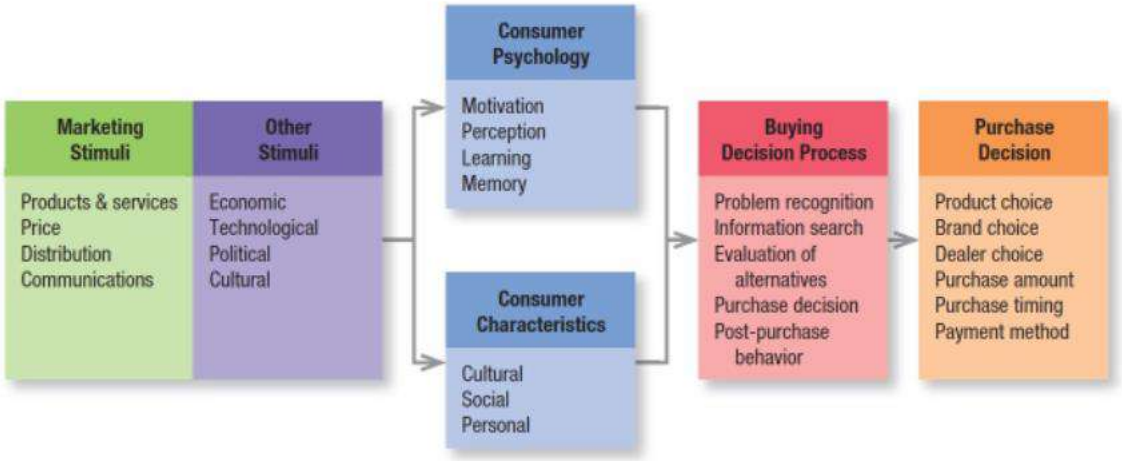


Figure 2.1 Consumer Behavior Model (Kotler & Armstrong, 2019)

Buying decisions are common things consumers consider in the process of fulfilling products and services. In most people, consumer buying behavior is often initiated and influenced by many stimuli from outside themselves, both in the form of marketing stimuli and from other environments. The stages in the consumer purchase decision process according to Kotler & Armstrong (2019) are presented in Figure 2.2

Figure 2.2 Consumer Purchase Decision stages (Kotler & Armstrong, 2019)

Price

According to conventional economic theory, the cost of a product must be considered when determining its price. Higher prices negatively impact product evaluations and purchase intentions because they increase the perception of economic costs (Mahrinasari MS, 2020). According to Molinillo et al. (2020), the price of a product serves as a significant determinant of a customer's purchase intention. One method to assess the perceived price is by examining a customer's willingness to pay a premium for the product.

Product Quality

Delivering quality is of utmost importance for businesses, as it is a vital factor in gaining a competitive edge. Quality serves as a crucial link between customer expectations and business goals. Consistently providing high-quality products or services enables businesses to outperform their competitors, as satisfied customers are more inclined to demonstrate financial support, trust, loyalty, and commitment (Hartanto, 2019).

Research by Dwiantari (2020) and Wijaya & Nurcaya (2017) confirms that both product quality and service quality contribute to customer satisfaction. Furthermore, quality has an indirect but noteworthy impact on a company's marketing performance or overall performance. According to Kotler and Keller (2020), product quality is associated with the functional capabilities of a product, which in turn generates benefits for its users. In essence, product quality encompasses attributes such as reliability, convenience, innovation (allowing for cost reduction), and other values that provide benefits to customers.

Accessibility

As stated by Warren J. Keegan (2003), a distribution channel refers to the path used by producers to deliver their products from the producers to the end consumers or industrial users. It is a component of marketing channels that focuses on the distribution of products to meet consumer or industrial demand. The purpose of distribution, as a marketing strategy, is to facilitate producers in providing goods and services to customers in accordance with their

specific requirements, including type, quantity, price, location, and timing. In essence, the distribution process is a marketing endeavor that aims to streamline the physical and non-physical movement within marketing channels (Tjiptono, 2008). The flow of marketing encompasses the activities involved in the movement among marketing institutions during the marketing process. This includes various flows such as the physical flow of goods, ownership flow, information flow, promotion flow, negotiation flow, payment flow, funding flow, and risk coverage flow.

Health Consciousness

The global COVID-19 pandemic in 2020 has brought about significant changes in people's lifestyles. Individuals are now inclined towards making healthier food choices as improper dietary habits can make them more susceptible to the virus itself (Bracale and Vaccaro, 2020). There is an increasing consumer focus on nutrition, health, and the quality of the food they consume (Gil, 2000). This heightened awareness has also led to a surge in demand for organic food products, as highlighted by Phuah et al. (2011). Worldwide, consumers are altering their food purchasing behaviors to prioritize healthier options, driven by a greater understanding of the importance of health and nutrition (Maehle et al., 2015; Chamhuri and Batt, 2015; Rana and Paul, 2017; Yu et al., 2018). This shift in consumer behavior is influenced by evolving lifestyles, increased awareness of the benefits of health and wellness foods, and a desire to maintain overall well-being (Crofton et al., 2013; Ali et al., 2018; Wang et al., 2018). Consequently, consumers are recognizing the significance of consuming nutritious foods to support their overall health and well-being.

RESEARCH FRAMEWORK

Based on the description above, the research framework for this study has been formulated utilizing a consumer behavior model (Kotler & Armstrong, 2019). As previously stated, the study aims to investigate the impact of price, product quality, and health consciousness on the buying intention of mixed flour products. The dependent variable in this framework is the buying intention, while the moderating variable is health consciousness. The independent variables include product quality, price, and accessibility. The framework is shown below:

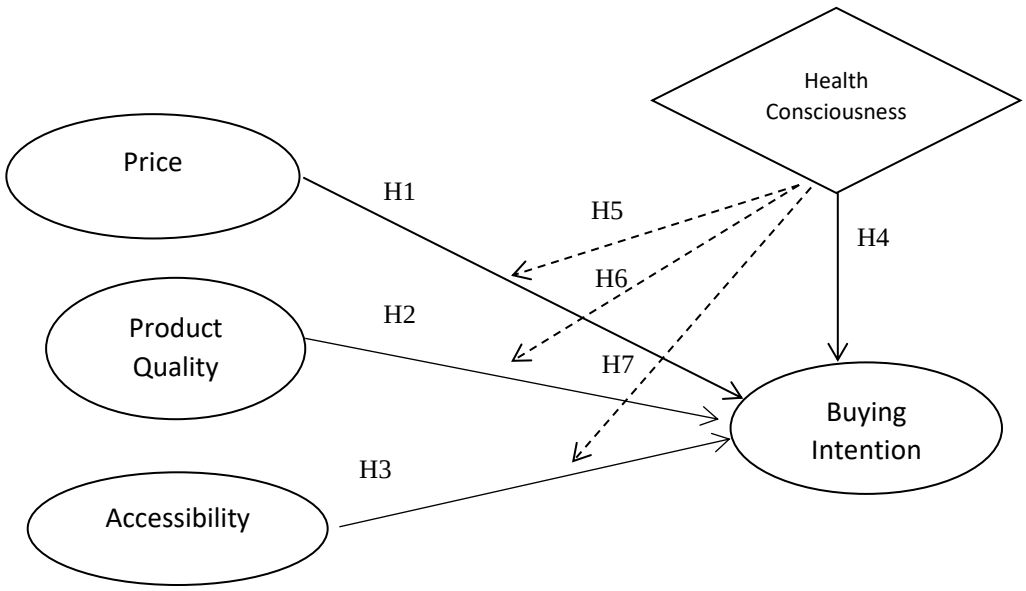


Figure 2.3 Research Framework (*Author, 2023*)

Based on the research framework, there are several hypotheses to examine:

H1: Price has a negative effect on buying intention
H2: Product Quality has a positive effect on buying intention
H3: Accessibility has a positive effect on buying intention
H4: Health Consciousness has a positive effect on buying intention
H5: Health Consciousness has moderating effect on product quality to buying intention
H6: Health Consciousness has moderating effect on price to buying intention
H7: Health Consciousness has moderating effect on accessibility to buying intention

RESEARCH METHODOLOGY

This research using two types of data and information. Primary data is data received directly from the source (respondents of the survey) in individual viewpoints to solve research difficulties. Meanwhile, secondary data is data that has been managed by other parties and obtained by studying references, books, and several other kinds of literature related to the variables in this study. Collection data using a survey (likert scale of 1-5) in the form of a designed questionnaire will be distributed to consumers who have used mixed flour in the Greater Jakarta (Jakarta, Bogor, Depok, Tangerang, Bekasi) area. The technique sampling used in this study is non-probability sampling with purposive sampling. A survey was conducted among 134 respondents, and the data were analyzed using PLS SEM. The variables are calculated using the following variables and their sources are presented in table 3.1 below:

Table 3.1 Operational Variable

Variable	Item	Measurement Item	Source
Price (P)	P1	Product prices affordable by consumers	Stanton (1994)
	P2	The price of the product is lower than other products	
	P3	The price of the product is in accordance with the quality obtained	
	P4	The price offered is in accordance with the benefits	
Product Quality (PQ)	PQ1	Has a good and interesting taste	Sangadji and Sopiah (2013)
	PQ2	A simple and practical way of cooking	
	PQ3	Has a variety of flavors	
	PQ4	Has a variety application of cooking	
	PQ5	The size of the product in the package corresponds to the standard cooking portion	
	PQ6	Attractive color packaging	
	PQ7	The product has a long shelf life	
	HC1	I'm very self-conscious about my health	

Health Consciousness (HC)	HC2	I'm aware of the state of my health as i go through the day	Samala Nagaraj (2020)
	HC3	I take responsibility for the state of my health	
	HC4	I'm alert to change in my health	

Variable	Item	Measurement Item	Source
Accessibility (A)	A1	Were available in more store	Barbara et al (2015)
	A2	Were available closer to home	
	A3	Were cheaper	
	A4	Were have benefit of health but far	
Buying Intention (BI)	BI1	Looking for more information about the product	Haubl (1996)
	BI2	Willingness to understand the product	
	BI3	Desire to try the product	
	BI4	Re-visits to places that sell products	
	BI5	Have a desire to recommend the product	

Researchers will describe the demographic profile of respondents. This will be followed by data tracing which involves handling missing data and outliers. Data on gender, age, education, and profession of the survey will be explained in tables, charts, and graphs. Descriptive statistical analysis represents the general view of the survey responses by showing the main measures of variables such as mean, standard deviation, variance, kurtosis and skewness. PLS-SEM (Partial Least Square – Structural Equation Modeling) is a method for building a predictive model when the factors are many and highly collide. This gives a value of R^2 and indicates the significance of the relationship between constructs.

To use the SEM method for analysis, the researcher must first do a model analysis. The two components of the analysis are the measurement model and the structural model. Measurement models are utilized to assess the existing indicators of variables and can also serve as a means of evaluating construct validity. On the other hand, the structural model is used to analyze the connection between independent and dependent variables (Wong, 2013). PLS estimates parameters and predicts causality without making any assumptions about distributions.

Hypothesis testing is done by looking at the partial test results for each variable. The size of the significance of the hypothesis support can be used to compare the values of the t-table and t-statistics. Whether there is an effect of exogenous variables on endogenous variables can be seen from the t-statistic value compared to the t-table value, if the t-statistic value is greater than the t-table value, it is significant. On the other hand, if the t-statistic value is smaller than the t-table value it is not significant. In this study, for the 95% confidence level (α 0.05), the t-table value for the one-tailed hypothesis was 1.65 (Hair et.al., 2014).

DATA ANALYSIS AND DISCUSSION

Step of data analysis was shown on Figure 4.1

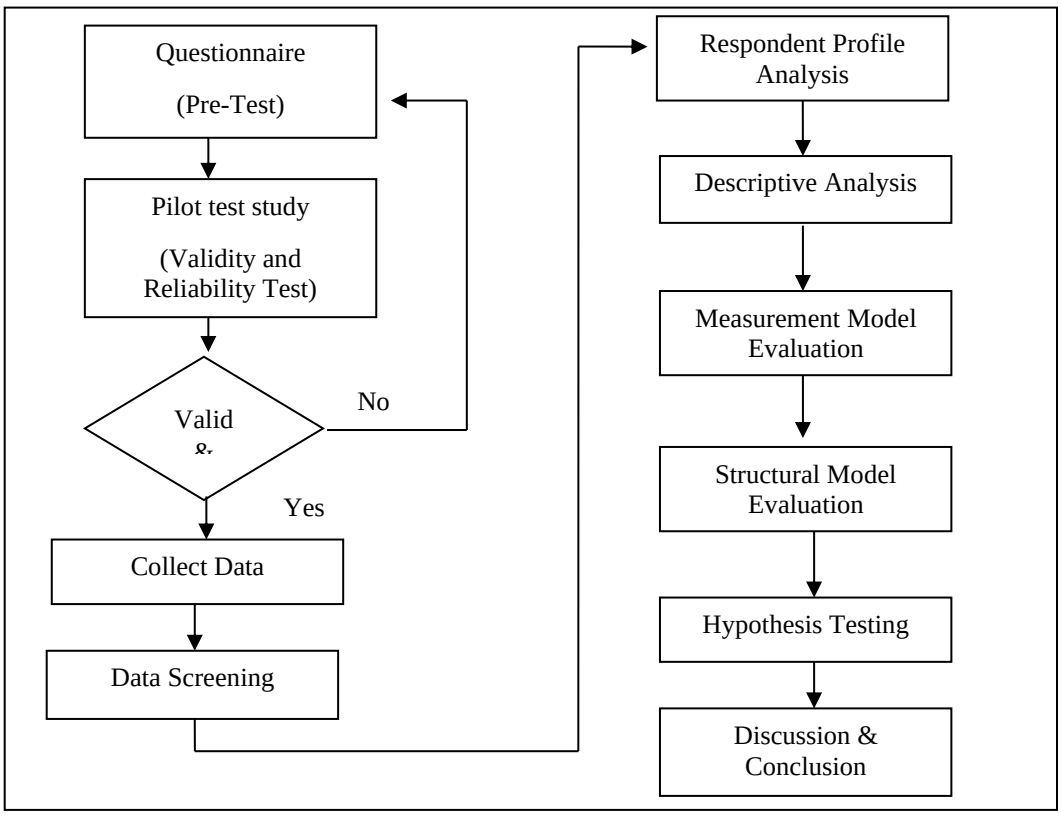


Figure 4.1 Step of Data Analysis *(Source: Author 2023)*

Validity and Reliability

Internal reliability values (Cronbach's alpha) and validity indicate that both test met the minimum requirements, with values above 0.3 for Pearson's Correlation and above 0.7 for Cronbach's alpha. As a result, the author proceeded to distribute the questionnaire to a larger of respondents.

Respondent Profile

Respondent profiles are utilized to offer a comprehensive overview of the characteristics of sample, which facilitates the analysis of research findings by researchers. In this particular study, a sample of 134 respondents was selected and grouped by their gender, age, level education, occupation, and income. Profile respondent is shown in Table 4.1.

Table 4.1 Profile Respondent

Variable	Category	Amount	Percentage (%)
Gender	Male	18	13.4
	Female	116	86.6

Table 4.1 Profile Respondent

	Category	Amount	Percentage (%)
Age	15-25	1	0.75
	26-41	86	64.18
	42-57	47	35.07
	>58	0	0.00
Education	Junior High School	2	1.49
	Senior High School	22	16.42
	Bachelor Degree	87	64.93
	Master Degree	22	16.42
	Doctoral Degree	1	0.75
Occupation	Student	1	0.75
	Employee	55	41.04
	Entrepreneurs	7	5.22
	Housewife	45	33.58
	Others	26	19.40
Income Level	2.000.000-4.000.000	54	40.30
	4.000.001-6.000.000	15	11.19
	6.000.001-10.000.000	22	16.42
	>10.000.001	43	32.09

Descriptive Statistics

The descriptive statistics of the indicator variables from SmartPLS which shows the amount of data, minimum, maximum, mean, standard deviation, skewness, and kurtosis. When the standard deviation of a variable in SmartPLS is lower than its mean value, its indicates that the data points are closely clustered around the mean and there are fewer extreme or outliner values. This suggests that the data is more consistent and less variable in comparison to when the standard deviation is higher than the mean. Descriptive statistics velue shown that the minimum response for every indicator was 1 and the maximum was 5, it appears that the majority of respondents tended to answer with a score of 4 or 5 on the likert scale.

Measurement Model Evaluation

The testing of this study used Partial Least Square (PLS) analysis with SmartPLS 4.0. The measurement of research variables for the structural model used reflective constructs. The following is a figure of the estimated PLS model.

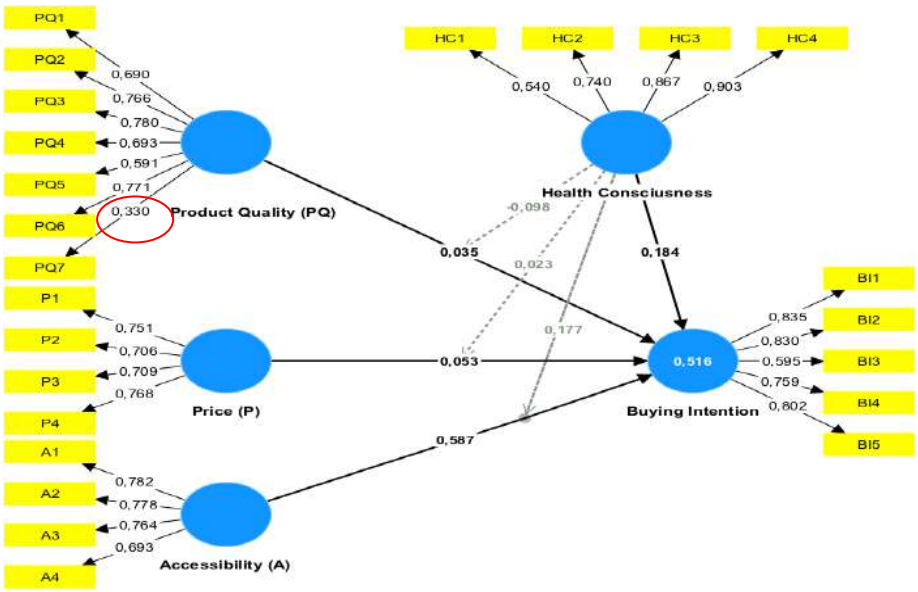


Figure 4.2. Estimated PLS Model (Source: PLS-SEM Report by Author (2023))

Based on the figure 4.2 above, indicator PQ7 had loading factor of less than 0.5 meaning that these indicators were not valid and needed to be eliminated. Figure 4.3 showed the modified model in which PQ7 indicator had been eliminated and the author used this model for further process.

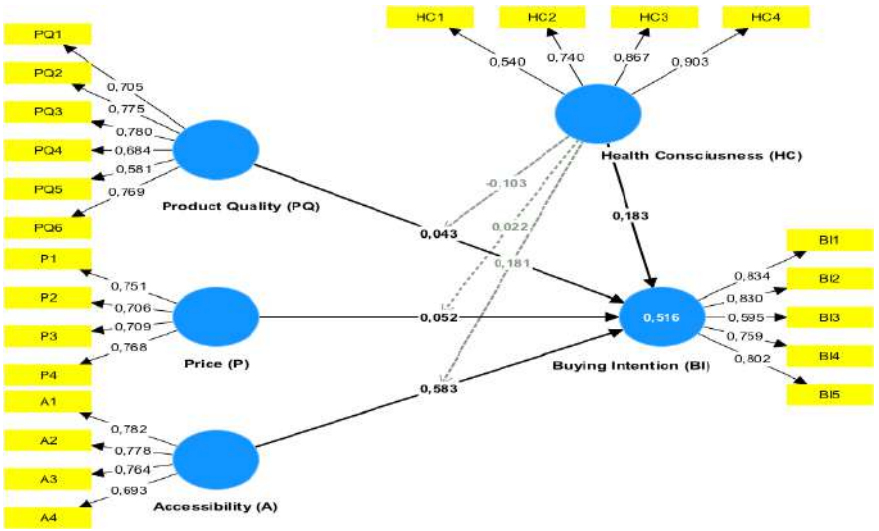


Figure 4.3. Modified PLS Model by Eliminated Indicator PQ7

(Source: PLS-SEM Report by Author (2023))

The discriminant validity testing can be determined by examining the cross-loading value. A model has good discriminant validity when each indicator has the highest cross-loading value on its own variable compared to other variables in the model. all values of indicators and variables fulfilled the cross-loading criteria. Indicating that discriminant validity based on cross loadings was achieved. According to the Fornell criteria, Larcker's condition requires the square root of each construct's AVE to be greater than its highest correlation with any other

construct. Additionally, to evaluate the convergence validity of the measurement model with reflexive indicator, the relationship between the item score/component score and the construct score derived by PLS is assessed. All value HTMT less than 0.9, its meaning that the discriminant validity between variable price, product quality, accessibility and health consciousness based on HTMT criteria was achieved discriminate validity. It also shown that discriminate validity met with all method (the Fornell-Larcker Criterion, Cross-Loading, and HTMT method).

Cronbach's alpha values that were greater than 0.70 for all indicators and variables indicating that the model has internal consistency. The Composite Reliability (CR) values were above 0.6, indicating that the measurement model had very high reliability (Ghozali, (2015)). The result shown that all of variable price, product quality, accessibility, health consciousness and buying intention have accuracy, precision and consistency.

Structural Model Evaluation

Murti et al. (2022) suggest that assessing the structural model can be accomplished through several methods, including collinearity measurement using VIF, determination of path coefficient (β), evaluation of the coefficient of determination (R^2), and analysis of effect sizes (f^2).

The coefficient of determination, or R^2 is utilized to measure the variance of the dependent variable in response to changes in the independent variable. A weak, moderate or significant relationship between R^2 value of 0.25, 0.5 or 0.75, respectively might be used to describe to strength of the endogenous variable (Murti et al., 2022) (Hair Jr et al., 2014). The value of the coefficient of determination (R^2) and effect size (f^2) shown on Table 4.2 and 4.3.

Table 4.2 The value of coefficient of determinant (R^2)

Variable	R-square	Category
Buying Intention	0.516	Moderate

Source: PLS-SEM Report by Author (2023)

Table 4.2 indicated that buying intention variable has an R^2 value of 0.516. This implies that 51.6% of variation in buying intention can be explained by knowledge of price, product quality, accessibility, and health consciousness by 51.6%, while the remaining 48.4% is attributed to other variables that are not included in the model. According to Murti et al., (2022) and Hair Jr et al., (2014), an R^2 value greater than 0.5 can be classified as having a moderate relationship.

Table 4.3 The value of effect size (f^2)

Effect	f^2	Category
Accessibility → Buying Intention	0.419	Large
Health Consciousness →Buying Intention	0.050	Weak
Price → Buying Intention	0.005	Weak

Table 4.3 The value of effect size (f^2)

Effect	f^2	Category
Product Quality →Buying Intention	0.002	Weak

Health Consciousness x Price → Buying Intention	0.001	Weak
Health Consciousness x Product Quality → Buying Intention	0.012	Weak
Health Consciousness x Accessibility → Buying Intention	0.035	Weak

Source: PLS-SEM Report by Author (2023)

According Cohen et al., (1988) the f^2 value of 0.02, 0.15 and 0.35 could be interpreted whether the predictors of the laten variable have weak, medium or large influence at the structural level. The value f^2 of accessibility to buying intention has large significant impact size (0.419), and another have weak impact size.

Hypothesis Testing

Hypothesis testing is used to see the significance of the independent variable on the dependent variable. The bootstrapping test, which determines the significance of path coefficients (t distribution values) by calculating empirical t values greater than the critical value. According Hair Jr et al. (2014), suggested using 5000 as the bootstrap sample size. SmartPLS4's bootstrapping approach was used to test hypotheses and evaluate the significance and t values of route coefficients. The result of bootstrap is presented on Figure 4.4.

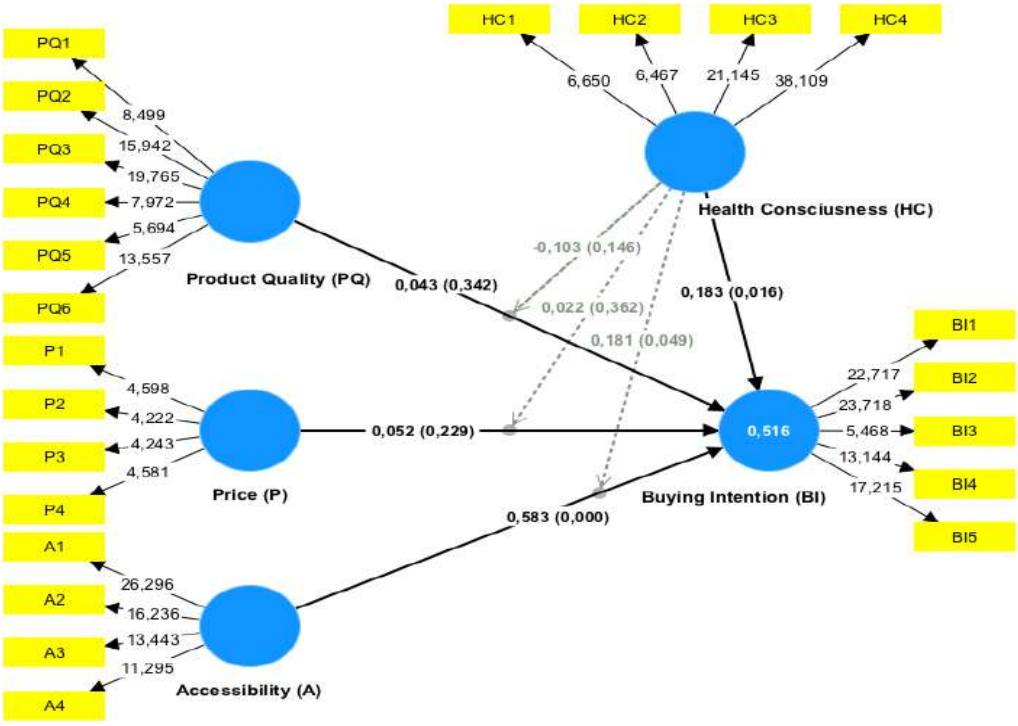


Figure 4.4 Bootstrap testing (Source: PLS-SEM Report by Author (2023))

The independent variable is declared influential if the t-statistical value for the one tail test is greater than 1.65, and the p-value is 0.05 (at 5%), respectively. The result of hypothesis analysis is presented on Table 4.4

Table 4.4 Hypothesis analysis result

Source: PLS-SEM Report by Author (2023)

According to Table 4.4, the path coefficient on the relationship between product quality and buying intention was 0.043 which indicated that the effect was positive. Both the *t*-value of 0.407 (*t*-value < 1.654) and a P value of 0.342 (P value > 0.05) indicated no significant effect or relationship. Therefore, H_1: product quality has positive effect on buying intention of mixed flour is rejected. The path coefficient on the relationship between price and buying intention was 0.052 which indicated that the effect was positive. Both the *t*-value of 0.741 (*t*-value < 1.654) and a P value of 0.229 (P value > 0.05) indicated no significant effect or relationship. Therefore, H_2: price has a negative effect on buying intention of mixed flour is rejected. The

Effect	Path coefficients	Result	T Value	Result	P values	Result
Product Quality □ Buying Intention	0.043	Positif	0.407	Not Significant	0.342	Not Significant
Price □ Buying Intention	0.052	Positif	0.741	Not Significant	0.229	Not Significant
Accessibility □ Buying Intention	0.583	Positif	**4.841**	**Significant**	**0.000**	**Significant**
Health Consciousness □ Buying Intention	0.183	Positif	**2.153**	**Significant**	**0.016**	**Significant**
Health Consciousness x Product Quality □ Buying Intention	-0.103	Negative	1.054	Not Significant	0.146	Not Significant
Health Consciousness x Price □ Buying Intention	0.022	Positif	0.354	Not Significant	0.362	Not Significant
Health Consciousness x Accessibility □ Buying Intention	0.181	Positif	**1.656**	**Significant**	**0.049**	**Significant**

path coefficient on the relationship between accessibility and buying intention was 0.583 which indicated that the effect was positive. Both the *t*-value of 4.841 (*t*-value > 1.654) and a P value of 0.000 (P value < 0.05) indicated significant effect or relationship. Therefore, H_3: Accessibility has positive effect on buying intention of mixed flour is accepted.

The path coefficient on the relationship between health consciousness and buying intention was 0.183 which indicated that the effect was positive. Both the *t*-value of 2.53 (*t*-value > 1.654) and a P value of 0.016 (P value < 0.05) indicated significant effect or relationship. Therefore, H_4: health consciousness has positive effect on buying intention of mixed flour is accepted. The path coefficient on the relationship between health consciousness as moderating effect on product quality and buying intention was -0.103 which indicated that the effect was negative. Both the *t*-value of 1.054 (*t*-value <1.654) and a P value of 0.146 (P value > 0.05) indicated no significant effect or relationship. Therefore, H_5: health consciousness has moderating effect on product quality to buying intention of mixed flour is rejected. The path coefficient on the relationship between health consciousness as moderating effect on price and buying intention was 0.22 which indicated that the effect was positive. Both the *t*-value of 0.354 (*t*-value < 1.654) and a P value of 0.362 (P value > 0.05) indicated no significant effect or relationship. Therefore,

H_6: health consciousness has moderating effect on price to buying intention of mixed flour is rejected. The path coefficient on the relationship between health consciousness as moderating effect on accessibility and buying intention was 0.181 which indicated that the effect was positive. Both the *t*-value of 1.656 (*t*-value > 1.654) and a P value of 0.049 (P value < 0.05) indicated significant effect or relationship. Therefore, H_7: health consciousness has moderating effect on accessibility to buying intention of mixed flour is accepted.

Discussion on Findings

The Effect of Product Quality on Buying Intention

- This study found that product quality has no significant effect on buying intention, and thus the hypothesis is rejected. From the bootstrap testing PLS-SEM results, it is apparent that the PQ3 indicator (diversity of taste variance of mixed flour) has the greatest influence on buying intention in quality products with t-value 19.765, followed by the PQ2 indicator (most practical usage) with t-value 15.942. This indicates that taste variation and ease of use are important factors that affect consumer buying intention when buying quality products of mixed flour.

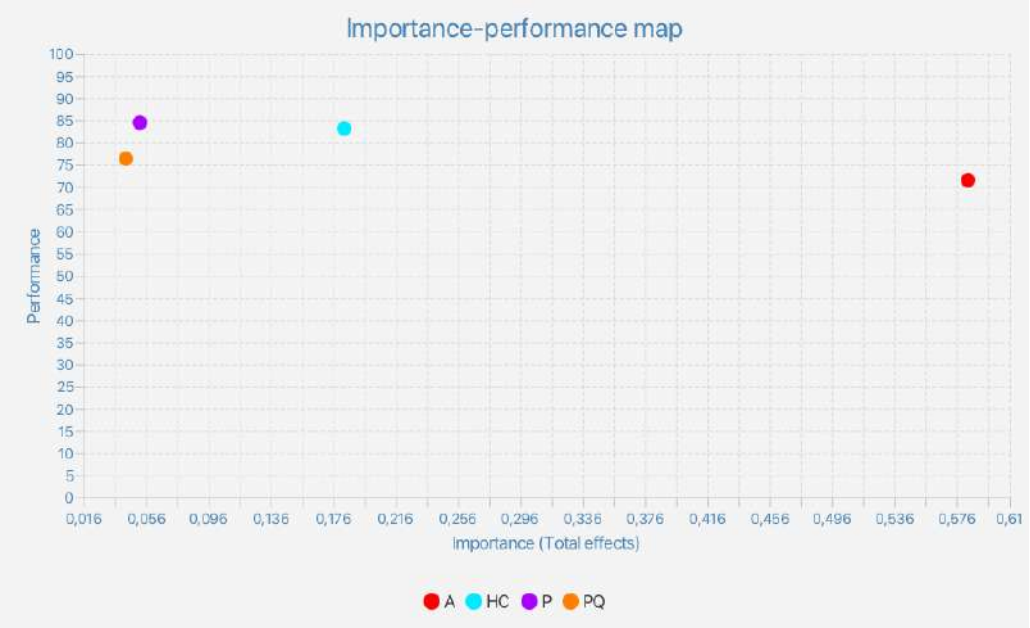
The Effect of Price on Buying Intention

- This study found that price has no significant effect on buying intention, and thus the hypothesis is rejected. Based on the result of the bootstrap testing of PLS SEM, the price indicator has a low t-value in influencing buying intention. The lowest value is found in the PQ2 indicator ("*I will buy mixed flour that is cheaper*") with a value of 4.222. This suggests that the consumers who participated in this study are not sensitive to price.

The Effect of Accessibility on Buying Intention

- This study found that accessibility has significant effect on buying intention, and thus the hypothesis is accepted. To gain a better understanding of which variables contribute significantly to the importance of the variable Buying Intention (BI), an Importance-Performance Map Analysis (IPMA) for BI was calculated using the software SmartPLS4. Figure 4.5 shown important performance map analysis on variable that influence buying intention. It is show that the variable accessibility has the greatest importance in influencing buying intention but lower performance than three other variables. This means that the ease with which consumer can access mixed flour product is the most important factor in determining their likelihood to buy. This analysis suggests that effort to improve the accessibility of mixed flour, such as ensuring that it is available in a variety of retail outlets or offering delivery services, may have the greatest impact on increasing consumer demand for the product.

Figure 4.5 Importance-Performance Map Analysis of Variable (Source: PLS-SEM Report by Author (2023)



The result of the bootstrap testing of PLS SEM show that the accessibility indicator has the highest t-value in influencing buying intention. The indicator with the highest value A1 ("*I will buy mixed flour in the store that has a complete taste variant*") with a value of 26.296, followed by A2 ("*I will buy mixed flour in the store near my home*") with value of 16.236. From this result indicates that the accessibility indicator which represents how easy it is for consumers to purchase mixed flour has the strongest effect on consumer's intention to buy. This means that consumers are more likely to buy mixed flour if it is readily available and accessible to them. The indicator A1, which represents the availability of mixed flour with a complete taste variant, has the strongest effect on buying intention, following by A2 which represents the proximity of the store to the consumer's home. These results suggest that offering mixed flour with a variety of taste and making it available in stores that are conveniently located can positively influence consumers' intention to buy.

Health Consciousness Effect as Moderating Variable

- The direct relationship between product quality and price with buying intention was found to be insignificant in this study. Therefore, the moderating effect of health consciousness on the relationship between product quality and price with buying intention was also found to be insignificant. However, the moderating effect of health consciousness on the relationship between accessibility and buying intention was found to be significant. On the other hand, the direct relationship between health consciousness and buying intention was found to have a significant and positive effect. Slope stability of health consciousness as moderating effect on accessibility to buying intention presented on Figure 4.6

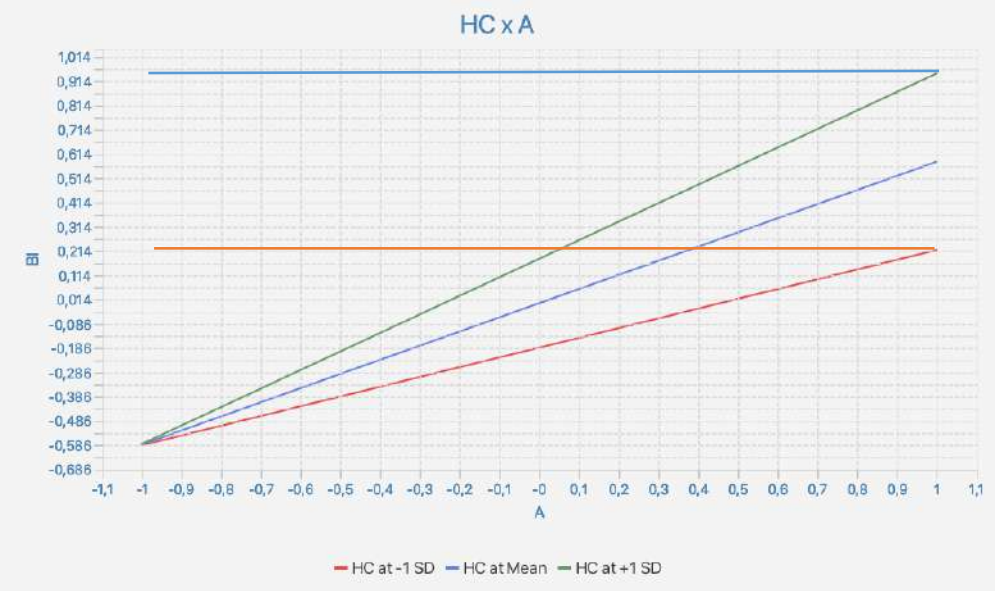


Figure 4.6 Slope Stability of Health Consciousness (HC) as Moderating Effect on Accessibility (A) to Buying Intention (BI). (Source: PLS-SEM Report by Author (2023)

Figure 4.6 illustrates how slope stability of health consciousness at +1 SD has a larger slope than at -1 SD, indicating that higher health consciousness has further strengthens the relationship between accessibility and buying intention.

CONCLUSION AND RECOMMENDATION

Conclusion

The goal of this research is to determine the extent to which product quality (PQ), price (P), and accessibility (A) variables significantly influence consumer buying intentions (BI) or not. we examined the relationship between four independent variables: PQ, P, A and HC and their effect on the dependent variable BI. Based on the PLS SEM analysis, it was found that product quality and price did not have a significant effect on buying intention. Therefore, the results of this study suggest that buyers may be influenced by other factors besides product quality and price when making purchasing decisions. Or the respondent is not price sensitive, The respondent feels that once the desired standard of price and product quality has been obtained, the variables of price and product quality are no longer a priority.

Based on inner model, the indicator with the highest t-value A1 ("*I will buy mixed flour in the store that has a complete taste variant*"), followed by PQ3 ("*I interest buy mixed flour with taste variant*"). From this result indicates that the accessibility indicator which represents how easy it is for consumers to purchase mixed flour has the strongest effect on consumer's intention to buy. This means that consumers are more likely to buy mixed flour if it is readily available and accessible to them. The indicator A1, which represents the availability of mixed flour with a complete taste variant, has the strongest effect on buying intention, inline with PQ3 which represents the variety taste of mixed flour. These results suggest that offering mixed flour with a variety of taste and making it available in stores that are conveniently located can positively influence consumers' intention to buy. The direct relationship between health consciousness and buying intention was found to have a significant and positive effect.

The Theoritical Implication of the Study

Theoretical implication from this study was to reaffirm the application of a classical theoretical consumer behavior model in buying intention by Kotler & Armstrong, 2019. According to this theory, buying intention and buying decision are influenced by marketing stimuli, as well as other stimuli related to consumer psychology and characteristics. In this research, the marketing stimuli used are price, product quality, and accessibility or distribution channels. Communication related to promotion is not included in the study. Meanwhile, other stimuli in this research include health consciousness, among other stimuli such as culture, social factors, and personal consumer characteristics. The researchers acknowledge that the factors used in this study do not fully represent all the factors that influence buying intention.

Managerial Implication

The accessibility indicator has the strongest effect on consumers' intention to buy mixed flour. As a result, the company should focus on improving accessibility to make it easier for consumers to purchase the product by: Increase distribution channels: The company can expand its distribution channels to reach more consumers. This can include partnering with more retailers, online marketplaces, and delivery services to make the product easily accessible to consumers. Improve availability: The Company can ensure that the product is always available in stores or online, and that it is easy to find. This can be done through better inventory management and strategic placement of the product in stores.

The variety taste of mixed flour has also the strongest effect on buying intention, the company should focus on improving the taste and flavor options of the product by: Introduce new flavors, Use high-quality ingredients, Offer recipe suggestions, and Have unit selling point (USP) from the product.

Limitations and Recommendation for Future Study

The author acknowledged that there are several limitations to this study. The sample size of 134 respondents was calculated by using at least 5 times the number of indicator (Sekaran, 2011). While this is enough for PLS-SEM and for this research, more samples can be collected to draw an accurate conclusion for generalization. The respondents were selected from the Greater Jakarta (Jakarta, Bogor, Depok, Tangerang, Bekasi) area. Sampling from a broader area could provide a more diverse representation of respondents.

From the result of this study, the variable of product quality, price, accessibility and health consciousness have a 51.6% influence on buying intention. Another 49.4% is influenced by other factors that are not included in this study.

Future studies are also recommended to investigate another factor that influence buying intention of mixed flour such as another marketing stimulus like advertising or promotion, so the customers have willingness to try new brand/purchase the product. Promotion also can build brand reputation so the product can easily recognize by customer. Another factor can also investigate regarding green life style to implement on packaging concept to reduce waste. The

Company can also conduct market research to understand the taste preferences of their target audience. This can help them create flavors that are tailored to their customers' preferences and needs.

REFERENCES

Bárbara Leão de Carvalho, Maria de Fátima Salgueiro& Paulo Rita (2015): Accessibility and trust: the two dimensions of consumers' perception on sustainable purchase intention, International Journal of Sustainable Development & World Ecology.

Blackwell, R.D., Miniard, P.W., Engel, F.J. (2001), Consumer Behavior. Orlando: Harcourt College Publishers.

Bracale, R., Vaccaro, C.M., 2020. Changes in Food Choice Following Restrictive Measures Due to Covid-19. Nutrition, Metabolism and Cardiovascular Diseases

Chamhuri, N. and Batt, P. (2015), "Consumer perceptions of food quality in Malaysia", *British Food Journal*, Vol. 117 No. 3, pp. 1168-1187

Crofton, E. C., Markey, A. & Scannell, A. G. M. (2013). Consumers' expectations and needs towards healthy cereal based snacks: An exploratory study among Irish adults. *British Food Journal*, *115* (8), 1130-1148.

Dwiantari, S. (2020). Pengaruh Citra Merek dan Kualitas Produk terhadap Loyalitas yang Dimediasi oleh Kepuasan. Jurnal Ilmiah Aset, 22(1), 51-62

Hair, J. F. et. al. (2014). Partial Least Square Structural Equation Modeling (PLSSEM): An Emerging Tool in Business Research. European Business Review. 26(2), 106–121

Hartanto, A. (2019). Pengaruh kualitas produk, kualitas layanan, dan lingkungan fisik terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variable mediasi di De Mandailing Café Surabaya. Agora, 7(1)

Haubl G. 1996. A Cross-national investigation of the effect of country the origin and brand name on the evaluation of new car. International marketing review, Vol 13 No. 5

Hawkins, D., & David, M. (2010). *Consumer Behavior: Building Marketing Strategy* (9th ed.). Boston: Irwin Mc Graw Hill.

Kotler, Philip & Gary Armstrong. (2019). Prinsip-prinsip Pemasaran 1. Edisi 12. Jakarta: Erlangga

Kotler, Philip & Gary Armstrong. (2019). Prinsip-prinsip Pemasaran 2. Edisi 12. Jakarta: Erlangga

Kotler, Philip & Kevin Lane Keller. (2020). Manajemen Pemasaran 1.Edisi 13. Jakarta: Erlangga

Kotler, Philip & Kevin Lane Keller. (2020). Manajemen Pemasaran 2.Edisi 13. Jakarta: Erlangga

Maehle, N., Iversen, N., Hem, L. and Otnes, C. (2015), "Exploring consumer preferences for hedonic and utilitarian food attributes", *British Food Journal*, Vol. 117 No. 12, pp. 3039-3063

Mahrinasari. MS. (2020). Perceived price and Organic Food Consumption Behavior. ICEBE 2020.

Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: Areview and research agenda. *Journal of Retailing and Consumer Services*, *38* (February 2018), 157–165

Tjiptono, Fandy, (2008), Strategi Pemasaran Edisi Ketiga,Yogyakarta,Penerbit ANDI

Samala Nagaraj, (2020). Role of consumer health consciousness, food safety & attitude on organic food purchase in emerging market. A serial mediation model. Journal of Retailing and Consumer Services.

Sangadji EM, Sopiah (2013). Prilaku Konsumen, Pendekatan Praktis Disertai Himpunan Jurnal Penelitian. Yogyakarta: Andi offset

Stanton W. (1994). Fundamental of Marketing. Thenth. Singapore; Mc.Graw Hill Inc. 10th Edition

S. Molinillo, M. Vidal-Branco, and A. Japutra, (2020). "Understanding the drivers of organic foods purchasing of millennials: Evidence from Brazil and Spain," *J. Retail. Consum. Serv.*, vol. 52, pp. 1–9.

T. Ali, J. Ali, (2018). Factors affecting consumers' willingness to pay for health and wellness food products, *Journal of Agriculture and Food Research*.

Wang, E. S. T., & Yu, J. R. (2018). Effect of product attribute beliefs of ready-to-drink coffee beverages on consumer-perceived value and repurchase intention. *British Food Journal*, *118* (12), 2963–2980

Wijaya, I. P. S. A., & Nurcaya, I. N. (2017). Kepuasan Pelanggan Memediasi Kualitas Produk dan Kewajaran Harga Terhadap Loyalitas Merek Mcdonalds di KotaDenpasar. E-Jurnal Manajemen Unud, 6(3), 1534-1563.