# THE EFFECT PRODUCT QUALITY AND PRODUCT INNOVATION ON PURCHASE INTENTION THROUGH BRAND IMAGE AS A MEDIATING VARIABLE ON HEALTHY FOOD PRODUCT IN INDONESIA

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**Abstract.** *The purpose of this research to analyze the effect of product quality and product innovation on purchase intention with brand image serving as a mediating variable on healthy food products in Indonesia. The sampling technique in this study used a purposive sampling technique with a total of 100 respondents. The data collected for this study were quantitative and gathered through online questionnaires, which were tested for validity and reliability. For analysis, this study utilized Structural Equation Modeling- Partial Least Squares (SEM-PLS) for windows version 4.0. The results of the study showed that product quality and product innovation has an effect on brand image and purchase intention. Additionally, brand image also acts as a mediator in the relationship between product quality and product innovation on purchase intention.*

**Keywords**: *Brand Image, Product Innovation, Product Quality, Purchase Intention.*

## 1. INTRODUCTION

Health problems that are currently experiencing an increase in the number of sufferers are degenerative diseases that can affect a person's productivity. This increase is influenced by poor lifestyle conditions and high stress levels. In response to the increasing cases of diseases arising due to diet, now the trend of healthy lifestyle is starting to develop. This phenomenon eventually triggered a shift in consumption behavior, where people are now more selective in choosing healthier foods. Based on the data, it shows that people actively try to choose healthy food with a percentage of 69% of the total. In choosing healthy food, people generally tend to avoid foods with high fat, carbohydrate, and sugar content. It is hoped that by eating this healthy food, the body will become fitter and avoid the threat of dangerous diseases. A healthy diet or known as clean eating is increasingly strengthening as a trend among the global community in Indonesia.

The phenomenon that occurs can be used as a business opportunity for business actors, especially in the culinary sector. According to Nielsen Indonesia, the healthy food and beverage market in Indonesia is expected to grow by 15% per year in the next five years. This growth is driven by lifestyle changes and the need for healthier food options, so the demand for healthy foods is increasing. Around 64% of people choose to maintain their healthy diet by using healthy vending services or brands that specifically provide food and beverages with nutritional standards according to their body's needs. In response to this trend, business actors are also taking part in providing a variety of innovative healthy food product choices. Healthy food product business actors in Indonesia are increasingly developing products that are not only nutritious, but also attractive in terms of taste and packaging. Innovation is the main key to winning the hearts of consumers. In addition, the increasing public interest in healthy eating patterns is considered to have driven the number of industries engaged in the healthy food sector to experience significant growth. In 2023, the food industry sector will occupy the top position with 1.800.827 businesses, which is considered to have increased by 5.6%

compared to the previous year which was at 1.800.000. This shows how great the demand for food products is in Indonesia and indicates that the food sector remains the main choice for business actors, including the increasing demand for healthy and ready-to-eat food products. Along with the growth of the food and beverage industry in Indonesia, the level of competition between business actors is also increasing. This increasingly tight competition requires business actors to always be alert and compete to win the hearts of consumers and potential consumers and to be at the forefront of their industrial sector. Some concepts that can be done are creating innovation, improving product quality, building and strengthening the brand image of the business based on trends, or exploring things that are needed by consumers. A good relationship will be established between business actors and potential customers that are long-term and will ultimately have an impact on purchase intention or interest in buying the product.

## 2. LITERATURE REVIEW

### 2.1 Marketing Management

Kotler and Keller (2022) define marketing as the art and science of choosing the target market by creating, conveying, and communicating superior customer value. The goal is to attract, retain, and grow the customer base on an ongoing basis. Overall, the definition of marketing management are to emphasize the importance of understanding the market and consumers, creating relevant value, and building long-term relationships with customers (Kotler and Keller, 2022).

### 2.2 Product Quality

According to Prakoso and Dwiyanto (2021), product quality is the ability of a product to carry out its function. Product quality refers to the ability of a product to be consistent in meeting consumer expectations (Lukitaningsih et al., 2023). The product quality indicators and statements for measuring used in this study refer to research by Soefwhan and Kurniawati (2022), which includes product performance, reliability, durability, conformity to specifications, and product features, which overall reflect consumer perceptions of the quality of a product.

### 3.3 Product Innovation

According to Suroso and Iriani (2019), product innovation is closely related to the creation of new products and serves as a stimulus for someone to try a product. Product innovation is carried out to develop existing products or create new products so that consumers are not saturated with the products provided. Product innovation for consumers can increase interest in buying and generate consumer trust in the brand (Citra et al., 2024). The product innovation measurement indicators and statements used in this study refer to the research of Tanuwijaya et al. (2022), which includes aspects of product features, packaging, uniqueness, quality, modifications, and suitability to market needs, which overall reflect the product's ability to provide relevant and valuable updates to consumers.

### 2.4 Brand Image

According to Adi and Ali (2023), brand image is an emotional value that can cause positive feelings so that consumers can make decisions to purchase products. Generally, consumers will have trust in brands that are already well-known and have a good reputation, so that it will be a competitive advantage for a company in running its business. The indicators and statements for measuring product innovation used in this study refer to the research of Putri and Sukaatmadja (2019), which includes product attributes, consumer benefits, brand personality, and brand attitude, which overall reflect consumer perceptions of the level of innovation offered by a product.

### 2.5 Purchase Intention

According to Pramitha (2020), purchase intention is an intention that arises in a person before making a purchase of a product based on experience in using the product or based on external assessment of a product. Purchase intention is also defined as the intensity or desire of consumers to make a purchase of a product or service offered (Putri and Aksari, 2024). The indicators and statements for measuring purchase interest used in this study refer to the research of Eksananda and Indarwati (2022), which includes transactional interest, referential interest, preferential interest, and exploratory interest, which overall represent the level of consumer interest in making purchases, recommending, choosing, and seeking further information about a product.

## 3. RESEARCH METHODS

The data analysis method in this study is a quantitative method using Smart-PLS software version 4. Data analysis used descriptive statistical analysis, instrument tests which included convergent validity, discriminant validity, R-Square test, and hypotheses testing using the bootstrapping method. The population in this study is all people in Indonesia who have an interest in a healthy lifestyle. The sampling technique in this study uses a purposive sampling technique with the characteristics of respondents, namely from the Indonesian region, aged 18-50 years, who have an interest in a healthy lifestyle and have never purchased a healthy food product. Based on the calculation of determining the sample using the Lemme show formula, a minimum sample of 96 was obtained. This study uses primary data collected through a questionnaire survey.

## 4. RESULTS AND DISCUSSION

### 4.1 Results

### 4.1.1 Descriptive Analysis

This study uses primary data obtained through a questionnaire survey that is disseminated online to the entire population. The respondents in this study involved 100 respondents, the majority of respondents were female with a total of 54 respondents, in addition to the majority of respondents aged 18-24 years as much, based on work with the highest majority is students of 51% and the majority pf respondents came from the DI Yogyakarta area as many as 18.

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| No. | Respondents | Characteristic | Total | Percentage |
|---|---|---|---|---|
| 1 | Gender | Woman | 54 | 54% |
| | | Man | 46 | 46% |
| 2 | Age | 18-24 Years | 51 | 51% |
| | | 25-31 Years | 31 | 31% |
| | | 32-39 Years | 16 | 16% |
| | | 40-50 Years | 2 | 2% |
| 3 | Work | Student/Student | 51 | 51% |
| | | Private Employees | 35 | 35% |
| | | PNS | 6 | 6% |
| | | Entrepreneurial | 8 | 8% |
| 4 | Regional Origin | IN Yogyakarta | 18 | 18% |
| | | Central Java | 12 | 12% |
| | | East Java | 8 | 8% |
| | | Jakarta | 8 | 8% |
| | | North Sumatra | 4 | 4% |

(Source: Data Processing Results, 2025)

### 4.1.2 Test Instruments

1. Convergent Validity

According to Hair et al. (2022), an AVE value of 0,50 or higher indicates that the construct is said to be valid. In addition, the convergent validity is also achieved if the

outer loading value is >0,7.

**Table 2.** Outer Loading Value

| Variabel | Indicators/Items | Outer Loading | Result |
|---|---|---|---|
| Brand Image | BI1 | 0,903 | Valid |
| | BI2 | 0,903 | Valid |
| | BI3 | 0,900 | Valid |
| | BI4 | 0.903 | Valid |
| Purchase Intention | PI1 | 0,834 | Valid |
| | PI2 | 0,831 | Valid |
| | PI3 | 0,819 | Valid |
| | PI4 | 0,835 | Valid |
| Product Innovation | PIN1 | 0,850 | Valid |
| | PIN2 | 0,837 | Valid |
| | PIN3 | 0,893 | Valid |
| | PIN4 | 0,894 | Valid |
| | PIN5 | 0,865 | Valid |
| | PIN6 | 0,842 | Valid |
| Product Quality | PQ1 | 0,856 | Valid |
| | PQ2 | 0,881 | Valid |
| | PQ3 | 0,883 | Valid |
| | PQ4 | 0,869 | Valid |

(Source: Data Processing Results, 2025)

**Table 3.** Average Variance Extracted Value (AVE) Value

| Variable | Average Variance Extracted (AVE) | Result |
|---|---|---|
| *Brand Image* | 0,814 | Valid |
| *Product Quality* | 0,765 | Valid |
| *Product Innovation* | 0,746 | Valid |
| *Purchase Intention* | 0,689 | Valid |

(Source: Data Processing Results, 2025)

Based on the test results, the outer loading value in Table 2 shows that all items are said to be valid because the outer loading value shows a number above 0,70. This indicates that the indicator/statements used successfully measure the correlation between the indicator score and the construct. So that the indicator is said to be valid and can support convergent validity. IN addition, the results of the AVE value in Table 3 show that the value of each variable shows a number than > 0,50. This means that each variable is said to be valid and able to explain more than 50% of the variance of the indicators used.

2. Discriminant Validity
Based on Table 4, the results of the cross-loading test are said to be valid because the correlation value between the indicator and the construct is higher than the indicator in other constructs. In Table 5, the HTMT test results are said to be valid because all variables have a value of <0,85. Furthermore, based on Table 6, the results of the Fornell-Larcker test are said to be valid because all variables have a greater AVE root value than their correlation with other variables. Thus, based on these three tests, it shows that the validity of the discriminant can be met.

**Table 4.** Cross-Loading Value

| Indicators | *Brand Image* | *Purchase Intention* | *Product Innovation* | *Product Quality* |
|---|---|---|---|---|
| BI1 | 0,903 | 0,634 | 0,469 | 0,526 |
| BI2 | 0,903 | 0,671 | 0,516 | 0,493 |

| | | | | |
|---|---|---|---|---|
| BI3 | 0,900 | 0,652 | 0,554 | 0,546 |
| BI4 | 0,903 | 0,708 | 0,557 | 0,589 |
| PI1 | 0,611 | 0,834 | 0,630 | 0,532 |
| PI2 | 0,607 | 0,831 | 0,634 | 0,559 |
| PI3 | 0,645 | 0,819 | 0,566 | 0,579 |
| PI4 | 0,594 | 0,835 | 0,619 | 0,611 |
| PIN1 | 0,493 | 0,636 | 0,850 | 0,302 |
| PIN2 | 0,422 | 0,541 | 0,837 | 0,178 |
| PIN3 | 0,561 | 0,666 | 0,893 | 0,253 |
| PIN4 | 0,562 | 0,707 | 0,894 | 0,292 |
| PIN5 | 0,532 | 0,648 | 0,865 | 0,259 |
| PIN6 | 0,423 | 0,607 | 0,842 | 0,358 |
| PQ1 | 0,491 | 0,550 | 0,288 | 0,865 |
| PQ2 | 0,571 | 0,639 | 0,290 | 0,881 |
| PQ3 | 0,525 | 0,602 | 0,225 | 0,883 |
| PQ4 | 0,501 | 0,608 | 0,308 | 0,869 |

(Source: Data Processing Results, 2025)

**Table 5.** HTMT Value

| Variable | Brand Image | Purchase Intention | Product Innovation | Product Quality |
|---|---|---|---|---|
| Brand Image | | | | |
| Purchase Intention | 0,834 | | | |
| Product Innovation | 0,620 | 0,825 | | |
| Product Quality | 0,654 | 0,785 | 0,346 | |

(Source: Data Processing Results, 2025)

**Table 6.** Fornell-Larcker Value

| Variable | Brand Image | Purchase Intention | Product Innovation | Product Quality |
|---|---|---|---|---|
| Brand Image | **0,902** | | | |
| Purchase Intention | 0,740 | **0,830** | | |
| Product Innovation | 0,582 | 0,738 | **0,864** | |
| Product Quality | 0,599 | 0,687 | 0,317 | **0,875** |

(Source: Data Processing Results, 2025)

3. Construct Reliability

Reliability testing aims to assess the extent to which indicators within a construct have adequate internal consistency in measuring the intended latent concept. Based on the results of the reliability test in Table 7, it shows that all variables can be said to be reliable because >0,7, which means that there is a high consistency and stability of the instrument used.

**Table 7.** Result of Reliability Test

| Variable | Cronbach's alpha | Composite reliability (rho_c) | Result |
|---|---|---|---|
| Brand Image | 0,924 | 0,946 | Reliable |
| Purchase Intention | 0,849 | 0,898 | Reliable |
| Product Innovation | 0,932 | 0,946 | Reliable |
| Product Quality | 0,898 | 0,929 | Reliable |

(Source: Data Processing Results, 2025)

*4.1.3 Analysis*
1. R-Square Test

Based on the R-square value in Table 8, it shows that the brand image variable is in the moderate category of 52% and the purchase intention variable is in the high category of 79,5%.

**Table 8.** R-Square and R-Square Adjusted Value

| Variable | R-square | R-square adjusted |
|---|---|---|
| Brand Image | 0,529 | 0,520 |
| Purchase Intention | 0,795 | 0,789 |

(Source: Data Processing Results, 2025)

2. Hypothesis Testing

Hypothesis testing uses the bootstrapping method by examining the path coefficients, which indicate the coefficient parameter (p-value) and the significance value of the t-statistic. The hypothesis is accepted if the t-statistic is greater than 1.96 and the p-value is less than 0.05, establishing a significant relationship. The hypothesis is rejected if the t-statistic is less than 1.96 and the p-value is greater than 0.05. Hypothesis testing includes testing for direct and indirect effects (mediation).

**Table 9.** Path Coefficient Results

| Variable | Original sample | Sample mean | Standard deviation | T statistics | P values |
|---|---|---|---|---|---|
| Brand Image-> Purchase Intention | 0,215 | 0,208 | 0,072 | **2,994** | **0,003** |
| Product Innovation -> Brand Image | 0,436 | 0,416 | 0,095 | **4,587** | **0,000** |
| Product Innovation -> Purchase Intention | 0,484 | 0,487 | 0,057 | **8,536** | **0,000** |
| Product Quality-> Brand Image | 0,460 | 0,449 | 0,068 | **6,784** | **0,000** |
| Product Quality-> Purchase Intention | 0,405 | 0,413 | 0,064 | **6,328** | **0,000** |

(Source: Data Processing Results, 2025)

Based on Table 9, the original sample value is positive, the t-statistic value >1,96, and the p-value is <0,05, which means that all variables have a positive and significant influence, so that hypotheses 1, hypotheses 2, hypotheses 3, hypotheses 4, and hypotheses 5 are acceptable.

**Table 10.** Specific Indirect Effect Results

| Variable | Original sample | Sample mean | Standard deviation | T statistics | P values |
|---|---|---|---|---|---|
| Product Innovation-> Brand Image -> Purchase Intention | 0,094 | 0,088 | 0,039 | 2,439 | 0,015 |
| Product Quality -> Brand Image -> Purchase Intention | 0,099 | 0,094 | 0,038 | 2,623 | 0,009 |

(Source: Data Processing Results, 2025)

B Based on Table 10 shows the result of specific indirect effect testing to see the effect of mediation between variables. Based on these results, it is shown that the value of the original sample is positive, the t-value of statistics >1,96, and the p-values <0,05 which means that the variables have a positive and significant influence, so that hypotheses 6 and hypothesis 7 are accepted.

*4.2 Discussion*
*4.2.1 The effect of product quality on brand image*

The results of the indirect effect test in Table 9 of the product quality variable showed a positive value of 0,460 original sample, a statistical value of 6,784 > 1,96, and a p-value of 0,000< 0,05 for the significance level. Based on these results, the statement for hypothesis 1 is accepted this which shows that product quality has a positive and significant influence on brand image. Healthy food products are very closely related to health benefits, consumption safety, and nutritional content, so consumers tend to have high expectations for the quality of these products. In addition, quality dimensions such as product performance, ease of presentation, attractive appearance, and durability of the product are important aspects that form a positive perception of the brand. The results of this study are in line with the research conducted by and which states that Pratama and Azizah (2022) and Aisha (2017) product quality has a positive and significant influence on brand image.

### 4.2.2 The effect of product innovation on brand image

The results of the indirect effect test in Table 9  of the product innovation variable showed a positive original sample value of 0,436, a statistical t-value of 4,587 > 1,96, and a p-value of 0,000 < 0,05 for the significance level. Based on these results, hypothesis 2 is accepted, which means that the variable product innovation has a positive and significant influence on brand image. Product innovation can also be a means to build a strong brand identity in the minds of consumers. These results are in line with research conducted by which states that   Octavia et al. (2021) , Pertiwi (2022) product innovation has a positive and significant influence on brand image

### 4.2.3 The effect of product quality on purchase intention

Test results Indirect effect in Table 9 Variables Product Quality Shows value Original Sample of 0,405, a value of t statistic 6,328> 1,96, and the value of p value 0,000 < 0,05 for significance levels. Based on these results, hypothesis 3 is accepted, which means that the variable Product Quality has a positive and significant influence on purchase intention. These results are in line with research conducted by Chong et al. (2022) Tjanra and Marchyta (2021) and Johari & Keni (2022) which states that Product Quality has a positive and significant influence on purchase intention, because product quality is the main factor considered by consumers.

### 4.2.4 The effect of product innovation on purchase intention

Test results Indirect effect in Table 9 Variables Product Quality Shows value Original Sample with a positive value of 0,484, a value of t statistic > 1,96, and the value p value 0,000 < 0,05 for significance levels. Based on these results, hypothesis 4 is accepted, which means that the Product Innovation has a positive and significant influence on purchase intention. Product innovation carried out by sector business actors, Healthy Food not only adds value to the product itself, but it also builds a perception of good quality in the eyes of consumers, which will ultimately encourage consumer purchase interest. These results are in line with research conducted by  Eksananda and Indarwati (2022) and Tanuwijaya et al., (2022) which suggests that Product Innovation can have a positive and significant effect on purchase intention because the increasing variety of product innovations tends to increase consumer purchase interest.

### 4.2.5 The effect of brand image on purchase intention

Test results Indirect effect in Table 9 Variables brandiImage Shows value Original Sample with a positive value of 0,215, a value of t statistic 2,994 > 1,96, and the value of p value 0,003< 0,05 for significance levels. Based on these results, hypothesis 5 is accepted, which means that the variable Brand image has a positive and significant influence on purchase intention. Brand image is an important asset for business actors who market their products as healthy food in Indonesia through a positive brand image, consumer confidence will grow which ultimately encourages interest in purchasing products. These results are in line with research conducted by Fadilah and Meria (2024),

(Arnanda, 2022) which states that brand image has a positive and significant influence on purchase intention.

### 4.2.6 The effect of product quality on purchase intention through brand image

Based on test results, specific indirect effect Table 10 shows the value Original Sample with a positive value of p value 0,009, which is less than 0,05, and the value t statistics as many as 2,623 > 1,96, then the hypothesis was accepted. Means Brand image is able to mediate the influence of Product Quality and Product Innovation. The perception of good quality will increase consumers' confidence in the benefits of the product which will have an impact on the occurrence of purchase interest. This is in line with research conducted by, Soefhwan and Kurniawati (2022), Aningrum and Achmad (2024), which states that Brand image Table to mediates the influence of Product Quality and purchase intention positively and significantly.

### 4.2.7 The effect of product innovation on purchase intention through brand image

Based on the results of the specific indirect effect in Table 10 shows that the original sample value was positive 0,094 and had a t-statistic value of 2,439> 1,96 and had a p value of 0,015<0,05. It means that hypothesis 7 was accepted. These results show that brand image is able to mediate the influence of product innovation and purchase intention positively and significantly. Innovation is supported by a positive brand image, so this view will strengthen consumers' interest in buying healthy food products. This is in line with research conducted by those who stated that Rahayu et al. (2023) brand image has a positive and significant influence on mediating product innovation and purchase intention.

### CONCLUSION

Based on the results of data analysis and discussion that have been explained in the previous chapter regarding the research "The Influence of Product Quality and Product Innovation on Purchase Intention through Brand Image as a Mediating Variable in Healthy Food Products in Indonesia" can be concluded as follows: 1. product quality has a positive and significant effect on brand image; 2. product innovation has a positive and significant effect on brand image; 3. product quality has a positive and significant effect on purchase intention; 4. product innovation has a positive and significant effect on purchase intention; 5. brand image has a positive and significant effect on purchase intention; 6. brand image is able to mediate the influence of product quality on purchase intention in a positive and significant way; 7. brand image is able to mediate the influence of product innovation on purchase intention positively and significantly.

### LIMITATIONS

This study has limitations that can serve as a reference for further research. First, data collection was conducted through self-report questionnaires, preventing the researcher from interacting directly with respondents, potentially leading to bias in responses. Second, the R-Square results indicate that product quality and product innovation only explain 52.9% of brand image, leaving 47.1% of the influence of other unexplored variables.

### SUGGESTIONS

Based on these limitations, the researchers recommend that future research minimize potential bias from using self-report questionnaires by incorporating more diverse data collection methods. Furthermore, they suggest incorporating other variables such as digital marketing, price, service quality, and brand ambassadors that could potentially influence brand image. Future researchers are also encouraged to conduct a more extensive literature review to broaden their research perspectives.

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