

How does the type of product moderate consumers' buying intentions towards traditional foods? (Study of consumer behavior in Indonesia)

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Abstract

Purpose – This paper aims to explain the relationship between product quality, price and convenience with a positive attitude and intention to buy traditional food. In addition, it also aims to explain the role of the product type in moderating the relationship between these variables.

Design/methodology/approach – Samples were taken non-randomly, consisting of 500 snack food buyers and 500 restaurant food buyers. Some of the places chosen for sampling include Paragon Mall, Solo Grand Mall, Matahari Mall, Hartono Mall or other places in Surakarta-Indonesia, where people spend time relaxing. Furthermore, multiple structural equations model (multi group SEM) is a statistical method used to explain the relationship between the conceptual variables.

Findings – Some of the findings are as follows: before the product as a moderator, price and quality are the variables that influence the positive attitude and the intention to buy, while the convenience is the variable found not affecting both the positive attitude and the intention to buy. After the product type as a moderator, for snacks, the test results indicate that the price, product quality and convenience are the variables that affect the positive attitude but do not affect the intention to buy. For restaurant food, test results indicate that only prices and qualities affect positive attitudes, whereas convenience is found not to affect positive attitudes. Furthermore, only price and quality affect the intention to buy, while convenience is found not to affect the intention to buy.

Originality/value – This paper underlines that the type of product is a moderating variable in the buying behavior process of traditional foods. Regarding its role as a moderator variable, the relationships between variables that are conceptualized can be explained in detail, along with their significance.

Keywords Consumer behaviour, Attitude, Intention, Traditional foods

Paper type Research paper

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1. Introduction

The shift in the attitude of the Indonesian people towards migrant food from local food or the so-called traditional food, has occurred because of the influence of globalization. This is marked by the difficulty of finding traditional food in several public areas, some of which are already hard to find are klepon, jadah, Wajik and various other foods made from sticky rice, then Tiwul, Ongol-ongol and various other foods made from cassava, hereinafter is Nogosari, Kue Lapis, and various other types made from rice and coconut milk, as well as various other types of snacks which are very rare and hard to find. Likewise, the main menu of traditional foods also includes fried chicken and grilled chicken. Soto stalls, Warung Gudeg and others are increasingly marginalized by the existence of Kentucky Fried Chicken, CA Fried Chicken, Burger King or other restaurants that offer Western, Chinese cuisine, Korean and others. Also the traditional drinks such as Bajigur, the Wedang ronde,

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the Kopi klotok and the Dawet have begun to be displaced by the presence of the Thai tea, Milk Shake and other types of drinks that win the hearts of the people, the community. This phenomenon has become a common concern and various efforts have been made starting from the demonstration of making traditional foods through TV programs, food campaigns at promotion or ceremonial events and other events aimed at increasing positive attitudes and intentions from the community to return to traditional Indonesian food. This phenomenon of concern is probably caused by the growing Malls and modern markets and the decline of traditional markets that lack education about the process of making and serving traditional foods that are attractive to compete with newcomers. Another possibility is that traditional food is a type of food that connotes less attention to hygiene; this happens because in the traditional manufacturing process, less attention is given to the way of presentation, the atmosphere of the store and attractive packaging, as well as other marketing aspects that attract consumers.

The development of the traditional food business in Indonesia has shown unpleasant data that there has been a shift in the interest of Indonesian people from traditional food to foreign food or migrant food. This is indicated by the emergence of modern markets that are growing rapidly at around 31.4 percent, and conversely traditional markets have decreased by around 8.1 per cent. This condition has a negative impact on the number of sales of traditional markets which declined by around 16.3-24 per cent, and also the amount of revenue from traditional markets which declined by around 17.5-30 per cent as a consequence of a decrease in the number of customers of around 29-32 per cent (Novan, 2016). This condition has implications for the decline in the interest of traditional food entrepreneurs to do traditional food business, and this condition is further exacerbated by the ability of traditional food entrepreneurs, most of whom have relatively low.

Previous studies have shown that some cases that are usually faced by traditional sellers are a lack of understanding of what consumers are thinking, and do not try to serve consumers well (Haryanto, 2014; Setiawan and Haryanto, 2014). Most traditional sellers only focus on what can be sold, and not sell what consumers want. Satisfaction is something that is ignored by them, so individuals buy products only to meet consumer needs and not to satisfy consumer desires. Related to this, traditional marketers need to understand the factors that can influence the cognitive processes of consumers in an effort to improve their marketing performance through consumer satisfaction. This process of cognition begins with understanding how to think (cognitive), how to behave (affective) and how to act (conative) from consumers, hereinafter referred to as the consumer behavior process (Dodds *et al.*, 1991; Engel *et al.*, 1995). This is an approach that is considered effective in solving problems of consumer behavior in an effort to improve marketing performance through an individual cognitive perspective (Setiawan and Haryanto, 2014). This approach is then used to resolve behavioral problems associated with traditional food purchase decisions, both in the choice of snacks and restaurant food.

Research on traditional foods has actually been done by many researchers before, but the results still show diversity in terms of research themes, models and observed variables (Gofton and Ness, 1991; Bredahl *et al.*, 1998; Espejel *et al.*, 2007; Ali *et al.*, 2010; Loker *et al.*, 2013; Wang *et al.*, 2016; Motion, 2017). Starting with research conducted by Gofton and Ness (1991) which took the theme of choice of two foods. The research model explains that there are 2 trends in food choices made by housewives, namely health reasons or convenience reasons. The results show that a shift in food selection has occurred in housewives, and this has negative consequences for lazy housewives because they prioritize convenience over health in choosing food. Next Bredahl *et al.* (1998) which takes the theme of research on perceptions of food quality. The conceptual model explains that individual perceptions of product quality influence the purchasing decisions of pork. Subsequent research with a different theme was carried out by Ali *et al.* (2010). The conceptual model explains the Middle Easterners' buying behavior towards food products

when the economy is growing. The results of the study only describe food products made by the Middle East community at a time when economic conditions are experiencing growth. The following research theme was put forward by [Loker et al. \(2013\)](#) which explains the phenomenon about traditional food in Turkey. His study revealed that there are five traditional foods in Turkey that are able to compete with foreign food. Subsequent research by [Wang et al. \(2016\)](#) who took the theme of traditional Chinese food and European food. The conceptual model tries to reveal the perceptions of Chinese people towards traditional Chinese food and European food. The last research presented here was conducted by [Cerjak \(2017\)](#) who revealed the theme of the quality of traditional food, where the model explained the importance of intrinsic and extrinsic food quality characteristics to influence different consumer segments.

Different from previous studies, this study aims to observe Indonesian consumer behavior towards traditional Indonesian food. This is interesting to study because in addition to practical reasons in the form of shifting attitudes and intentions of the community towards traditional food, there are also problems that are different from previous studies. This study focuses more on how to improve the positive attitudes and buying intentions of the community towards traditional food, because this is the initial solution to solving other problems related to the development of traditional foods in Indonesia. This study conceptualizes a behavioral model that starts from an individual's way of thinking that forms a positive attitude and intention to buy traditional food. There are three decision variables that affect individuals to buy traditional foods, namely, product quality, fairness of price and convenience.

Product quality is the first variable conceptualized to influence positive attitudes and intentions to buy traditional food (see [Wheeloock, 1992](#); [Calvo-Porrall and Lévy-Mangin, 2017](#); [Motion, 2017](#)). This is because traditional foods are often connoted foods that lack attention to hygiene and health aspects, how to serve, how to service and some other aspects related to quality ([Richard et al., 1996](#); [Manning and Baines, 2004](#); [Botonaki et al., 2006](#); [Chamhuri and Batt, 2015](#)). Thus, to decide on the purchase of traditional food, food quality is the first variable to be an important consideration for individuals.

Price is the next variable that is conceptualized to influence a positive attitude, and intention to buy traditional food. This argument is based on several previous studies that explain the importance of prices in determining food performance. Food performance in question is the number of individual demands for a particular food sold by a seller, and this is influenced by the individual's perception of the price determined by the seller. Several previous studies have tried to link price perceptions and examine their impact on food performance in various contexts, some of which are presented here are how consumers interpret and explore food prices to determine purchasing decisions for these foods ([Arndt and Gripsrud, 1981](#); [Berger et al., 2018](#)), then, how consumers react to decided price strategies for sustainable food products ([Ingenbleek, 2015](#)), and how consumers react to food price decisions in times of inflation ([Chengsi et al., 2014](#)). In this study, the researchers suggest that price is a variable that is conceptualized as an important predictor of a person's decision to buy food, and this consumer reaction varies depending on the economic conditions that occur. In the context of traditional food, price is the determining factor for attitudes and buying intentions towards the food, because people often associate traditional food with cheap price aspects because it contains elements of easy, cheap, and fast in obtaining it, so the price becomes one of the important determining factor in purchasing. Thus it can be postulated that the cheaper the price of traditional food is perceived, the higher the decision to buy the food.

This concept is based on previous research that explains the importance of convenience variables in food selection, including research conducted by [Capps et al. \(1985\)](#) which explains that family food demand is based on convenience and non-convenience considerations, furthermore [Jae et al. \(2000\)](#) which relates the amount of individual

expenditure to the problem of convenience in buying food by urban communities, then [Candel \(2001\)](#) focuses more on the problem of conceptualization and measurement of convenience variables, and finally put forward here is [Buckley et al. \(2005\)](#) which links convenience and lifestyle. Different from these studies, this study conceptualizes convenience as a predictor of positive attitudes and consumer intentions to buy traditional food, because for sellers, convenience is one of the key variables for sellers to attract consumers, because in it is related to place selection strategies, and This will be the seller's priority in an effort to be close to the consumer.

Product type is a variable conceptualized as moderating the process of buying traditional food. This rests on previous studies that differentiate food into different types, including eco-labeled and non-eco-labeled or regular products ([Loureiro et al., 2001, 2002](#)), functional food products ([Markosyan et al., 2009](#)), meal foods and snack foods ([Bellisle and Dalix, 2001; Capaldi, 2006; Bellisle, 2014](#)), restaurants and convenience stores ([He et al., 2012](#)). Different from these concepts, this study distinguishes food types based on snacks and restaurant food, because individuals perceive traditional foods as foods that are only made using local basic ingredients with traditional production processes, so that they include snacks and food restaurant. In this study, the two types of products will be distinguished, because each has implications for the different purchasing decision processes, so that the decision variables that become individual considerations in forming a positive attitude and purchase intention towards each product are different. This indicates that, marketers will use different strategies related to determining stimulus to influence individual research decisions for each type of food. Thus, the research model conceptualized aims to explain how price perceptions, quality perceptions, and convenience perceptions influence positive attitudes and purchase intentions, while also explaining how product types namely snacks and restaurant food moderate the influence of price perceptions, quality perceptions, and convenience perceptions on positive attitude and purchase intention.

2. Theory and hypotheses

2.1 Cognitive approach

This research relies on a cognitive approach that shows that purchasing behavior is a process that starts from thinking (cognitive), followed by feeling (affective), and ending in acting (conative) ([Verbeke, 2001; Cook et al., 2002; Haryanto et al., 2015](#)). In this study, there are three independent variables categorized as cognitive structures namely product quality, price, and convenience, basically these three variables are individual perceptions of marketing stimulus. Furthermore, these three variables will affect the affective structure which is a positive attitude towards traditional food, and the end of this process is the conative structure, which is the purchase intention towards traditional food. In this study, the type of traditional food namely snack food and restaurant food is conceptualized as a moderating variable, because the process of individual purchasing behavior depends on the two types of products. This means that the two types of products that can distinguish the variables considered important by individuals in forming a positive attitude and purchase intention.

The process of attitude and purchase intention formation is composed of people's rational actions responding to internal and/or external stimuli as received by human senses. The responses themselves take form of attitude and intention of performing certain actions ([Engel et al., 1995](#)). In this case, the process of purchasing decision is a well-thought decision or originates from clear conscience ([Ajzen, 1991; Verbeke, 2001](#)).

2.2 Positive attitude and purchase intention

Based on the process of purchasing behavior, positive attitude toward traditional food is the behavioral variable used for predicting behavioral intention proxied by purchase intention toward traditional food ([Verbeke, 2001; Cook et al., 2002; Verbeke, 2005; Haryanto et al.,](#)

2015). In this case, people are inclined to treat traditional foods as functional products and not as emotional or prestigious products. The forms of the stimuli – simplicity in the presentation and selling place, affordability as functional product – that do not focus on emotional satisfaction well represent the situation (Schmidt, 2000; Cook *et al.*, 2002; Urala and Lähteenmäki, 2003; Verbeke, 2005).

In their process of purchase, people act with their clear conscience. Meaning to say, purchasing process is a rational decision-making process. This means the logic supporting the purchasing decision is initiated by the formation of positive attitude toward the product (Schmidt, 2000; Cook *et al.*, 2002; Urala and Lähteenmäki, 2003; Verbeke, 2005). Some marketers then use the purchase intention to predict product's actual purchase. Moreover, some studies suggest that attitude and intention are effective predictor variables for actual purchase (Delafruz and Paim, 2011; Harcar and Yucelt, 2012; Beneke *et al.*, 2013). Under normal conditions, attitudes and intentions are standard measures in predicting market size or market share that indicate the amount of market demand for a particular product. For this reason, marketers pay close attention to the variable attitudes and purchase intentions of a product, as a measure of marketing performance that can be achieved (Morris and Morris, 1990; Kotler and Keller, 2006).

In this study, purchase intention is defined as unexecuted unexpressed purchase intention, and still in the form of idea (Schmidt, 2000; Verbeke, 2001; Verbeke *et al.*, 2001; Cook *et al.*, 2002; Haryanto *et al.*, 2015). In agreement, some studies defined purchase intention as people's desire to purchase certain products (Dodds *et al.*, 1991; Ali *et al.*, 2010; Haryanto, 2014). As a desire, it is measured in the forms of people's tendency, possibility or decision to purchase certain products (Urala and Lähteenmäki, 2003; Kordnaeji *et al.*, 2013).

In relation with behavior process, many researches have suggested that there is a significant and positive relationship between positive attitude and purchase intention toward brand, indicating that higher positive attitude means higher purchase intention (Mitchell and Olson, 1981; Simonin and Ruth, 1998; Haryanto, 2014). In the case of traditional food, people's desire to buy is driven by their positive attitude toward the products. Their positive attitude is the driving variable. This is initiated by earlier problem identification or the need to eat or drink that requires fulfillment. This drives individuals to respond and evaluate stimuli from marketers, and to determine certain attitude toward products. The attitude will be a positive one if the stimuli perceived are interesting and a negative one if the stimuli are uninteresting (Engel *et al.*, 1995).

This study believes that attitude is people's state of mind that tends to be positive. It is then used to predict purchase intention as the variable of research objective. The basic notion supporting this belief is that people's desire to buy product is driven by their positive attitude toward the product (Mittal *et al.*, 1998; Munger and Grewal, 2001; Kwek, 2010; Harcar and Yucelt, 2012; Haryanto *et al.*, 2015). Furthermore, the level of positivity in the attitude toward products determines the level of purchase intention; the higher the positivity, the higher the intention. This argument is the basis of the formulation of this research concerning the relationship between positivity in attitude and purchase intention for traditional food products:

- H1. There is a relationship between positive attitude toward traditional food products and purchase intention for the products.

2.3 Product quality

In this study, product quality is defined as the quality of the traditional food products. This is a decision variable that plays an important role in people's process of making decision to buy products. Previous studies have stressed on the importance of product quality in influencing products buying process (Wheelock, 1992; Richard *et al.*, 1996; Vranešević and Stančec, 2003; Espejel *et al.*, 2007; Straete, 2008; Setiawan and Haryanto, 2014;

Chamhuri and Batt, 2015; Cerjak, 2017). Also, previous studies have developed and used the concept of product quality to solve various problems, either in terms of research subjects or settings positioned as the focus of the study. The following will be presented different notions related to the concept of product quality.

First, product quality is a relative value that belongs to the product and customers' expectation on the product (Wheelock, 1992; Cardello, 1995). This means when customers buy certain products, they buy the expectation from the products. This expectation determines the quality of the product. Some scholars suggested that product quality covers the whole goods and services, which position it as value opportunity to gain bigger profit margin (Selnes, 1993). Some others even developed the concept to formulate people's perception based on products' physical characteristics or attributes (Van-Trijp *et al.*, 1996; Bredahl *et al.*, 1998; Vranešević and Stančec, 2003).

Second, product quality is defined as product superiority in comparison with alternative products from the standpoint of market (Mittal *et al.*, 1998). Today, the definition is more specific. Product quality does not only concern with product superiority perception, but also with the whole combination of product intrinsic value – attributes inherent in the product – and extrinsic values – attributes outside of product (Espejel *et al.*, 2007; Cerjak, 2017).

This study posits traditional food product quality as people's perception toward the products; products' decisive attribute. At this point, by attribute, I mean everything inherent in the product or intrinsic quality of a product which includes food taste, smell, color, temperature and physical appearances, and extrinsic quality which includes packaging, packing, service and other external factors that provide additional values. This is supported by previous studies that in their product study identified product quality as the combination of intrinsic and extrinsic values (Espejel *et al.*, 2007; Cerjak, 2017).

In previous studies, product quality is developed as relative value and people's expectation toward products (Wheelock, 1992; Bredahl *et al.*, 1998; Vranešević and Stančec, 2003), or is used to formulate comparison among countries (Henchion & McIntyre, 2000), or to determine prices (Henchion and McIntyre, 2000; Berger *et al.*, 2018). In this study, product quality is developed and applied to define positivity in attitude and purchase intention for traditional food products (Beneker *et al.*, 2013; Setiawan and Haryanto, 2014). The concept posited in this study is that the higher the traditional food product quality as perceived by people, the higher the positivity in their attitude; also, the higher the traditional food product quality as perceived by people, the higher the purchase intention for the product. In the context of traditional food products, this is driven by the fact that most of the people see product quality as an important factor in their buying decision. They are inclined to think that food taste, smell, color, shape, nutrition, packaging, hygiene, selling location and other quality perception-shaping attributes are important. That is why these attributes determine people's positivity in attitude and purchase intention for traditional food products. Bearing these in mind, below are the hypotheses of this study:

- H2. There is a positive relationship between traditional food product quality and positivity in attitude toward traditional food product.
- H3. There is a positive relationship between traditional food product quality and purchase intention for the products.

2.4 Price fairness

The next variable that is important for people when trying to make buying decision for traditional food products is price. In this part, price is defined as the perception on the sum of money spent to acquire certain product or brand (Ayres and Nalebuff, 2003; De-Matos *et al.*, 2007; Catoi *et al.*, 2010). This concept explains that price is an indicator of meaningful quality if the price of a brand is high, hence signaling that the quality of the

brand is also high. There were several premises concerning price in previous studies. One of them is that price is heavily connected with the concept of honesty. In the process of price formulation, the aspect of honesty is always involved – honesty in terms of any kind of efforts in expressing products with desired price and profit margin (Ayres and Nalebuff, 2003).

Other studies were more inclined to define price as people's perception on the sum of money in relation with the quality of a product or brand. Moreover, there are some terminologies that regularly mentioned around this concept of price. Some of them are premium price (Loureiro *et al.*, 2002), relative price (Beneke *et al.*, 2013) and price-based quality (Berger *et al.*, 2018). In some other studies, price is defined as a sum of money which is determined by taking into account the aspect of fairness, involving terminologies such as price unfairness (Campbell, 1999; Xia *et al.*, 2004) and price fairness (Schein, 2002; Vaidyanathan and Aggarwal, 2003; Catoiu *et al.*, 2010).

Other researchers defined price as the value of a product which is determined based on demand and offer. This concept includes several relevant terminologies such as market price (Morris and Morris, 1990) and sustainable price (Ingenbleek, 2015). The last group of studies defined price as the value of a product in connection with relevant situations. This concept includes several terminologies such as promotional price (Munger and Grewal, 2001) and dynamic pricing which comes from customers' fairness perception (Haws and Bearden, 2006).

This study approaches price as people's perception of the price fairness. Price fairness is determined by marketer. It involves normality, openness, correspondence, rationality and logic. In traditional food market, as marketers see, customers tend to put forward functionality, not emotional benefit or prestige. In this context, price is considered fair when it is rational (acceptable) according to people's perception. And this type of price tends to receive more positive responses from customers (Xia *et al.*, 2004; Catoiu *et al.*, 2010). Still in connection with price, marketers of traditional food products tend to receive negative responses if they prioritize more on the aspect of convenience – by taking advantage of certain situations and determining prices unfairly or too high – rather than on customers' loyalty (Campbell, 1999; Xia *et al.*, 2004).

In the process of behavior, price is conceptually related positively to the purchase decision (Campbell, 1999; Vaidyanathan and Aggarwal, 2003; Xia *et al.*, 2004). In relation to a positive attitude, it is conceptualized that the higher the fairness of the price, the higher the positive attitude toward the traditional foods and intention to buy traditional foods (Delafrooz and Paim, 2011; Harcar and Yucelt, 2012; Beneke *et al.*, 2013). This argument is the basis for the formulation of the hypotheses on the relationship between price perception and positivity in attitude and intention to purchase traditional food products:

- H4. There is a positive relationship between price fairness and positive attitude toward traditional food products.
- H5. There is a positive relationship between price fairness and purchase intention for traditional food products.

2.5 Convenience

Convenience is the accessibility of the product. When marketers well provide convenience, customers can buy their products easily and with little effort. That is why many marketers put a lot of effort to minimize customers' effort or cost to acquire their products. This also a normal view in the case of traditional food products. The marketers have formulated several ways in their marketing: selling directly to the customers and setting up stalls in public places where most people are available; only a minority of them really attempt to market

their products using brand strength and uniqueness (Verlegh and Candel, 1999; Verbeke *et al.*, 2001; Verbeke, 2005).

Several previous studies limit the concept of convenience with customers' convenience in acquiring products. And they often relate this concept with several specific situations at hand that influence the level of convenience of products such as family demand (Capps *et al.*, 1985), personal choice about healthy food or convenient food (Gofton and Ness, 1991), challenges in finding where to find the products (Nickols and Fox, 1983; Gofton and Ness, 1991; Scholderer and Grunert, 2005), customers' life style (Buckley *et al.*, 2005) and ease-of-access from the stores or restaurants selling the products (Verlegh and Candel, 1999; Scholderer and Grunert, 2005; He *et al.*, 2012). This study positions convenience as the ease of people in getting the food products. But this study does not focus on the store or restaurant. It focuses on the convenience in the food product itself that drives people to buy the product in several ways. This makes marketers put a lot of efforts to approach customers and make the products more accessible such as setting up stalls near where customers gather and setting up stores in strategic places.

Furthermore, when people prioritize convenience and make it a decisive factor in making a purchase, there are several personal considerations taken into account. Some of them are situation and reference (Verlegh and Candel, 1999). In terms of situation, when people are in the situation of distress, they tend to look for the most accessible products with minimal effort. In terms of reference, it is a situation in which customers receive certain reference from other people who have pleasant experience with the referenced product. Other study that also reveals the importance of convenience is the research conducted by Capps *et al.* (1985). This study reveals that when people try to look for choices, they will consider aspects of convenience and inconvenience. In other studies, convenience is seen as an essential aspect in a food product because, normally, there are challenges in the process of acquiring such product. These challenges inflict product price. So, products with more convenience tend to be cheaper (see also Jae *et al.*, 2000; Candel, 2001; Scholderer and Grunert, 2005). Other studies concerned more on convenience in the stores or restaurants where products are being sold, assuming that people buy products from restaurants that are strategically placed and close to them (He *et al.*, 2012).

For modern society like Indonesia, one of them, convenience is one of the variables considered important by individuals in purchasing a product, because it is related to transportation problems that are relatively expensive in the sense that it requires a number of costs in the form of money, time, energy, and psychology. This consideration becomes an important determinant of buying the product, so if the higher the time it is sacrificed to get the product, the lower the positive attitude and the intention of buying the product. Thus, it can be conceptualized that the higher the ease of getting the product, the higher the positive attitude toward the traditional foods (Thom, 2007; Delafrooz and Paim, 2011; Harcar and Yucelt, 2012). Similarly, in terms of relationship to purchasing intentions, it is conceptualized that the higher the ease of getting the product, the higher the purchase intention of products (Thom, 2007; Delafrooz and Paim, 2011; Harcar and Yucelt, 2012; Dehghanan and Bakhshandeh, 2014). Thus, it can be conceptualized that the higher the ease of getting the product, the higher the positive attitude toward the traditional foods (Thom, 2007; Delafrooz and Paim, 2011; Harcar and Yucelt, 2012). Similarly, in terms of relationship to purchasing intentions, it is conceptualized that the higher the ease of getting the product, the higher the purchase intention of products (Thom, 2007; Delafrooz and Paim, 2011; Harcar and Yucelt, 2012; Dehghanan and Bakhshandeh, 2014):

- H6. There is a positive relationship between convenience and positive attitude toward traditional food products.
- H7. There is a positive relationship between convenience and purchase intention for traditional food products.

2.6 Product type

Product type is a feature in a product that represents the characteristics of the product and makes it uniquely different from other products. Previous studies showed that different product types represent different management, mainly in terms of the formulation of marketing strategy. This makes every product type to have specific market segment and purchasing behavior (Gofton and Ness, 1991; Capaldi *et al.*, 2006; Calvo-Porrall and Lévy-Mangin, 2017).

This product type-based categorization plays an important role in describing the shift in health and convenience (Gofton and Ness, 1991); determining price as in the case of eco-labeled products (Loureiro *et al.*, 2001, 2002); describing different purchasing behaviors in specialty food retailing (Capaldi *et al.*, 2006); measurement (Bellisle, 2014); and describing the benefit of each food product by separating meals and snacks for diet management and energy formulating marketing strategy for isocaloric meal and snack food products (Calvo-Porrall and Lévy-Mangin, 2017).

In this study, product type is a variable developed and used to differentiate the process of purchasing behavior for snack products and for meal products as in restaurants. The underlying argument for this is that in Indonesia, the process of purchasing snack products relies more on the factor of convenience. This is apparent in the selling method applied by snack products sellers who always attempt at approaching customers as close as possible. The story is different for meal products in restaurants. The products are offered in fixed locations which are selected strategically, expecting customers to easily find them (Capaldi *et al.*, 2006; He *et al.*, 2012; Calvo-Porrall and Lévy-Mangin, 2017). The strategies in terms of price are also different. For snack products, the determined price is relatively affordable. This is the main strategy to attract customers and positively influence the sale of the product. For meal products sold in the restaurants, price is a sensitive issue for their customers. That is why restaurants always provide price list of their products, informing customers clearly about the details of the products (Schein, 2002; Vaidyanathan and Aggarwal, 2003; Catoiu *et al.*, 2010). Both products also have different strategies in terms of product quality which is a delicate matter that is handled carefully by sellers from both sides, making sure that quality is a top priority. For snack products, they commonly connote inferiority in terms of quality. Some factors that are often linked with this are the selection and handling of ingredients (usually in traditional markets) that are not based on quality; the cooking process that does not obey health standards; the usage of substances that may pose a threat and used only to visually attract customers; and the affordability of the price and other issues that affect product quality. Today, with the increase of customers' awareness on go-green issues, the producers of traditional food products have begun to pay more attention on the quality of their products (Loureiro *et al.*, 2001, 2002).

In this study, product type is the variable that is used to categorize purchasing behavior processes for traditional food products and developed as moderating variable (Dmitrovic and Vida, 2010; Bearden and Etzel, 2001; Haryanto *et al.*, 2015). As moderating variable, product type strengthens the relationship between three decision variables (product quality perception, price fairness perception and convenience perception) and positive attitude and purchase intention for traditional food products. Below is the hypotheses drawn up from the above exposition:

- H8. Product type moderates the relationship between positive attitude toward traditional food products and purchase intention for the products.
- H9. Product type moderates the relationship between traditional food product quality and positive attitude toward the products.
- H10. Product type moderates the relationship between traditional food product quality and purchase intention for the products.

- H11.* Product type moderates the relationship between price fairness and positive attitude toward traditional food products.
- H12.* Product type moderates the relationship between price fairness and purchase intention for traditional food products.
- H13.* Product type moderates the relationship between convenience and positive attitude toward traditional food products.
- H14.* Product type moderates the relationship between convenience and purchase intention for traditional food products.

3. Research methods

3.1 Sampling

The sample consists of 1,000 people who like Indonesian traditional food products, either snacks or meals (restaurant food). The sample is then split into two groups of 500 people. The first 500 people are for studying traditional snack products and the second for traditional meal products from restaurants. The goal of the split is to bring forward the difference in people's purchasing behaviors for both products, taking the hypotheses as reference. The determination of the number of the sample is appropriate if the population is unrestricted and is measured in millions (with 95 per cent confidence interval level, 5 per cent error margin; [Sekaran, 2006](#)). The location of the sample collection is several public spaces in Surakarta (Indonesia), including Mall Paragon, Solo Grand Mall, Matahari Mall, Hartono Mall and some other places where most people spend their free time. The selection is conducted to well represent the target population. In collecting the data, the researchers directly ask the visitors of the locations such as the department stores or other public spaces about their preferences on traditional food products. Some indicators asked were concerning their favorites, their level of enjoyment of each products, positivity in their attitude toward the products and their intention and tendency to buy traditional food products. This is required to support the goal of this study, which is to produce a prediction model for positivity in attitude and purchase intention for traditional food products. If the responses from the respondents indicate positive preference, they will be offered the research questionnaire which will be collected after completion.

3.2 Measures

The following is the definition of the variable and its measurement. The product price is defined as the individual's perception of the fairness of the price. The variables are measured by fairness, openness, correspondence, rationality and logic. The product quality is an individual perception of the superiority of a product's quality. This variable is measured by ease, privilege, freshness, excellence and cleanliness. The convenience in obtaining the product is defined as the individual's perception of the level of effort sacrificed in obtaining a product. This variable is measured with overprice, congestion, exhaustion, stress and aggravation. The positive attitude is defined as feeling like or happy about a product. Furthermore, positive attitudes are measured by like, happy, pleasure, positive thoughts and enthusiasm. The purchase intent is defined as the individual's desire to buy a product. Furthermore, this variable is measured by the following items: probability, will, tendency, interest and desire. All of the items are measured using a five-level Likert scale: 1 (strongly disagree) to 5 (strongly agree), whereas the product type is measured using two categorical scales: 1 (snack foods) and (2) restaurant foods.

For hypotheses testing, Multi Group Structural Equation Model (Multi Group SEM) with AMOS 20 is used. The tool is selected because it provides a capability to accommodate the relationship between variables that are the basis of the hypotheses ([Bou and Satorra, 2010](#)). Concerning the indicators, before being analyzed using Multi Group-SEM, they are tested

with a series of validity and reliability tests to ensure that they have the capability to measure the constructs (Fornell and Larcker, 1981; Bou and Satorra, 2010).

4. Results

4.1 Validity and reliability test

In this research, there are two types of validity tests conducted: convergent validity test and discriminant validity test. With cut-off values for Factor Loading > 0.40, composite reliability (CR) > 0.70 and average variance extracted (AVE) > 0.50 (Fornell and Larcker, 1981; Bou and Satorra, 2010; Satorra, 2010), the result of the convergent validity tests indicates that the extracted indicators have good convergent validity value (Factor loading = 0.457 – 0.878; CR = 0.776 – 0.893 > 0.70; AVE = 0.642 – 0.890; see Table I). In short, the extracted indicators have the capability to measure the constructs.

In the discriminant validity test, the square root value of AVE has to be higher than other coefficient correlations (Fornell and Larcker, 1981; Satorra, 2010). In this research, the result of this test indicates that each measuring variable presents good discriminant validity. The relationship values among similar variables are higher than the relationship value among different variables (see Table II).

Table I Validity and reliability tests

| Variables | Indicators | Factor loading | CR | AVE |
|-------------|------------|----------------|-------|-------|
| Price | P1 | 0.684 | 0.836 | 0.646 |
| | P3 | 0.735 | | |
| | P4 | 0.832 | | |
| | P5 | 0.839 | | |
| Quality | Q2 | 0.675 | 0.872 | 0.842 |
| | Q3 | 0.838 | | |
| | Q4 | 0.845 | | |
| | Q5 | 0.868 | | |
| | Inc1 | 0.620 | | |
| Convenience | Inc2 | 0.463 | 0.814 | 0.645 |
| | Inc3 | 0.874 | | |
| | Inc4 | 0.907 | | |
| | Inc5 | 0.878 | | |
| | At1 | 0.738 | | |
| Attitude | At2 | 0.867 | 0.893 | 0.890 |
| | At3 | 0.838 | | |
| | At4 | 0.764 | | |
| | At5 | 0.732 | | |
| | Int1 | 0.681 | | |
| Intention | Int2 | 0.679 | 0.776 | 0.642 |
| | Int3 | 0.457 | | |
| | Int4 | 0.794 | | |
| | Int5 | 0.795 | | |

Table II Relationship matrix of variables

| Variables | 1 | 2 | 3 | 4 | 5 |
|-------------|-------|-------|-------|-------|-------|
| Price | 0.821 | | | | |
| Quality | 0.634 | 0.794 | | | |
| Convenience | 0.654 | 0.767 | 0.811 | | |
| Attitude | 0.733 | 0.714 | 0.710 | 0.848 | |
| Intention | 0.572 | 0.672 | 0.683 | 0.821 | 0.782 |

4.2 The result of hypotheses testing

The result of hypothesis testing, which conceptualizes the relationship between positive attitude and buying intention of traditional food, is significant and positive ($\beta = 0,386$; SE = 0,073; CR = 5.261; see Table III), and hence hypothesis supported. When given the moderation effect, the test results still indicate a significant and positive relationship for snack foods ($\beta = 0.226$; SE = 0.079; CR = 3.863) and for restaurant food ($\beta = 0.390$; SE = 0.095; CR = 4.108; see Table IV). This suggests that the relationship between positive attitudes and purchasing intentions is consistent both before and after moderation. A significant and positive relationship indicates that if the individual has a positive attitude toward the product, it ultimately affects the individual's intention in buying traditional food.

The findings of this study support previous research conceptualizing a regularity phenomenon of positive relationships between positive attitudes and purchasing intentions of products (Ajzen, 1991; Haryanto, 2014; Setiawan and Haryanto, 2014). Nevertheless, this concept still

Table III Result and goodness-of-fit indices (before moderation)

| Relationship | Estimate | S.E. | C.R. |
|---|----------|---------|-------|
| Att ← Quality | 0.255 | 0.047 | 5.456 |
| Att ← Price | 0.284 | 0.051 | 5.545 |
| Att ← Convenience | 0.075 | 0.046 | 1.636 |
| Intent ← Att | 0.386 | 0.073 | 5.261 |
| Intent ← Price | 0.121 | 0.044 | 2.738 |
| Intent ← Convenience | 0.043 | 0.044 | 0.976 |
| Intent ← Quality | 0.083 | 0.041 | 2.041 |
| Chi-square | | 171.131 | |
| Probability (<i>p</i>) | | 0.242 | |
| CMIN/DF | | 1.076 | |
| Adjusted goodness-of-fit index (AGFI) | | 0.947 | |
| Comparative fit index (CFI) | | 0.998 | |
| Tucker–Lewis index (TLI) | | 0.997 | |
| Root mean square error approximations (RMSEA) | | 0.013 | |

Table IV Result and goodness-of-fit indices (after moderation)

| Relationship | Snack foods | | | Restaurant foods | | |
|--|-------------|-------|---|------------------|-------|--------------------|
| | Estimate | S.E. | C.R. | Estimate | S.E. | C.R. |
| Att ← Quality | 0.221 | 0.061 | 3.617 | 0.286 | 0.067 | 4.249 |
| Att ← Price | 0.253 | 0.067 | 3.807 | 0.259 | 0.072 | 3.586 |
| Att ← Convenience | 0.128 | 0.062 | 2.061 | 0.076 | 0.066 | 1.160 |
| Intent ← Att | 0.226 | 0.079 | 2.863 | 0.390 | 0.095 | 4.108 |
| Intent ← Price | 0.041 | 0.038 | 1.072 | 0.161 | 0.066 | 2.453 |
| Intent ← Convenience | 0.055 | 0.042 | 1.313 | −0.016 | 0.063 | −0.251 |
| Intent ← Quality | 0.022 | 0.033 | 0.659 | 0.115 | 0.057 | 2.013 |
| Goodness of fit model index | | | Constraint model | | | Unconstraint model |
| Chi-square | | | 412.261 | | | 376.032 |
| Probability (<i>p</i>) | | | 0.006 | | | 0.014 |
| CMIN/DF | | | 1.202 | | | 1.182 |
| Adjusted goodness-of-fit index (AGFI) | | | 0.890 | | | 0.889 |
| Comparative fit index (CFI) | | | 0.989 | | | 0.990 |
| Tucker–Lewis index (TLI) | | | 0.983 | | | 0.985 |
| Root mean square error approximation (RMSEA) | | | 0.021 | | | 0.020 |
| | | | $\Delta\chi^2 = 412.261 - 376.032 = 36.229$ | | | |
| | | | $\Delta df = 343 - 318 = 25$ | | | |
| | | | (prob. < 0.05) | | | |

requires further testing, in different contexts, in an attempt to improve the generalization of the findings of this study.

Price is the first stimulus that is conceptualized to form the positive attitude and buying intention of the product. The test result indicates the positive relationship between price and positive attitude toward the product ($\beta = 0.284$; SE = 0.051; CR = 5.545; see [Table III](#)). It means that the higher the fairness of price, the higher the positive attitude towards the traditional foods. This relationship is consistent although moderated by the product type, in this case the snack ($\beta = 0.253$, SE = 0.067, CR = 3.807) and the restaurant foods ($\beta = 0.259$; SE = 0.072; CR = 3.586; see [Table IV](#)).

Positive relationships suggest that the conceptual hypothesis is supported both before and after moderation, as the concept has been described in previous studies ([Campbell, 1999](#); [Vaidyanathan and Aggarwal, 2003](#); [Xia et al., 2004](#); [Delafrroz and Paim, 2011](#); [Harcar and Yucelt, 2012](#); [Beneke et al., 2013](#)). Practically, the findings of this study indicate that the price is an effective stimulus to influence the positive attitude of individuals to traditional foods, both for snacks and restaurant food. In this study, recommended stimuli are affordable prices, rational prices and reasonable prices, so that individuals will regard the price as a reasonable price and not harm consumers.

Related to the buying intention, before the moderation effect, the test result shows the significant and positive relationship between fairness of price and purchase intention of the traditional foods ($\beta = 0.121$; SE = 0.044; CR = 2.738; see [Table III](#)). This result is consistent when there are moderate effects of the types of product. For snack foods, fairness of price is one of the variables that increases intention to buy the product ($\beta = 0.041$, SE = 0.038, CR = 1.072), as well as for food restaurant foods ($\beta = 0.161$; SE = 0.066; CR = 2.453; see [Table IV](#)). This finding explains that price is one of the effective stimuli in forming the buying intention towards the product. These significant and positive findings support the regularity of concepts that have been conceptualized by previous researchers, which explains the positive relationship between price and intention to buy products ([Campbell, 1999](#); [Vaidyanathan and Aggarwal, 2003](#); [Xia et al., 2004](#); [Delafrroz and Paim, 2011](#); [Harcar and Yucelt, 2012](#); [Beneke et al., 2013](#)).

Quality of food is a variable that is conceptualized to improve the positive attitude and intentions to buy the traditional foods. Test result indicates the positive relationship between food quality and positive attitudes toward a product ($\beta = 0.255$; SE = 0.047; CR = 5.456; see [Table III](#)). This relationship is consistent despite moderation effects by separating the types of foods tested; for snack foods ($\beta = 0.221$; SE = 0.061; CR = 3.617) and for restaurant food ($\beta = 0.286$; SE = 0.067; CR = 4.249; see [Table IV](#)). These findings support the concept of the regularity of phenomenon about the positive relationship between product quality and positive attitudes towards the product as described in previous studies ([Munger and Grewal, 2001](#); [Beneke et al., 2013](#); [Kordnaeji et al., 2013](#)). This significant and positive relationship indicates that the quality of food is an effective stimulus to influence the positive attitude towards the product. Further, several types of stimulus recommended in this study are the way of attractive presentation, the determination of appropriate portions, attractive colors and delicious aroma.

In relation to purchase intentions, before the moderation effects, there is a significant and positive relationship between product quality and intention to buy the traditional foods ($\beta = 0.083$; SE = 0.041; CR = 2.041; see [Table III](#)). However, after moderation effect, the relationship of these two variables became inconsistent; for the snack food, the relationship between product quality and intention to buy the product is not significant ($\beta = 0.022$; SE = 0.033; CR = 0.659), whereas for the restaurant foods, the relationship between product quality and intention to buy the product is significant ($\beta = 0.115$; SE = 0.057; CR = 2.013; see [Table IV](#)). These findings indicate that the quality of food is still effective to influence the intention to buy the product, but not for traditional snacks. Thus, the findings of this study do not fully support the concept of positive relationship between product quality and purchase intentions ([Munger and Grewal, 2001](#); [Beneke et al., 2013](#); [Kordnaeji et al., 2013](#)).

Convenience is the final stimulus that is conceptualized to influence the positive attitude and intentions to buy the traditional foods. The test result indicates the insignificant relationship between the convenience in getting the traditional foods and positive attitude towards that traditional foods ($\beta = 0.075$; SE = 0.046; CR = 1.636; see [Table III](#)). However, when given the moderation effect, the relationship became significant and positive in snack foods context ($\beta = 0.128$, SE = 0.062; CR = 2.061), and not significant in restaurant food context ($\beta = 0.076$; SE = 0.066; CR = 1.160; see [Table IV](#)). This finding explains that convenience is not a variable that can influence the positive attitude towards the foods, especially for the restaurant foods. However, for snack foods, convenience is a variable that influences the positive attitude toward those foods.

For marketers, it is advisable not to ignore the convenience variables in the restaurant business. Although not significant, this variable is still considered by marketers in marketing their products, because the test results indicate the results of the model fit, which is relatively good. This means that if the marketer ignores the variable of convenience, it will have an impact on decreasing the positive attitude and consumer purchase intention towards traditional food. Several types of stimuli associated to the convenience are sacrificed efforts to obtain products such as overpriced fare, congestion, exhaustion, stress and aggravation. Furthermore, inconsistency of the relationship indicates that this study does not fully support the regularity of the phenomenon of a positive relationship between convenience and positive attitudes toward the product as described in previous studies ([Thom, 2007](#); [Delafrooz and Paim, 2011](#); [Harcar and Yucelt, 2012](#)). Thus, further testing is required to obtain further clarity on the relationship of the two variables.

In relation to the purchasing intention towards the traditional foods, before moderation effects, the test result indicates an insignificant relationship between convenience and intention to buy the traditional foods ($\beta = 0.043$; SE = 0.044; CR = 0.976; see [Table III](#)). This insignificant relationship also occurs, when given a moderation effect, both on snacks ($\beta = 0.055$, SE = 0.042, CR = 1.313) and on restaurant foods ($\beta = -0.016$; SE = 0.063; CR = -0.251 ; see [Table IV](#)). This finding explains that convenience in getting the foods is not an effective stimulus in influencing the intention of buying the product.

For marketers, these findings provide the understanding that purchasing intentions cannot be built directly from convenience variable, but from the positive attitude towards the foods first, especially for snack foods. Individuals are very concerned about this convenience variable, both in the form of monetary costs and psychological costs. The insignificant relationship indicates that this study does not support the concepts proposed in previous studies against a positive relationship between ease and purchase intent of the product ([Thom, 2007](#); [Delafrooz and Paim, 2011](#); [Harcar and Yucelt, 2012](#)). Thus, these findings require further studies to improve the generalization of the relationships between the two variables on relevant product types and research settings.

5. Conclusions and implications

Theoretically, this study contributes to the role of the product type as a moderating variable of consumer behavioral processes that have been neglected in exposing the buying behavior of traditional foods.

Practically, this study provides insight into marketers of snack foods and restaurant foods in its efforts to create a strategy in marketing the product. For marketers of snack foods, a positive attitude can be affected by price, quality and convenience, which in turn further affect the intention to buy. As for marketers of restaurant food, a positive attitude and intent to buy can be influenced by price and quality, and convenience is not an important consideration for individuals to buy.

The contribution to the social aspect is the side benefit that society receives on the certainty of the reasonable price and the quality of the food that must be well preserved, because these

two variables are an important consideration of the individual in buying traditional foods. The social contribution of this research is the side benefit obtained by the community, which is the certainty of a reasonable price and good food quality, because these two variables are important considerations for individuals in buying traditional foods. In addition, individuals will also find it easy to get traditional foods, especially snacks, because this creativity variable is another important stimulus that can affect positive attitudes.

6. Limitations

This study focuses on the types of traditional food products, which further distinguish by type of snack foods and restaurant foods. Both of these variables have different characteristics that impact on different behavioral processes. It is expressed on the significance of the test results obtained. There are several inter-variable relationships that are conceptualized, but in their relationship, it indicates an inconsistency in results, which includes the relationship between price and purchase intentions; ease and positive attitude; and the relationship between convenience and purchase intentions. So, these conditions do not support the regularity of phenomenon that are conceptualized in previous studies. This is only in condition, and the result will be different if tested in different contexts. Therefore, it is advisable for future studies to retest the concepts in this study on different objects and research settings.

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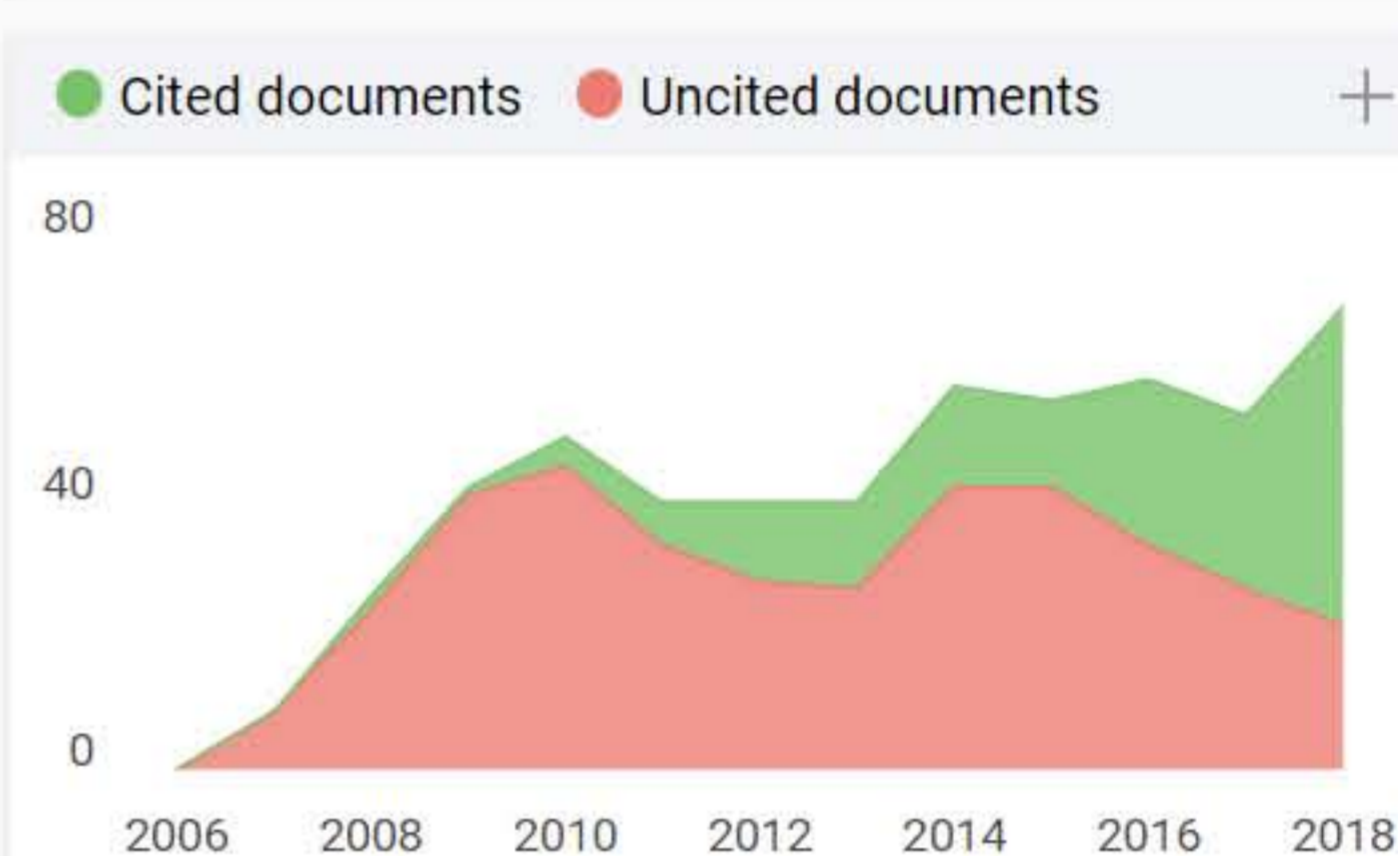
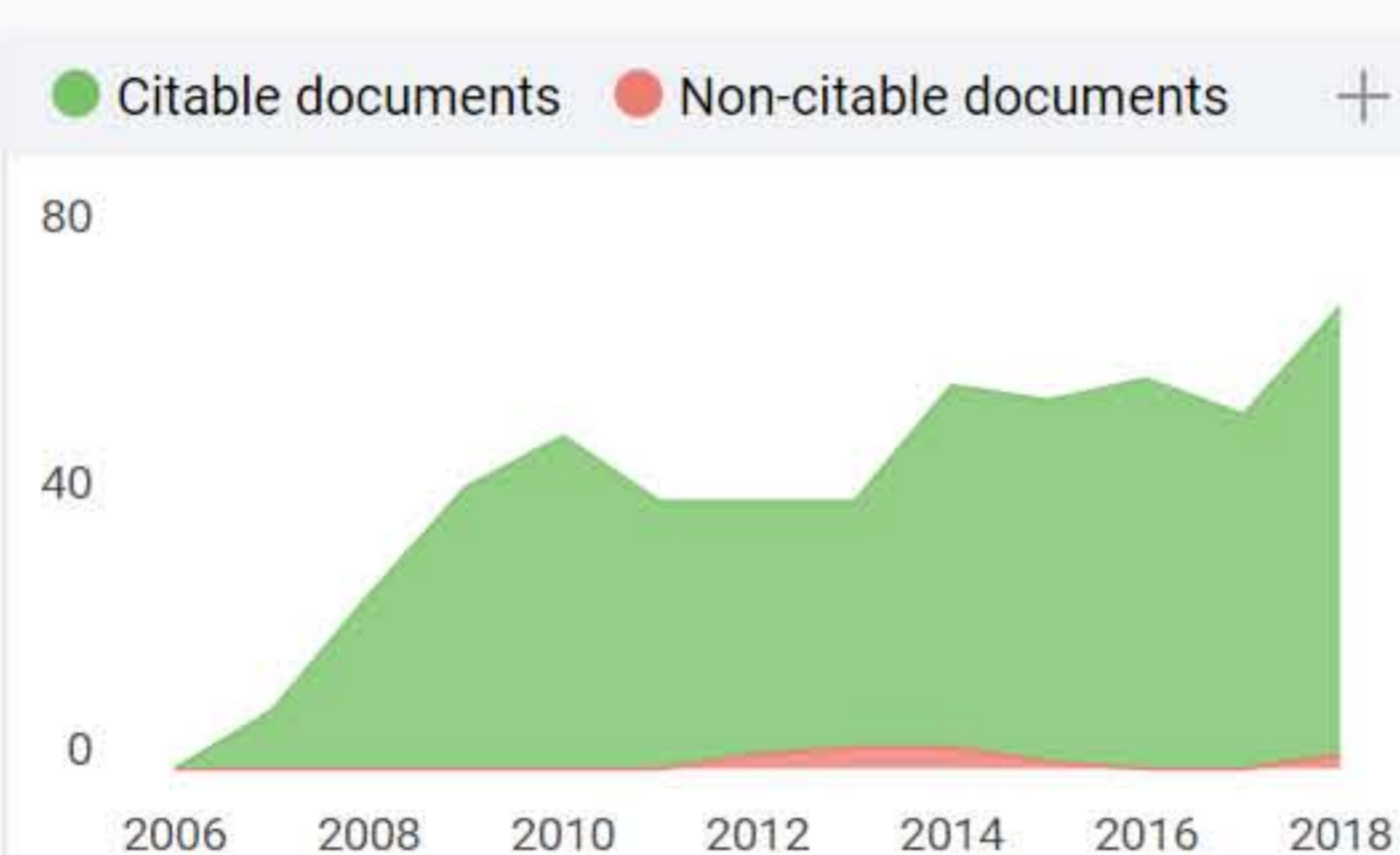
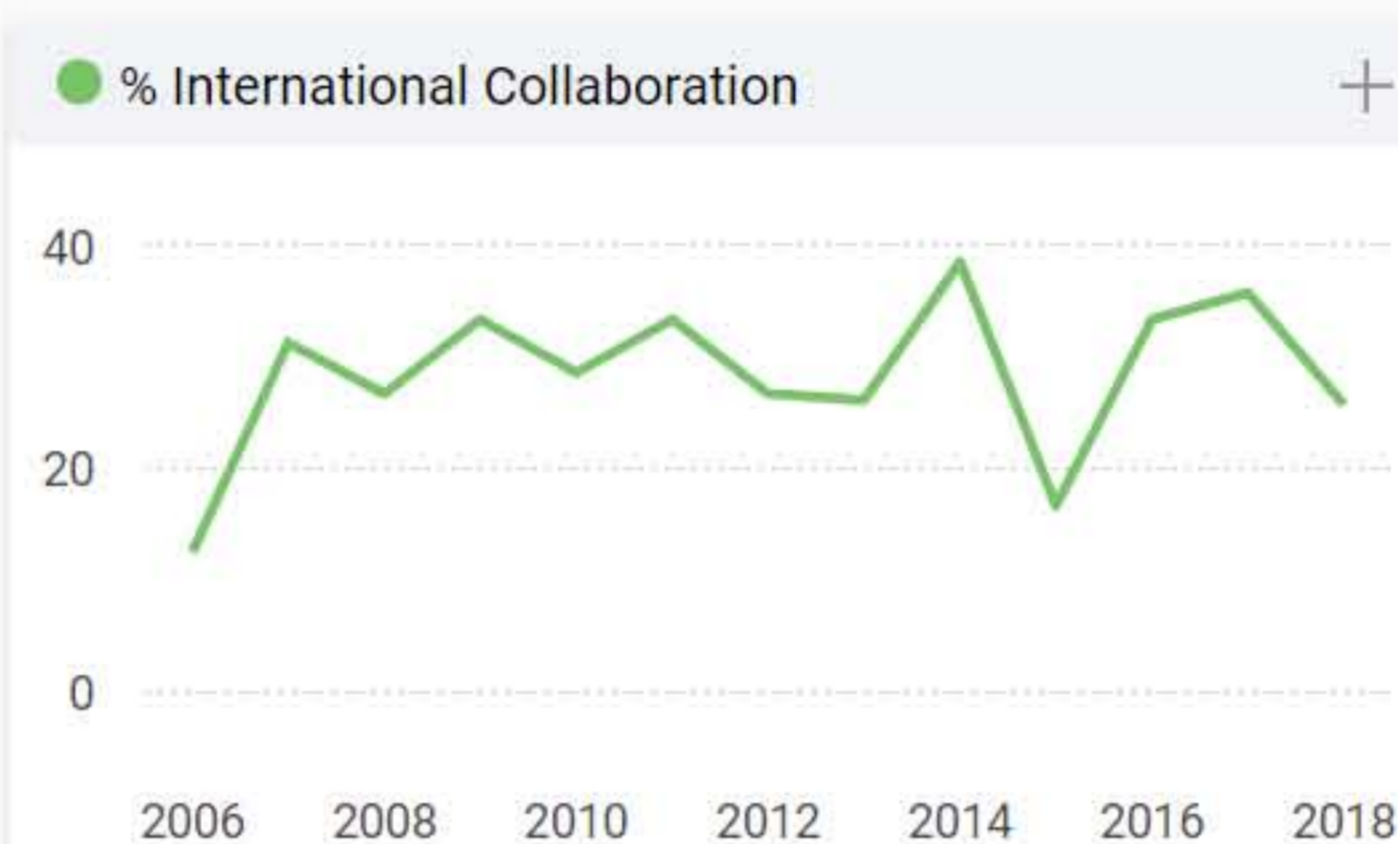
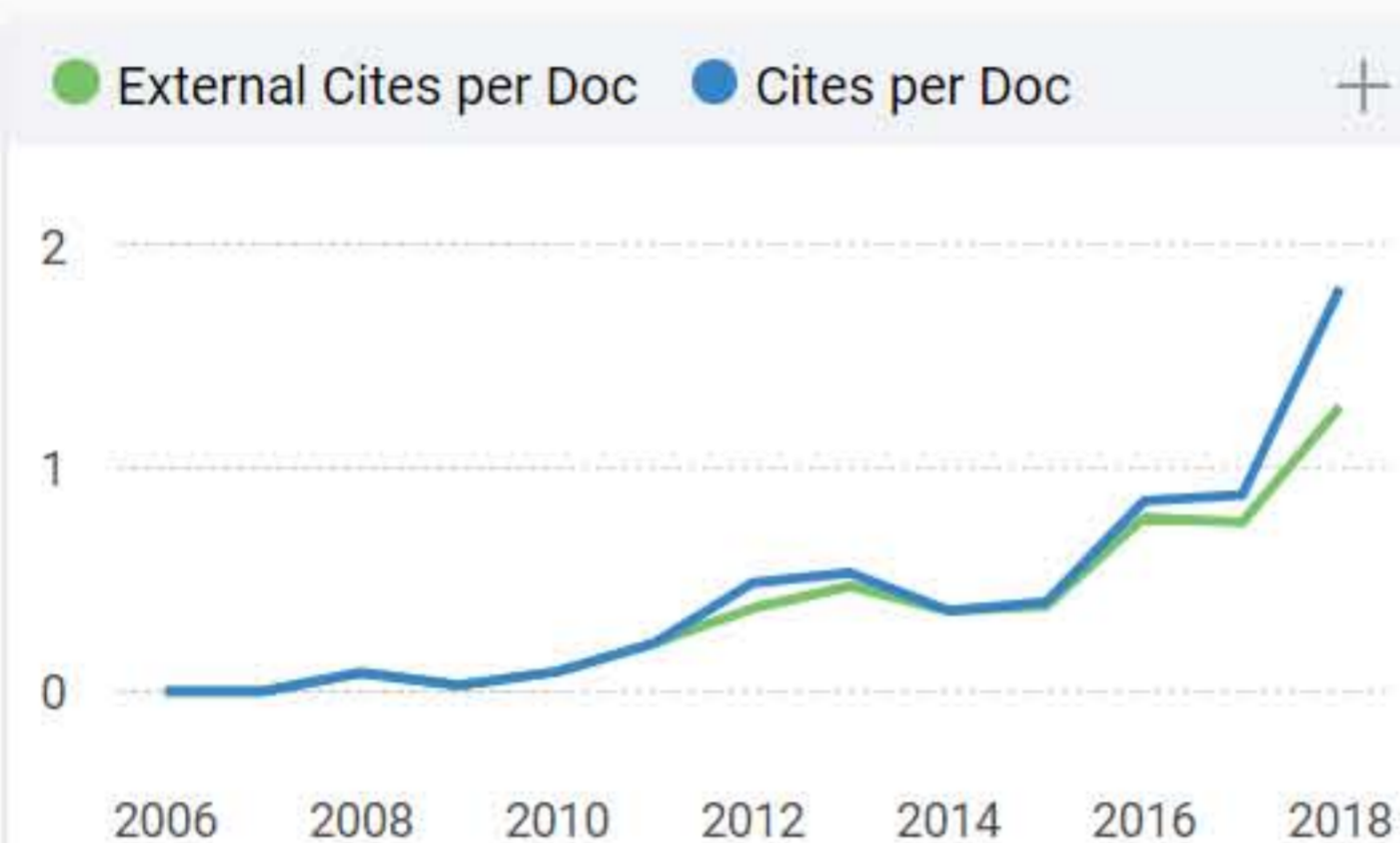
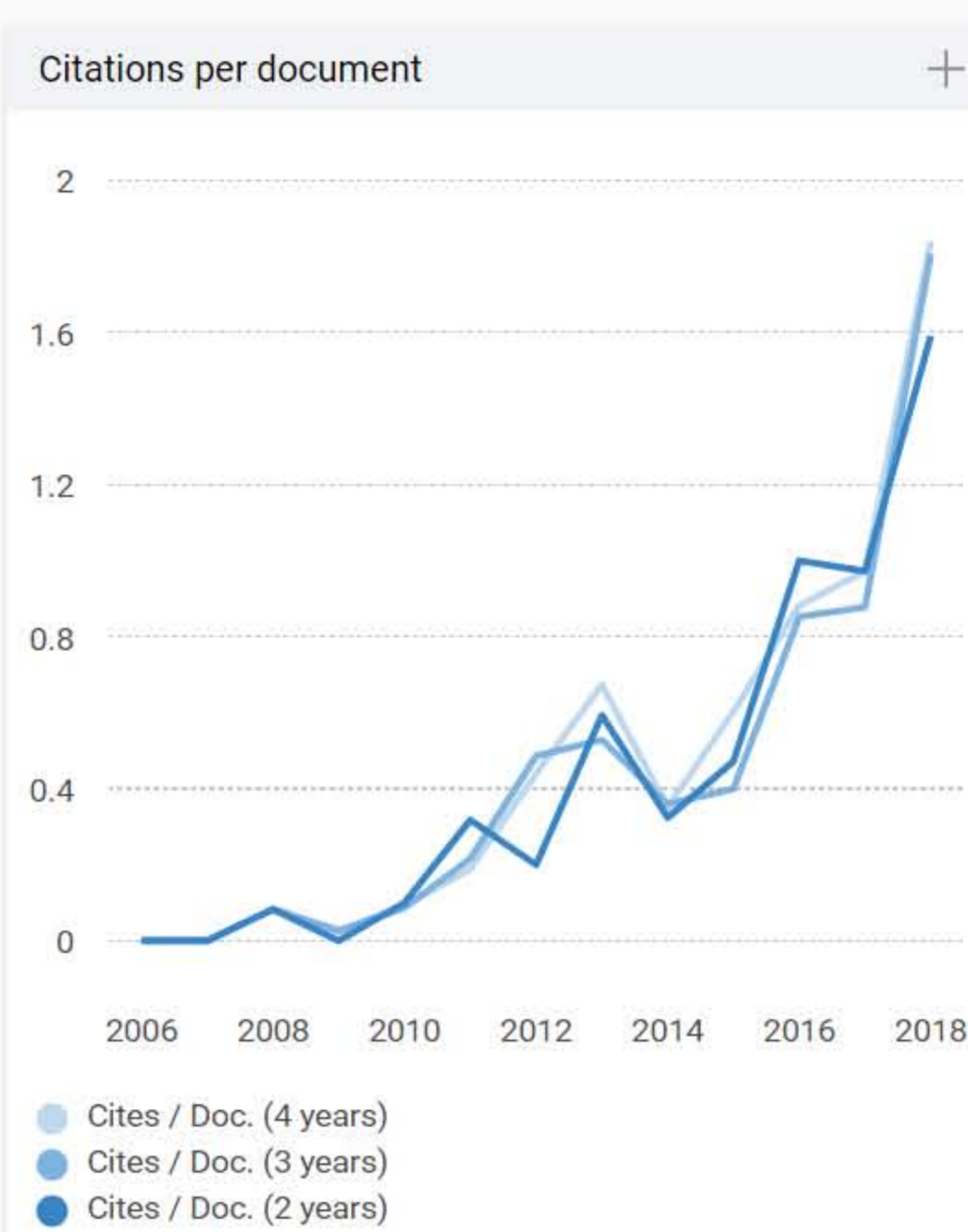
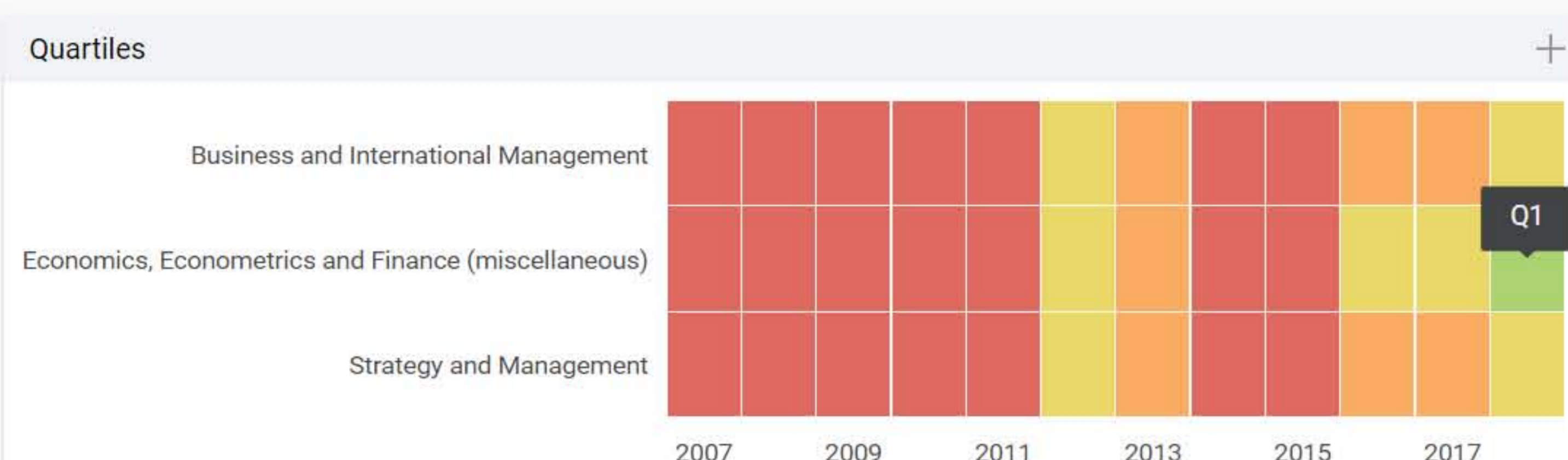
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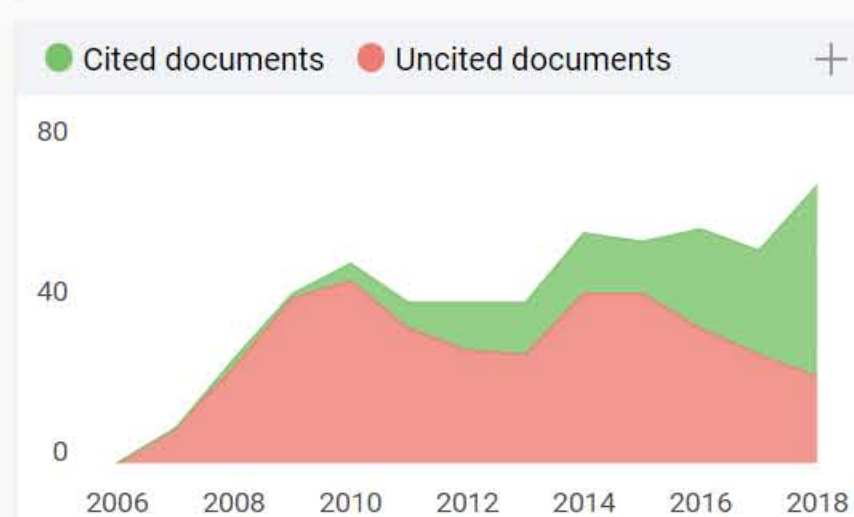
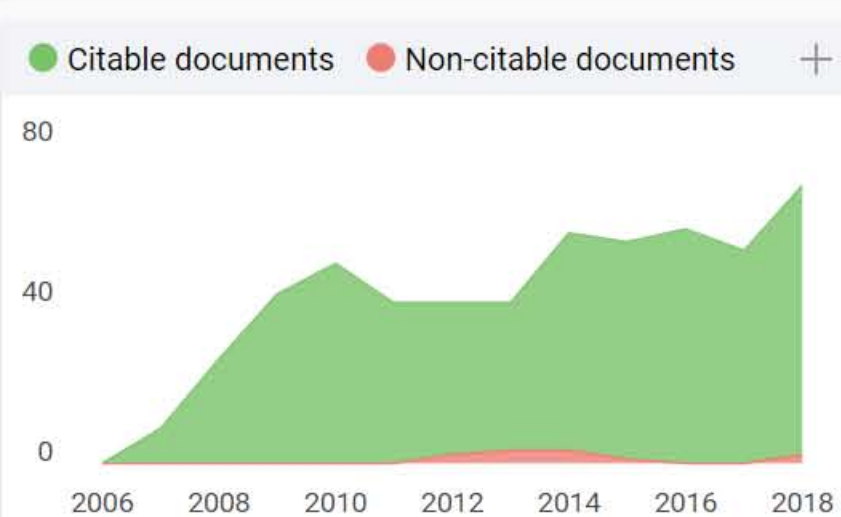
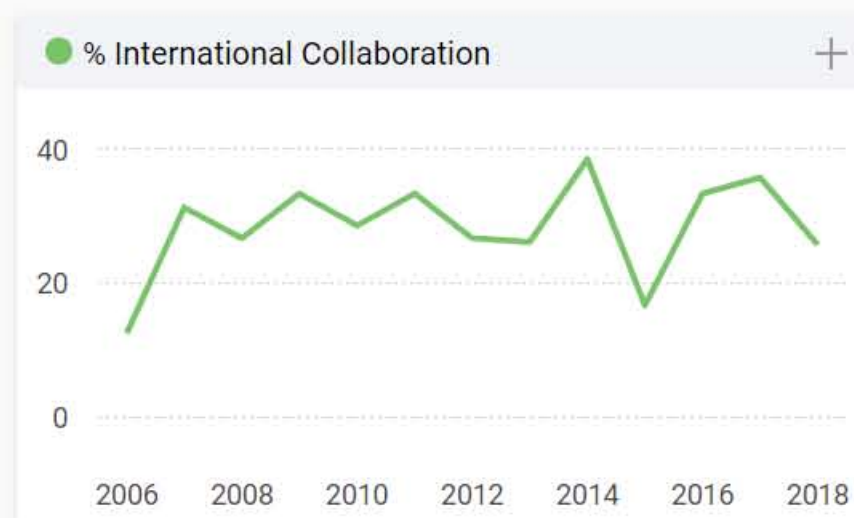
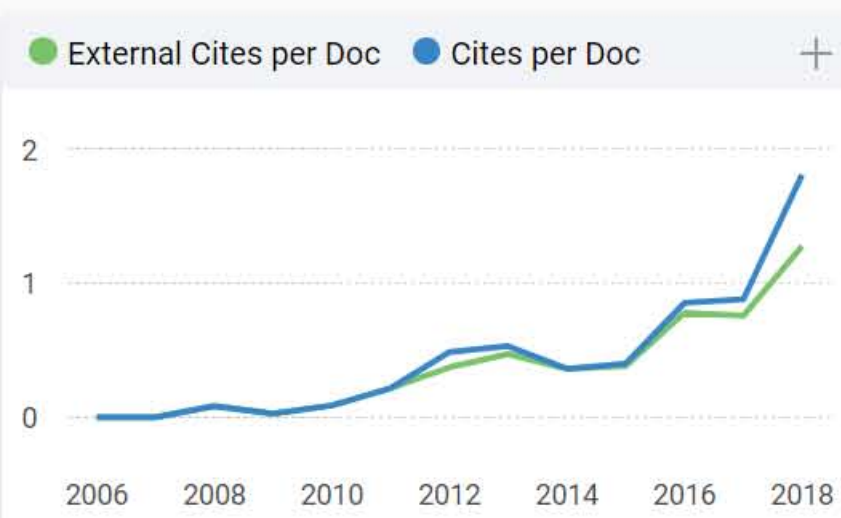
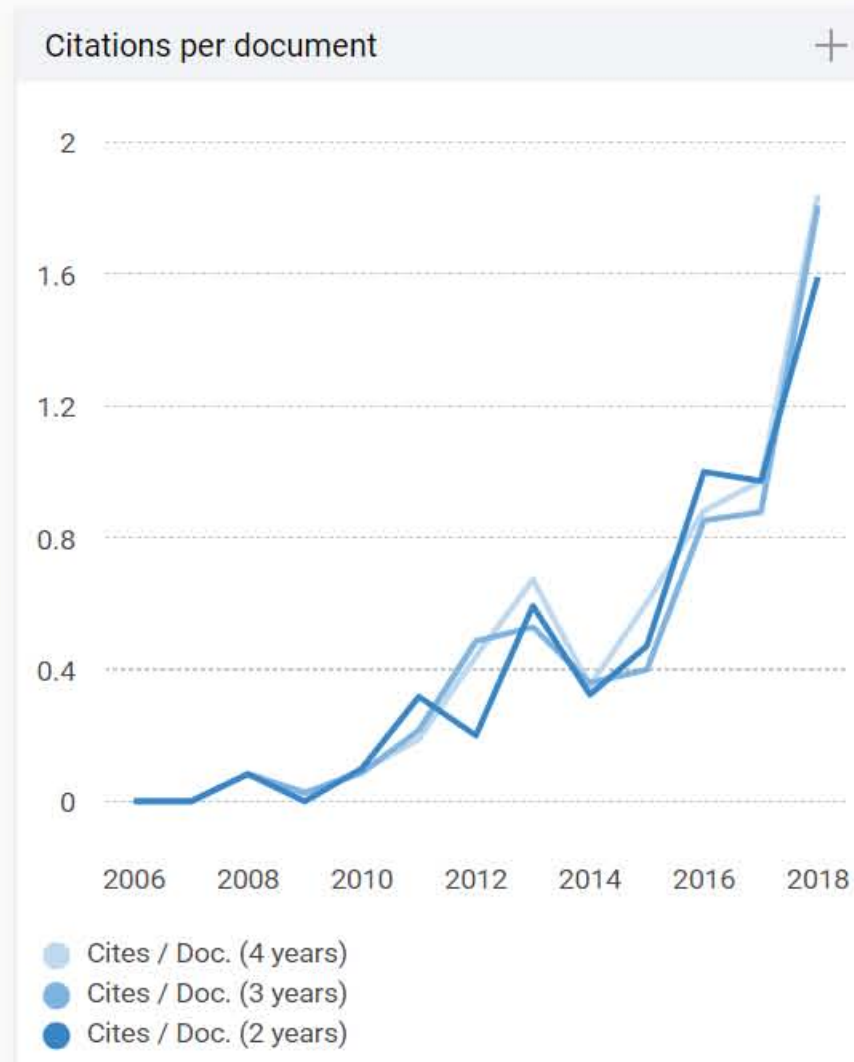
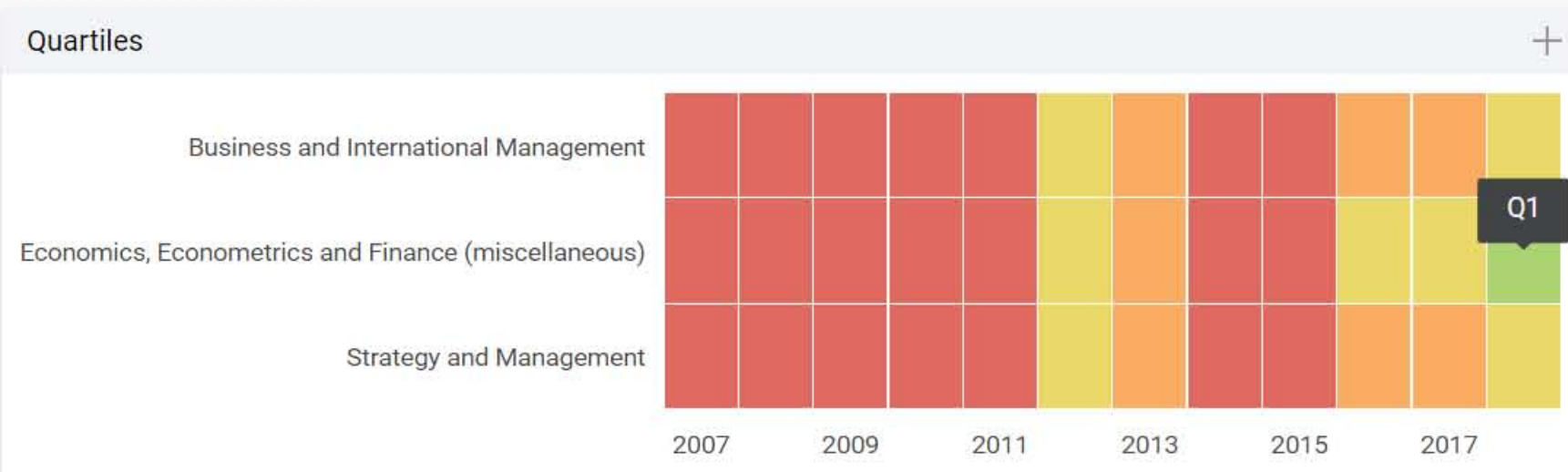
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How does the type of product moderate consumers' buying intentions towards traditional foods? (Study of consumer behavior in Indonesia)

Budhi Haryanto, Djoko Purwanto, Amina Sukma Dewi and Edi Cahyono

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Abstract

Purpose – This paper aims to explain the relationship between product quality, price and convenience with a positive attitude and intention to buy traditional food. In addition, it also aims to explain the role of the product type in moderating the relationship between these variables.

Design/methodology/approach – Samples were taken non-randomly, consisting of 500 snack food buyers and 500 restaurant food buyers. Some of the places chosen for sampling include Paragon Mall, Solo Grand Mall, Matahari Mall, Hartono Mall or other places in Surakarta-Indonesia where people spend time relaxing. Furthermore, multiple structural equations model (multi group SEM) is a statistical method used to explain the relationship between the conceptual variables.

Findings – Some of the findings as follows: before the product as a moderator, price and quality are the variables that influence the positive attitude and the intention to buy, while the convenience is the variable found not affecting both the positive attitude and the intention to buy. After the product type as a moderator, for snacks, the test results indicate that the price, product quality and convenience are the variables that affect the positive attitude but do not affect the intention to buy. For restaurant food, test results indicate that only prices and qualities affect positive attitudes, whereas convenience is found not to affect positive attitudes. Furthermore, only price and quality affect the intention to buy, while convenience is found not to affect the intention to buy.

Originality/value – This paper underlines that the type of product is a moderating variable in the buying behavior process of traditional foods. Regarding its role as a moderator variable, the relationships between variables that are conceptualized can be explained in detail, along with their significance.

Keywords Consumer behaviour, Attitude, Intention, Traditional foods

Paper type Research paper

1. Introduction

The shift in the attitude of the Indonesian people towards migrant food from local food or the so-called traditional food, has occurred because of the influence of globalization. This is marked by the difficulty of finding traditional food in several public areas, some of which are already hard to find are klepon, jadah, Wajik and various other foods made from sticky rice, then Tiwul, Ongol-ongol and various other foods made from cassava, hereinafter is Nogosari, Kue Lapis, and various other types made from rice and coconut milk, as well as various other types of snacks which are very rare and hard to find. Likewise, the main menu of traditional foods also includes fried chicken and grilled chicken. Soto stalls, Warung Gudeg and others are increasingly marginalized by the existence of Kentucky Fried Chicken, CA Fried Chicken, Burger King or other restaurants that offer Western, Chinese cuisine, Korean and others. Also the traditional drinks such as Bajigur, the Wedang ronde,

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the Kopi klotok and the Dawet have begun to be displaced by the presence of the Thai tea, Milk Shake and other types of drinks that win the hearts of the people, the community. This phenomenon has become a common concern and various efforts have been made starting from the demonstration of making traditional foods through TV programs, food campaigns at promotion or ceremonial events and other events aimed at increasing positive attitudes and intentions from the community to return to traditional Indonesian food. This phenomenon of concern is probably caused by the growing Malls and modern markets and the decline of traditional markets that lack education about the process of making and serving traditional foods that are attractive to compete with newcomers. Another possibility is that traditional food is a type of food that connotes less attention to hygiene; this happens because in the traditional manufacturing process, less attention is given to the way of presentation, the atmosphere of the store and attractive packaging, as well as other marketing aspects that attract consumers.

The development of the traditional food business in Indonesia has shown unpleasant data that there has been a shift in the interest of Indonesian people from traditional food to foreign food or migrant food. This is indicated by the emergence of modern markets that are growing rapidly at around 31.4 percent, and conversely traditional markets have decreased by around 8.1 per cent. This condition has a negative impact on the number of sales of traditional markets which declined by around 16.3-24 per cent, and also the amount of revenue from traditional markets which declined by around 17.5-30 per cent as a consequence of a decrease in the number of customers of around 29-32 per cent (Novan, 2016). This condition has implications for the decline in the interest of traditional food entrepreneurs to do traditional food business, and this condition is further exacerbated by the ability of traditional food entrepreneurs, most of whom have relatively low.

Previous studies have shown that some cases that are usually faced by traditional sellers are a lack of understanding of what consumers are thinking, and do not try to serve consumers well (Haryanto, 2014; Setiawan and Haryanto, 2014). Most traditional sellers only focus on what can be sold, and not sell what consumers want. Satisfaction is something that is ignored by them, so individuals buy products only to meet consumer needs and not to satisfy consumer desires. Related to this, traditional marketers need to understand the factors that can influence the cognitive processes of consumers in an effort to improve their marketing performance through consumer satisfaction. This process of cognition begins with understanding how to think (cognitive), how to behave (affective) and how to act (conative) from consumers, hereinafter referred to as the consumer behavior process (Dodds *et al.*, 1991; Engel *et al.*, 1995). This is an approach that is considered effective in solving problems of consumer behavior in an effort to improve marketing performance through an individual cognitive perspective (Setiawan and Haryanto, 2014). This approach is then used to resolve behavioral problems associated with traditional food purchase decisions, both in the choice of snacks and restaurant food.

Research on traditional foods has actually been done by many researchers before, but the results still show diversity in terms of research themes, models and observed variables (Gofton and Ness, 1991; Bredahl *et al.*, 1998; Espejel *et al.*, 2007; Ali *et al.*, 2010; Loker *et al.*, 2013; Wang *et al.*, 2016; Motion, 2017). Starting with research conducted by Gofton and Ness (1991) which took the theme of choice of two foods. The research model explains that there are 2 trends in food choices made by housewives, namely health reasons or convenience reasons. The results show that a shift in food selection has occurred in housewives, and this has negative consequences for lazy housewives because they prioritize convenience over health in choosing food. Next Bredahl *et al.* (1998) which takes the theme of research on perceptions of food quality. The conceptual model explains that individual perceptions of product quality influence the purchasing decisions of pork. Subsequent research with a different theme was carried out by Ali *et al.* (2010). The conceptual model explains the Middle Easterners' buying behavior towards food products

when the economy is growing. The results of the study only describe food products made by the Middle East community at a time when economic conditions are experiencing growth. The following research theme was put forward by [Loker et al. \(2013\)](#) which explains the phenomenon about traditional food in Turkey. His study revealed that there are five traditional foods in Turkey that are able to compete with foreign food. Subsequent research by [Wang et al. \(2016\)](#) who took the theme traditional Chinese food and European food. The conceptual model tries to reveal the perceptions of Chinese people towards traditional Chinese food and European food. The last research presented here was conducted by [Cerjak \(2017\)](#) who revealed the theme of the quality of traditional food, where the model explained the importance of intrinsic and extrinsic food quality characteristics to influence different consumer segments.

Different from previous studies, this study aims to observe Indonesian consumer behavior towards traditional Indonesian food. This is interesting to study because in addition to practical reasons in the form of shifting attitudes and intentions of the community towards traditional food, there are also problems that are different from previous studies. This study focuses more on how to improve the positive attitudes and buying intentions of the community towards traditional food, because this is the initial solution to solving other problems related to the development of traditional foods in Indonesia. This study conceptualizes a behavioral model that starts from an individual's way of thinking that forms a positive attitude and intention to buy traditional food. There are three decision variables that affect individuals to buy traditional foods, namely, product quality, fairness of price and convenience.

Product quality is the first variable conceptualized to influence positive attitudes and intentions to buy traditional food (see [Wheelock, 1992](#); [Calvo-Porrall and Lévy-Mangin, 2017](#); [Motion, 2017](#)). This is because traditional foods are often connoted foods that lack attention to hygiene and health aspects, how to serve, how to service and some other aspects related to quality ([Richard et al., 1996](#); [Manning and Baines, 2004](#); [Botonaki et al., 2006](#); [Chamhuri and Batt, 2015](#)). Thus, to decide on the purchase of traditional food, food quality is the first variable to be an important consideration for individuals.

Price is the next variable that is conceptualized to influence a positive attitude, and intention to buy traditional food. This argument is based on several previous studies that explain the importance of prices in determining food performance. Food performance in question is the number of individual demands for a particular food sold by a seller, and this is influenced by the individual's perception of the price determined by the seller. Several previous studies have tried to link price perceptions and examine their impact on food performance in various contexts, some of which are presented here are how consumers interpret and explore food prices to determine purchasing decisions for these foods ([Gardner and Grapsrud, 1981](#); [Berger et al., 2018](#)), then, how consumers react to decided price strategies for sustainable food products ([Ingenbleek, 2015](#)), and how consumers react to food price decisions in times of inflation ([Chengsi et al., 2014](#)). In this study, the researchers suggest that price is a variable that is conceptualized as an important predictor of a person's decision to buy food, and this consumer reaction varies depending on the economic conditions that occur. In the context of traditional food, price is the determining factor for attitudes and buying intentions towards the food, because people often associate traditional food with cheap price aspects because it contains elements of easy, cheap, and fast in obtaining it, so the price becomes one of the important determining factor in purchasing. Thus it can be postulated that the cheaper the price of traditional food is perceived, the higher the decision to buy the food.

This concept is based on previous research that explains the importance of convenience variables in food selection, including research conducted by [Capps et al. \(1985\)](#) which explains that family food demand is based on convenience and non-convenience considerations, furthermore [Jae et al. \(2000\)](#) which relates the amount of individual

expenditure to the problem of convenience in buying food by urban communities, then [Candel \(2001\)](#) focuses more on the problem of conceptualization and measurement of convenience variables, and finally put forward here is [Buckley et al. \(2005\)](#) which links convenience and lifestyle. Different from these studies, this study conceptualizes convenience as a predictor of positive attitudes and consumer intentions to buy traditional food, because for sellers, convenience is one of the key variables for sellers to attract consumers, because in it is related to place selection strategies, and This will be the seller's priority in an effort to be close to the consumer.

Product type is a variable conceptualized as moderating the process of buying traditional food. This rests on previous studies that differentiate food into different types, including eco-labeled and non-eco-labeled or regular products ([Loureiro et al., 2001, 2002](#)), functional food products ([Markosyan et al., 2009](#)), meal foods and snack foods ([Bellisle and Dalix, 2001](#); [Capaldi, 2006](#); [Bellisle, 2014](#)), restaurants and convenience stores ([He et al., 2012](#)). Different from these concepts, this study distinguishes food types based on snacks and restaurant food, because individuals perceive traditional foods as foods that are only made using local basic ingredients with traditional production processes, so that they include snacks and food restaurant. In this study, the two types of products will be distinguished, because each has implications for the different purchasing decision processes, so that the decision variables that become individual considerations in forming a positive attitude and purchase intention towards each product are different. This indicates that, marketers will use different strategies related to determining stimulus to influence individual research decisions for each type of food. Thus, the research model conceptualized aims to explain how price perceptions, quality perceptions, and convenience perceptions influence positive attitudes and purchase intentions, while also explaining how product types namely snacks and restaurant food moderate the influence of price perceptions, quality perceptions, and convenience perceptions on positive attitude and purchase intention.

2. Theory and hypotheses

2.1 Cognitive approach

This research relies on a cognitive approach that shows that purchasing behavior is a process that starts from thinking (cognitive) followed by feeling (affective), and ending in acting (conative) ([Verbeke, 2001](#); [Cook et al., 2002](#); [Haryanto et al., 2015](#)). In this study, there are three independent variables categorized as cognitive structures namely product quality, price, and convenience, basically these three variables are individual perceptions of marketing stimulus. Furthermore, these three variables will affect the affective structure which is a positive attitude towards traditional food, and the end of this process is the conative structure, which is the purchase intention towards traditional food. In this study, the type of traditional food namely snack food and restaurant food is conceptualized as a moderating variable, because the process of individual purchasing behavior depends on the two types of products. This means that the two types of products that can distinguish the variables considered important by individuals in forming a positive attitude and purchase intention.

The process of attitude and purchase intention formation is composed of people's rational actions responding to internal and/or external stimuli as received by human senses. The responses themselves take form of attitude and intention of performing certain actions ([Engel et al., 1995](#)). In this case, the process of purchasing decision is a well-thought decision or originates from clear conscience ([Ajzen, 1991](#); [Verbeke, 2001](#)).

2.2 Positive attitude and purchase intention

Based on the process of purchasing behavior, positive attitude toward traditional food is the behavioral variable used for predicting behavioral intention proxied by purchase intention toward traditional food ([Verbeke, 2001](#); [Cook et al., 2002](#); [Verbeke, 2005](#); [Haryanto et al.,](#)

2015). In this case, people are inclined to treat traditional foods as functional products and not as emotional or prestigious products. The forms of the stimuli – simplicity in the presentation and selling place, affordability as functional product – that do not focus on emotional satisfaction well represent the situation (Schmidt, 2000; Cook *et al.*, 2002; Urala and Lähteenmäki, 2003; Verbeke, 2005).

In their process of purchase, people act with their clear conscience. Meaning to say, purchasing process is a rational decision-making process. This means the logic supporting the purchasing decision initiated by the formation of positive attitude toward the product (Schmidt, 2000; Cook *et al.*, 2002; Urala and Lähteenmäki, 2003; Verbeke, 2005). Some marketers then use the purchase intention to predict product's actual purchase. Moreover, some studies suggest that attitude and intention are effective predictor variables for actual purchase (Delafranz and Paim, 2011; Harcar and Yucelt, 2012; Beneke *et al.*, 2013). Under normal conditions, attitudes and intentions are standard measures in predicting market size or market share that indicate the amount of market demand for a particular product. For this reason, marketers pay close attention to the variable attitudes and purchase intentions of a product, as a measure of marketing performance that can be achieved (Morris and Morris, 1990; Kotler and Keller, 2006).

In this study, purchase intention is defined as unexecuted unexpressed purchase intention, and still in the form of idea (Schmidt, 2000; Verbeke, 2001; Verbeke *et al.*, 2001; Cook *et al.*, 2002; Haryanto *et al.*, 2015). In agreement, some studies defined purchase intention as people's desire to purchase certain products (Dodds *et al.*, 1991; Ali *et al.*, 2010; Haryanto, 2014). As a desire, it is measured in the forms of people's tendency, possibility or decision to purchase certain products (Urala and Lähteenmäki, 2003; Kordnaeji *et al.*, 2013).

In relation with behavior process, many researches have suggested that there is a significant and positive relationship between positive attitude and purchase intention toward brand, indicating that higher positive attitude means higher purchase intention (Mitchell and Olson, 1981; Simonin and Ruth, 1998; Haryanto, 2014). In the case of traditional food, people's desire to buy is driven by their positive attitude toward the products. Their positive attitude is the driving variable. This is initiated by earlier problem identification or the need to eat or drink that requires fulfillment. This drives individuals to respond and evaluate stimuli from marketers, and to determine certain attitude toward products. The attitude will be a positive one if the stimuli perceived are interesting and a negative one if the stimuli are uninteresting (Engel *et al.*, 1995).

This study believes that attitude is people's state of mind that tends to be positive. It is then used to predict purchase intention as the variable of research objective. The basic notion supporting this belief is that people's desire to buy product is driven by their positive attitude toward the product (Mittal *et al.*, 1998; Munger and Grewal, 2001; Kwek, 2010; Harcar and Yucelt, 2012; Haryanto *et al.*, 2015). Furthermore, the level of positivity in the attitude toward products determines the level of purchase intention; the higher the positivity, the higher the intention. This argument is the basis of the formulation of this research concerning the relationship between positivity in attitude and purchase intention for traditional food products:

H1. There is a relationship between positive attitude toward traditional food products and purchase intention for the products.

2.3 Product quality

In this study, product quality is defined as the quality of the traditional food products. This is a decision variable that plays an important role in people's process of making decision to buy products. Previous studies have stressed on the importance of product quality in influencing products buying process (Wheelock, 1992; Richard *et al.*, 1996; Vranešević and Stančec, 2003; Espejel *et al.*, 2007; Straete, 2008; Setiawan and Haryanto, 2014;

Chamhuri and Batt, 2015; Cerjak, 2017). Also, previous studies have developed and used the concept of product quality to solve various problems, either in terms of research subjects or settings positioned as the focus of the study. The following will be presented different notions related to the concept of product quality.

First, product quality is a relative value that belongs to the product and customers' expectation on the product (Wheelock, 1992; Cardello, 1995). This means when customers buy certain products, they buy the expectation from the products. This expectation determines the quality of the product. Some scholars suggested that product quality covers the whole goods and services, which position it as value opportunity to gain bigger profit margin (Selnes, 1993). Some others even developed the concept to formulate people's perception based on products' physical characteristics or attributes (Van-Trijp *et al.*, 1996; Bredahl *et al.*, 1998; Vranešević and Stančec, 2003).

Second, product quality is defined as product superiority in comparison with alternative products from the standpoint of market (Mittal *et al.*, 1998). Today, the definition is more specific. Product quality does not only concern with product superiority perception, but also with the whole combination of product intrinsic value – attributes inherent in the product – and extrinsic values – attributes outside of product (Espejel *et al.*, 2007; Cerjak, 2017).

This study posits traditional food product quality as people's perception toward the products; products' decisive attribute. At this point, by attribute, I mean everything inherent in the product or intrinsic quality of a product which includes food taste, smell, color, temperature and physical appearances, and extrinsic quality which includes packaging, packing, service and other external factors that provide additional values. This is supported by previous studies that in their product study identified product quality as the combination of intrinsic and extrinsic values (Espejel *et al.*, 2007; Cerjak, 2017).

In previous studies, product quality is developed as relative value and people's expectation toward products (Wheelock, 1992; Bredahl *et al.*, 1998; Vranešević and Stančec, 2003), or is used to formulate comparison among countries (Henchion & McIntyre, 2000), or to determine prices (Henchion and McIntyre, 2000; Berger *et al.*, 2018). In this study, product quality is developed and applied to define positivity in attitude and purchase intention for traditional food products (Beneke *et al.*, 2013; Setiawan and Haryanto, 2014). The concept posited in this study is that the higher the traditional food product quality as perceived by people, the higher the positivity in their attitude; also, the higher the traditional food product quality as perceived by people, the higher the purchase intention for the product. In the context of traditional food products, this is driven by the fact that most of the people see product quality as an important factor in their buying decision. They are inclined to think that food taste, smell, color, shape, nutrition, packaging, hygiene, selling location and other quality perception-shaping attributes are important. That is why these attributes determine people's positivity in attitude and purchase intention for traditional food products. Bearing these in mind, below are the hypotheses of this study:

- 80
- H2. There is a positive relationship between traditional food product quality and positivity in attitude toward traditional food product.
- 80
- H3. There is a positive relationship between traditional food product quality and purchase intention for the products.

2.4 Price fairness

The next variable that is important for people when trying to make buying decision for traditional food products is price. In this part, price is defined as the perception on the sum of money spent to acquire certain product or brand (Ayres and Nalebuff, 2003; De-Matos *et al.*, 2007; Catoiu *et al.*, 2010). This concept explains that price is an indicator of meaningful quality if the price of a brand is high, hence signaling that the quality of the

brand is also high. There were several premises concerning price in previous studies. One of them is that price is heavily connected with the concept of honesty. In the process of price formulation, the aspect of honesty is always involved – honesty in terms of any kind of efforts in expressing products with desired price and profit margin (Ayres and Nalebuff, 2003).

Other studies were more inclined to define price as people's perception on the sum of money in relation with the quality of a product or brand. Moreover, there are some terminologies that regularly mentioned around this concept of price. Some of them are premium price (Loureiro *et al.*, 2002), relative price (Beneke *et al.*, 2013) and price-based quality (Berger *et al.*, 2018). In some other studies, price is defined as a sum of money which is determined by taking into account the aspect of fairness, involving terminologies such as price unfairness (Campbell, 1999; Xia *et al.*, 2004) and price fairness (Schein, 2002; Vaidyanathan and Aggarwal, 2003; Catoiu *et al.*, 2010).

Other researchers defined price as the value of a product which is determined based on demand and offer. This concept includes several relevant terminologies such as market price (Morris and Morris, 1990) and sustainable price (Ingenbleek, 2015). The last group of studies defined price as the value of a product in connection with relevant situations. This concept includes several terminologies such as promotional price (Munger and Grewal, 2001) and dynamic pricing which comes from customers' fairness perception (Haws and Bearden, 2006).

This study approaches price as people's perception of the price fairness. Price fairness is determined by marketer. It involves normality, openness, correspondence, rationality and logic. In traditional food market, as marketers see, customers tend to put forward functionality, not emotional benefit or prestige. In this context, price is considered fair when it is rational (acceptable) according to people's perception. And this type of price tends to receive more positive responses from customers (Xia *et al.*, 2004; Catoiu *et al.*, 2010). Still in connection with price, marketers of traditional food products tend to receive negative responses if they prioritize more on the aspect of convenience – by taking advantage of certain situations and determining prices unfairly or too high – rather than on customers' loyalty (Campbell, 1999; Xia *et al.*, 2004).

In the process of behavior, price is conceptually related positively to the purchase decision (Campbell, 1999; Vaidyanathan and Aggarwal, 2003; Xia *et al.*, 2004). In relation to a positive attitude, it is conceptualized that the higher the fairness of the price, the higher the positive attitude toward the traditional foods and intention to buy traditional foods (Delafruz and Paim, 2011; Harcar and Yucelt, 2012; Beneke *et al.*, 2013). This argument is the basis for the formulation of the hypotheses on the relationship between price perception and positivity in attitude and intention to purchase traditional food products:

- H4. There is a positive relationship between price fairness and positive attitude toward traditional food products.
- H5. There is a positive relationship between price fairness and purchase intention for traditional food products.

2.5 Convenience

Convenience is the accessibility of the product. When marketers well provide convenience, customers can buy their products easily and with little effort. That is why many marketers put a lot of effort to minimize customers' effort or cost to acquire their products. This also a normal view in the case of traditional food products. The marketers have formulated several ways in their marketing: selling directly to the customers and setting up stalls in public places where most people are available; only a minority of them really attempt to market

their products using brand strength and uniqueness (Verlegh and Candel, 1999; Verbeke *et al.*, 2001; Verbeke, 2005).

Several previous studies limit the concept of convenience with customers' convenience in acquiring products. And they often relate this concept with several specific situations at hand that influence the level of convenience of products such as family demand (Capps *et al.*, 1985), personal choice about healthy food or convenient food (Gofton and Ness, 1991), challenges in finding where to find the products (Nickols and Fox, 1983; Gofton and Ness, 1991; Scholderer and Grunert, 2005), customers' life style (Buckley *et al.*, 2005) and ease-of-access from the stores or restaurants selling the products (Verlegh and Candel, 1999; Scholderer and Grunert, 2005; He *et al.*, 2012). This study positions convenience as the ease of people in getting the food products. But this study does not focus on the store or restaurant. It focuses on the convenience in the food product itself that drives people to buy the product in several ways. This makes marketers put a lot of efforts to approach customers and make the products more accessible such as setting up stalls near where customers gather and setting up stores in strategic places.

Furthermore, when people prioritize convenience and make it a decisive factor in making a purchase, there are several personal considerations taken into account. Some of them are situation and reference (Verlegh and Candel, 1999). In terms of situation, when people are in the situation of distress, they tend to look for the most accessible products with minimal effort. In terms of reference, it is a situation in which customers receive certain reference from other people who have pleasant experience with the referenced product. Other study that also reveals the importance of convenience is the research conducted by Capps *et al.* (1985). This study reveals that when people try to look for choices, they will consider aspects of convenience and inconvenience. In other studies, convenience is seen as an essential aspect in a food product because, normally, there are challenges in the process of acquiring such product. These challenges inflict product price. So, products with more convenience tend to be cheaper (see also Jae *et al.*, 2000; Candel, 2001; Scholderer and Grunert, 2005). Other studies concerned more on convenience in the stores or restaurants where products are being sold, assuming that people buy products from restaurants that are strategically placed and close to them (He *et al.*, 2012).

For modern society like Indonesia, one of them, convenience is one of the variables considered important by individuals in purchasing a product, because it is related to transportation problems that are relatively expensive in the sense that it requires a number of costs in the form of money, time, energy, and psychology. This consideration becomes an important determinant of buying the product, so if the higher the time it is sacrificed to get the product, the lower the positive attitude and the intention of buying the product. Thus, it can be conceptualized that the higher the ease of getting the product, the higher the positive attitude toward the traditional foods (Thom, 2007; Delafrooz and Paim, 2011; Harcar and Yucelt, 2012). Similarly, in terms of relationship to purchasing intentions, it is conceptualized that the higher the ease of getting the product, the higher the purchase intention of products (Thom, 2007; Delafrooz and Paim, 2011; Harcar and Yucelt, 2012; Dehghanan and Bakhshandeh, 2014). Thus, it can be conceptualized that the higher the ease of getting the product, the higher the positive attitude toward the traditional foods (Thom, 2007; Delafrooz and Paim, 2011; Harcar and Yucelt, 2012). Similarly, in terms of relationship to purchasing intentions, it is conceptualized that the higher the ease of getting the product, the higher the purchase intention of products (Thom, 2007; Delafrooz and Paim, 2011; Harcar and Yucelt, 2012; Dehghanan and Bakhshandeh, 2014):

⁷⁴
H6. There is a positive relationship between convenience and positive attitude toward traditional food products.

⁷⁴
H7. There is a positive relationship between convenience and purchase intention for traditional food products.

2.6 Product type

Product type is a feature in a product that represents the characteristics of the product and makes it uniquely different from other products. Previous studies showed that different product types represent different management, mainly in terms of the formulation of marketing strategy. This makes every product type to have specific market segment and purchasing behavior (Gofton and Ness, 1991; Capaldi *et al.*, 2006; Calvo-Porrall and Lévy-Mangin, 2017).

This product type-based categorization plays an important role in describing the shift in health and convenience (Gofton and Ness, 1991); determining price as in the case of eco-labeled products (Loureiro *et al.*, 2001, 2002); describing different purchasing behaviors in specialty food retailing (Capaldi *et al.*, 2006); measurement (Bellisle, 2014); and describing the benefit of each food product by separating meals and snacks for diet management and energy formulating marketing strategy for isocaloric meal and snack food products (Calvo-Porrall and Lévy-Mangin, 2017).

In this study, product type is a variable developed and used to differentiate the process of purchasing behavior for snack products and for meal products as in restaurants. The underlying argument for this is that in Indonesia, the process of purchasing snack products relies more on the factor of convenience. This is apparent in the selling method applied by snack products sellers who always attempt at approaching customers as close as possible. The story is different for meal products in restaurants. The products are offered in fixed locations which are selected strategically, expecting customers to easily find them (Capaldi *et al.*, 2006; He *et al.*, 2012; Calvo-Porrall and Lévy-Mangin, 2017). The strategies in terms of price are also different. For snack products, the determined price is relatively affordable. This is the main strategy to attract customers and positively influence the sale of the product. For meal products sold in the restaurants, price is a sensitive issue for their customers. That is why restaurants always provide price list of their products, informing customers clearly about the details of the products (Schein, 2002; Vaidyanathan and Aggarwal, 2003; Catoi *et al.*, 2010). Both products also have different strategies in terms of product quality which is a delicate matter that is handled carefully by sellers from both sides, making sure that quality is a top priority. For snack products, they commonly connote inferiority in terms of quality. Some factors that are often linked with this are the selection and handling of ingredients (usually in traditional markets) that are not based on quality; the cooking process that does not obey health standards; the usage of substances that may pose a threat and used only to visually attract customers; and the affordability of the price and other issues that affect product quality. Today, with the increase of customers' awareness on go-green issues, the producers of traditional food products have begun to pay more attention on the quality of their products (Loureiro *et al.*, 2001, 2002).

In this study, product type is the variable that is used to categorize purchasing behavior processes for traditional food products and developed as moderating variable (Dmitrovic and Vida, 2010; Bearden and Etzel, 2001; Haryanto *et al.*, 2015). As moderating variable, product type strengthens the relationship between three decision variables (product quality perception, price fairness perception and convenience perception) and positive attitude and purchase intention for traditional food products. Below is the hypotheses drawn up from the above exposition:

- H8. Product type moderates the relationship between positive attitude toward traditional food products and purchase intention for the products.
- H9. Product type moderates the relationship between traditional food product quality and positive attitude toward the products.
- H10. Product type moderates the relationship between traditional food product quality and purchase intention for the products.

- H11. Product type moderates the relationship between price fairness and positive attitude toward traditional food products.
- H12. Product type moderates the relationship between price fairness and purchase intention for traditional food products.
- H13. Product type moderates the relationship between convenience and positive attitude toward traditional food products.
- H14. Product type moderates the relationship between convenience and purchase intention for traditional food products.

3. Research methods

3.1 Sampling

The sample consists of 1,000 people who like Indonesian traditional food products, either snacks or meals (restaurant food). The sample is then split into two groups of 500 people. The first 500 people are for studying traditional snack products and the second for traditional meal products from restaurants. The goal of the split is to bring forward the difference in people's purchasing behaviors for both products, taking the hypotheses as reference. The determination of the number of the sample is appropriate if the population is unrestricted and is measured in millions (with 95 per cent confidence interval level, 5 per cent error margin; Sekaran, 2006). The location of the sample collection is several public spaces in Surakarta (Indonesia), including Mall Paragon, Solo Grand Mall, Matahari Mall, Hartono Mall and some other places where most people spend their free time. The selection is conducted to well represent the target population. In collecting the data, the researchers directly ask the visitors of the locations such as the department stores or other public spaces about their preferences on traditional food products. Some indicators asked were concerning their favorites, their level of enjoyment of each products, positivity in their attitude toward products and their intention and tendency to buy traditional food products. This is required to support the goal of this study, which is to produce a prediction model for positivity in attitude and purchase intention for traditional food products. If the responses from the respondents indicate positive preference, they will be offered the research questionnaire which will be collected after completion.

3.2 Measures

The following is the definition of the variable and its measurement. The product price is defined as the individual's perception of the fairness of the price. The variables are measured by fairness, openness, correspondence, rationality and logic. The product quality is an individual perception of the superiority of a product's quality. This variable is measured by ease, privilege, freshness, excellence and cleanliness. The convenience in obtaining the product is defined as the individual's perception of the level of effort sacrificed in obtaining a product. This variable is measured with overprice, congestion, exhaustion, stress and aggravation. The positive attitude is defined as feeling like or happy about a product. Furthermore, positive attitudes are measured by like, happy, pleasure, positive thoughts and enthusiasm. The purchase intent is defined as the individual's desire to buy a product. Furthermore, this variable is measured by the following items: probability, will, tendency, interest and desire. All of the items are measured using a five-level Likert scale: 1 (strongly disagree) to 5 (strongly agree), whereas the product type is measured using two categorical scales: 1 (snack foods) and (2) restaurant foods.

For hypotheses testing, Multi Group Structural Equation Model (Multi Group SEM) with AMOS 20 is used. The tool is selected because it provides a capability to accommodate the relationship between variables that are the basis of the hypotheses (Bou and Satorra, 2010). Concerning the indicators, before being analyzed using Multi Group-SEM, they are tested

with a series of validity and reliability tests to ensure that they have the capability to measure the constructs (Fornell and Larcker, 1981; Bou and Satorra, 2010).

4. Results

4.1 Validity and reliability test

In this research, there are two types of validity tests conducted: convergent validity test and discriminant validity test. With cut-off values for Factor Loading > 0.40, composite reliability (CR) > 0.70 and average variance extracted (AVE) > 0.50 (Fornell and Larcker, 1981; Bou and Satorra, 2010; Satorra, 2010), the result of the convergent validity tests indicates that the extracted indicators have good convergent validity value (Factor loading = 0.457 – 0.878; CR = 0.776 – 0.893 > 0.70; AVE = 0.642 – 0.890; see Table I). In short, the extracted indicators have the capability to measure the constructs.

In the discriminant validity test, the square root value of AVE has to be higher than other coefficient correlations (Fornell and Larcker, 1981; Satorra, 2010). In this research, the result of this test indicates that each measuring variable presents good discriminant validity. The relationship values among similar variables are higher than the relationship value among different variables (see Table II).

| Variables | Indicators | Factor loading | CR | AVE |
|-------------|------------|----------------|-------|-------|
| Price | P1 | 0.684 | 0.836 | 0.646 |
| | P3 | 0.735 | | |
| | P4 | 0.832 | | |
| | P5 | 0.839 | | |
| Quality | Q2 | 0.675 | 0.872 | 0.842 |
| | Q3 | 0.838 | | |
| | Q4 | 0.845 | | |
| | Q5 | 0.868 | | |
| | Inc1 | 0.620 | | |
| Convenience | Inc2 | 0.463 | 0.814 | 0.645 |
| | Inc3 | 0.874 | | |
| | Inc4 | 0.907 | | |
| | Inc5 | 0.878 | | |
| | At1 | 0.738 | | |
| Attitude | At2 | 0.867 | 0.893 | 0.890 |
| | At3 | 0.838 | | |
| | At4 | 0.764 | | |
| | 107 | 0.732 | | |
| | Int1 | 0.681 | | |
| Intention | Int2 | 0.679 | 0.776 | 0.642 |
| | Int3 | 0.457 | | |
| | Int4 | 0.794 | | |
| | Int5 | 0.795 | | |

| Variables | 1 | 2 | 3 | 4 | 5 |
|-------------|-------|-------|-------|-------|-------|
| Price | 0.821 | | | | |
| Quality | 0.634 | 0.794 | | | |
| Convenience | 0.654 | 0.767 | 0.811 | | |
| Attitude | 0.733 | 0.714 | 0.710 | 0.848 | |
| Intention | 0.572 | 0.672 | 0.683 | 0.821 | 0.782 |

4.2 The result of hypotheses testing

The result of hypothesis testing, which conceptualizes the relationship between positive attitude and buying intention of traditional food, is significant and positive ($\beta = 0,386$; SE = 0,073; CR = 5.261; see Table III), and hence hypothesis supported. When given the moderation effect, the test results still indicate a significant and positive relationship for snack foods ($\beta = 0.226$; SE = 0.079; CR = 3.863) and for restaurant food ($\beta = 0.390$; SE = 0.095; CR = 4.108; see Table IV). This suggests that the relationship between positive attitudes and purchasing intentions is consistent both before and after moderation. A significant and positive relationship indicates that if the individual has a positive attitude toward the product, it ultimately affects the individual's intention in buying traditional food.

The findings of this study support previous research conceptualizing a regularity phenomenon of positive relationships between positive attitudes and purchasing intentions of products (Ajzen, 1991; Haryanto, 2014; Setiawan and Haryanto, 2014). Nevertheless, this concept still

Table III Result and goodness-of-fit indices (before moderation)

| Relationship | Estimate | S.E. | C.R. |
|---|----------|---------|-------|
| Att ← Quality | 0.255 | 0.047 | 5.456 |
| Att ← Price | 0.284 | 0.051 | 5.545 |
| Att ← Convenience | 0.075 | 0.046 | 1.636 |
| Intent ← Att | 0.386 | 0.073 | 5.261 |
| Intent ← Price | 0.121 | 0.044 | 2.738 |
| Intent ← Convenience | 0.043 | 0.044 | 0.976 |
| Intent ← Quality | 0.083 | 0.041 | 2.041 |
| Chi-square | | 171.131 | |
| Probability (p) | | 0.242 | |
| CMIN/DF | 67 | 1.076 | |
| Adjusted goodness-of-fit index (AGFI) | | 0.947 | |
| Comparative fit index (CFI) | | 0.998 | |
| Tucker-Lewis index (TLI) | | 0.997 | |
| Root mean square error approximations (RMSEA) | | 0.013 | |

Table IV Result and goodness-of-fit indices (after moderation)

| Relationship | Snack foods | | | Restaurant foods | | |
|---|-------------|-------|------------------|------------------|-------|--------------------|
| | Estimate | S.E. | C.R. | Estimate | S.E. | C.R. |
| Att ← Quality | 0.221 | 0.061 | 3.617 | 0.286 | 0.067 | 4.249 |
| Att ← Price | 0.253 | 0.067 | 3.807 | 0.259 | 0.072 | 3.586 |
| Att ← Convenience | 0.128 | 0.062 | 2.061 | 0.076 | 0.066 | 1.160 |
| Intent ← Att | 0.226 | 0.079 | 2.863 | 0.390 | 0.095 | 4.108 |
| Intent ← Price | 0.041 | 0.038 | 1.072 | 0.161 | 0.066 | 2.453 |
| Intent ← Convenience | 0.055 | 0.042 | 1.313 | -0.016 | 0.063 | -0.251 |
| Intent ← Quality | 0.022 | 0.033 | 0.659 | 0.115 | 0.057 | 2.013 |
| Goodness of fit model index | | | Constraint model | | | Unconstraint model |
| Chi-square | | | 412.261 | | | 376.032 |
| Probability (p) | | | 0.006 | | | 0.014 |
| 65 N/DF | | | 1.202 | | | 1.182 |
| Adjusted goodness-of-fit index (AGFI) | | | 0.890 | | | 0.889 |
| Comparative fit index (CFI) | | | 0.989 | | | 0.990 |
| Tucker-Lewis index (TLI) | | | 0.983 | | | 0.985 |
| Root mean square error approximation (RMSEA) | | | 0.021 | | | 0.020 |
| $\Delta x^2 = 412.261 - 376.032 = 36.229$ $\Delta df = 343 - 318 = 25$ (prob. < 0.05) | | | | | | |

requires further testing, in different contexts, in an attempt to improve the generalization of the findings of this study.

Price is the first stimulus that is conceptualized to form the positive attitude and buying intention of the product. The test result indicates the positive relationship between price and positive attitude toward the product ($\beta = 0.284$; SE = 0.051; CR = 5.545; see Table III). It means that the higher the fairness of price, the higher the positive attitude towards the traditional foods. This relationship is consistent although moderated by the product type, in this case the snack ($\beta = 0.253$, SE = 0.067, CR = 3.807) and the restaurant foods ($\beta = 0.259$; SE = 0.072; CR = 3.586; see Table IV).

Positive relationships suggest that the conceptual hypothesis is supported both before and after moderation, as the concept has been described in previous studies (Campbell, 1999; Vaidyanathan and Aggarwal, 2003; Xia *et al.*, 2004; Delafrooz and Paim, 2011; Harcar and Yucelt, 2012; Beneke *et al.*, 2013). Practically, the findings of this study indicate that the price is an effective stimulus to influence the positive attitude of individuals to traditional foods, both for snacks and restaurant food. In this study, recommended stimuli are affordable prices, rational prices and reasonable prices, so that individuals will regard the price as a reasonable price and not harm consumers.

Related to the buying intention, before the moderation effect, the test result shows the significant and positive relationship between fairness of price and purchase intention of the traditional foods ($\beta = 0.121$; SE = 0.044; CR = 2.738; see Table III). This result is consistent when there are moderate effects of the types of product. For snack foods, fairness of price is one of the variables that increases intention to buy the product ($\beta = 0.041$, SE = 0.038, CR = 1.072), as well as for food restaurant foods ($\beta = 0.161$; SE = 0.066; CR = 2.453; see Table IV). This finding explains that price is one of the effective stimuli in forming the buying intention towards the product. These significant and positive findings support the regularity of concepts that have been conceptualized by previous researchers, which explains the positive relationship between price and intention to buy products (Campbell, 1999; Vaidyanathan and Aggarwal, 2003; Xia *et al.*, 2004; Delafrooz and Paim, 2011; Harcar and Yucelt, 2012; Beneke *et al.*, 2013).

Quality of food is a variable that is conceptualized to improve the positive attitude and intentions to buy the traditional foods. Test result indicates the positive relationship between food quality and positive attitudes toward a product ($\beta = 0.255$; SE = 0.047; CR = 5.456; see Table III). This relationship is consistent despite moderation effects by separating the types of foods tested; for snack foods ($\beta = 0.221$; SE = 0.061; CR = 3.617) and for restaurant food ($\beta = 0.286$; SE = 0.067; CR = 4.249; see Table IV). These findings support the concept of the regularity of phenomenon about the positive relationship between product quality and positive attitudes towards the product as described in previous studies (Munger and Grewal, 2001; Beneke *et al.*, 2013; Kordnaeji *et al.*, 2013). This significant and positive relationship indicates that the quality of food is an effective stimulus to influence the positive attitude towards the product. Further, several types of stimulus recommended in this study are the way of attractive presentation, the determination of appropriate portions, attractive colors and delicious aroma.

In relation to purchase intentions, before the moderation effects, there is a significant and positive relationship between product quality and intention to buy the traditional foods ($\beta = 0.083$; SE = 0.041; CR = 2.041; see Table III). However, after moderation effect, the relationship of these two variables became inconsistent; for the snack food, the relationship between product quality and intention to buy the product is not significant ($\beta = 0.022$; SE = 0.033; CR = 0.659), whereas for the restaurant foods, the relationship between product quality and intention to buy the product is significant ($\beta = 0.115$; SE = 0.05; CR = 2.013; see Table IV). These findings indicate that the quality of food is still effective to influence the intention to buy the product, but not for traditional snacks. Thus, the findings of this study do not fully support the concept of positive relationship between product quality and purchase intentions (Munger and Grewal, 2001; Beneke *et al.*, 2013; Kordnaeji *et al.*, 2013).

Convenience is the final stimulus that is conceptualized to influence the positive attitude and intentions to buy the traditional foods. The test result indicates the insignificant relationship between the convenience in getting the traditional foods and positive attitude towards that traditional foods ($\beta = 0.075$; SE = 0.046; CR = 1.636; see Table III). However, when given the moderation effect, the relationship became significant and positive in snack foods context ($\beta = 0.128$, SE = 0.062; CR = 2.061), and not significant in restaurant food context ($\beta = 0.076$; SE = 0.066; CR = 1.160; see Table IV). This finding explains that convenience is not a variable that can influence the positive attitude towards the foods, especially for the restaurant foods. However, for snack foods, convenience is a variable that influences the positive attitude toward those foods.

For marketers, it is advisable not to ignore the convenience variables in the restaurant business. Although not significant, this variable is still considered by marketers in marketing their products, because the test results indicate the results of the model fit, which is relatively good. This means that if the marketer ignores the variable of convenience, it will have an impact on decreasing the positive attitude and consumer purchase intention towards traditional food. Several types of stimuli associated to the convenience are sacrificed efforts to obtain products such as overpriced fare, congestion, exhaustion, stress and aggravation. Furthermore, inconsistency of the relationship indicates that this study does not fully support the regularity of the phenomenon of a positive relationship between convenience and positive attitudes toward the product as described in previous studies (Thom, 2007; Delafrooz and Paim, 2011; Harcar and Yucelt, 2012). Thus, further testing is required to obtain further clarity on the relationship of the two variables.

In relation to the purchasing intention towards the traditional foods, before moderation effects, the test result indicates an insignificant relationship between convenience and intention to buy the traditional foods ($\beta = 0.043$; SE = 0.044; CR = 0.976; see Table III).⁸⁷ Insignificant relationship also occurs, when given a moderation⁸⁷ effect, both on snacks ($\beta = 0.055$, SE = 0.042, CR = 1.313) and on restaurant foods ($\beta = -0.016$; SE = 0.063; CR = -0.251; see Table IV). This finding explains that convenience in getting the foods is not an effective stimulus in influencing the intention of buying the product.

For marketers, these findings provide the understanding that purchasing intentions cannot be built directly from convenience variable, but from the positive attitude towards the foods first, especially for snack foods. Individuals are very concerned about this convenience variable, both in the form of monetary costs and psychological costs. The insignificant relationship indicates that this study does not support the concepts proposed in previous studies against a positive relationship between ease and purchase intent of the product (Thom, 2007; Delafrooz and Paim, 2011; Harcar and Yucelt, 2012). Thus, these findings require further studies to improve the generalization of the relationships between the two variables on relevant product types and research settings.

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5. Conclusions and implications

Theoretically, this study contributes to the role of the product type as a moderating variable of consumer behavioral processes that have been neglected in exposing the buying behavior of traditional foods.

Practically, this study provides insight into marketers of snack foods and restaurant foods in its efforts to create a strategy in marketing the product. For marketers of snack foods, a positive attitude can be affected by price, quality and convenience, which in turn further affect the intention to buy. As for marketers of restaurant food, a positive attitude and intent to buy can be influenced by price and quality, and convenience is not an important consideration for individuals to buy.

The contribution to the social aspect is the side benefit that society receives on the certainty of the reasonable price and the quality of the food that must be well preserved, because these

two variables are an important consideration of the individual in buying traditional foods. The social contribution of this research is the side benefit obtained by the community, which is the certainty of a reasonable price and good food quality, because these two variables are important considerations for individuals in buying traditional foods. In addition, individuals will also find it easy to get traditional foods, especially snacks, because this creativity variable is another important stimulus that can affect positive attitudes.

6. Limitations

This study focuses on the types of traditional food products, which further distinguish by type of snack foods and restaurant foods. Both of these variables have different characteristics that impact on different behavioral processes. It is expressed on the significance of the test results obtained. There are several inter-variable relationships that are conceptualized, but in their relationship, it indicates an inconsistency in results, which includes the relationship between price and purchase intentions; ease and positive attitude; and the relationship between convenience and purchase intentions. So, these conditions do not support the regularity of phenomenon that are conceptualized in previous studies. This is only in condition, and the result will be different if tested in different contexts. Therefore, it is advisable for future studies to retest the concepts in this study on different objects and research settings.

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- Jurnal Ilmiah Nasional/Nasional terindeks di DOAJ, CABI, COPERNICUS**

Hasil Penilaian Peer Review :

| Komponen Yang Dinilai | Nilai Maksimal Jurnal Ilmiah 40 | | | Nilai Akhir Yang Diperoleh |
|---|---|--|--|----------------------------|
| | Internasional /Internasional bereputasi** <input type="checkbox"/> | Nasional Terakreditasi <input type="checkbox"/> | Nasional *** <input type="checkbox"/> | |
| a. Kelengkapan unsur isi artikel (10%) | 4 | | | 4 |
| b. Ruang lingkup dan kedalaman pembahasan (30%) | 12 | | | 11 |
| c. Kecukupan dan kemutakhiran data/informasi dan metodologi (30%) | 12 | | | 10.8 |
| d. Kelengkapan unsur dan kualitas terbitan/jurnal (30%) | 12 | | | 10.8 |
| Total = (100%) | 40 | | | 36,6 |
| Nilai Pengusul = 60% x 36.6 = 21.96 (Penulis Pertama) | | | | |

Hasil pengecekan artikel pada tanggal 16 Mei 2020 adalah sebagai berikut.

- Nama Jurnal : Journal of Asia Business Studies
<https://www.emerald.com/insight/publication/issn/1558-7894>
- Jurnal masih aktif terindeks scopus (Q1) sampai sekarang, terindeks mulai tahun 2006.
<https://www.scopus.com/sourceid/21100385808>
- Daftar isi Edisi terbitan : Vol. 13, No. 4, 2019
<https://www.emerald.com/insight/publication/issn/1558-7894/vol/13/iss/4>
- Link Artikel
<https://www.emerald.com/insight/content/doi/10.1108/JABS-10-2018-0299/full/html?skipTracking=true>
- Link Repository
<https://repository.feb.uns.ac.id/lihatpdf.php?lokasi=publikasi&kode=878>
- Hasil Cek Similarity : 22 %

Catatan Penilaian artikel oleh Reviewer :

- Kelengkapan unsur isi artikel
 - Kelengkapan unsur artikel terdeskripsi dengan baik. Artikel ini diorganisasi secara runtut yang terdiri dari pendahuluan, landasan teori dan hipotesis, metode riset, hasil dan pembahasan, yang diakhiri dengan simpulan dan implikasi untuk penelitian kedepan.
- Ruang lingkup dan kedalaman pembahasan
 - Ruang lingkup dan kedalaman pembahasan penelitian telah dijelaskan secara baik dan memadai dan ini relevan dengan bidang pemasaran khususnya perilaku konsumen. Hal ini dapat dilihat dari bahasan yang dikemukakan yang meliputi Teori Kognitif sebagai induk teori, demikian juga diskusi tentang hubungan antar variabel untuk menggenerasi rumusan hipotesis. Pada intinya artikel ini menghasilkan suatu model yang dapat digunakan sebagai pertimbangan dalam membuat strategi pemasaran yang efektif untuk mempengaruhi perilaku individu agar membeli makanan tradisional.
 - Pembahasan dalam artikel ini relatif baik yang menjelaskan hasil-hasil pengujian hipotesis baik yang signifikan dan tidak signifikan beserta argumentasinya, demikian juga implikasi artikel disetiap pembahasan dapat terekspresi dengan jelas.
 - Artikel ini memberikan kontribusi secara teoritis, yaitu suatu model alternative yang berbeda dari penelitian-penelitian yang telah ada, sehingga menambah referensi di bidang Pemasaran khususnya ilmu perilaku konsumen.
 - Artikel ini memberikan kontribusi secara praktis, yaitu kepada para pemasar tradisional dapat memanfaatkan penelitian ini sebagai pertimbangan dalam menentukan kebijakan pemasaran yang telah dilakukan dalam mempengaruhi individu agar membeli makanan tradisional.
 - Artikel ini memberikan kontribusi terhadap studi kedepan, yaitu sebagai dasar untuk mendesain konsep penelitian dengan obyek dan setting yang berbeda.

C. Kecukupan dan kemutahiran data/informasi dan metodologi

- Data atau informasi yang dikumpulkan adalah termasuk data atau informasi yang relative baru, dimana data dikumpulkan dari 1.000 orang responden sebagai sampel penelitian, yang diambil secara non acak dari masyarakat Surakarta yang bersikap positif dan berniat untuk membeli makanan tradisional di Surakarta.
- Teknik pengambilan sampel juga dapat dipertanggung-jawabkan kebenarannya yaitu *convenience sampling*, dengan pengambilan sampel di beberapa *public area* di Surakarta. Hal ini untuk menjamin keterwakilan populasi.
- Alat statistik yang digunakan untuk menganalisis data yaitu SEM adalah suatu keputusan yang tepat sebab berkemampuan untuk menjelaskan hubungan struktural dari variabel-variabel yang dihipotesiskan.

D. Kelengkapan unsur dan kualitas terbitan/jurnal

- Artikel ilmiah ini diterbitkan oleh jurnal internasional bereputasi yang aktif dan terindeks Scopus (Q1) dan publisher yang bereputasi yaitu Emerald Publishing Group Ltd. Hal ini menunjukkan bahwa artikel tersebut memiliki kualitas terbitan yang baik.

Kesimpulan:

Artikel ini dapat digunakan sebagai syarat khusus untuk kenaikan pangkat Guru Besar.

Surakarta, 16 Mei 2020


Prof. Dr. Tulus Haryono., M. Ek
NIP. 195508011981031006

Jabatan : Guru Besar
Pangkat, Gol Ruang : Pembina Utama / IV/e
Unit Kerja : Fakultas Ekonomi dan Bisnis UNS
Bidang Ilmu : Manajemen

*Dinilai oleh dua Reviewer secara terpisah

**Coret yang tidak perlu

***Nasional/terindeks di DOAJ, CABI, Copernicus

LEMBAR

HASIL PENILAIAN SEJAWAT SEBIDANG ATAU PEER REVIEW

KARYA ILMIAH : JURNAL ILMIAH*

- Judul Karya Ilmiah (artikel) : **How does the type of product moderate consumers' buying intentions towards traditional foods? (Study of consumer behavior in Indonesia)**
- Jumlah Penulis : 4 Orang (**Budhi Haryanto**, Djoko Purwanto, Amina Sukma Dewi, Edi Cahyono)
- Status Pengusul : Penulis pertama / penulis ke / penulis korespondensi**
- Identitas Jurnal Ilmiah :
- a. Nama Jurnal : **Journal of Asia Business Studies**
 - b. Nomor ISSN : **1558-7894**
 - c. Volume, nomor, bulan, tahun : **Vol. 13, No. 4, 2019**
 - d. Penerbit : **Emerald Group Publishing Ltd**
 - e. DOI artikel (jika ada) : <https://doi.org/10.1108/JABS-10-2018-0299>
 - f. Alamat web Jurnal : <https://repository.feb.uns.ac.id/lihatpdf.php?lokasi=publikasi&kode=878>
 - g. Terikdeks di Scimagojr/Thomson Reuter ISI knowledge atau di.....**

- Kategori Publikasi Jurnal Ilmiah (beri ✓ pada kategori yang tepat)
- Jurnal Ilmiah Internasional / Internasional bereputasi.**
 - Jurnal Ilmiah Nasional Terakreditasi
 - Jurnal Ilmiah Nasional/Nasional terindeks di DOAJ, CABI, COPERNICUS**

Hasil Penilaian Peer Review :

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|---|---|--|--|----------------------------|
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| c. Kecukupan dan kemutakhiran data/informasi dan metodologi (30%) | 12 | | | 11 |
| d. Kelengkapan unsur dan kualitas terbitan/jurnal (30%) | 12 | | | 10.8 |
| Total = (100%) | 40 | | | 36.8 |
| Nilai Pengusul = 60% x 36.8 = 22,08 (Penulis Pertama) | | | | |

Catatan Penilaian artikel oleh Reviewer :

Artikel ini telah memenuhi kaidah-kaidah penulisan ilmiah sebagai berikut

- a. Pengecekan kelengkapan isi artikel
 - Isi artikel yang terdiri dari pendahuluan, landasan teori dan pengembangan hipotesis, metode penelitian, hasil dan pembahasan serta kesimpulan dan implikasi telah tersaji dengan baik.
- b. Pengecekan ruang lingkup dan kedalaman pembahasan artikel
 - Artikel ini bertemakan perilaku konsumen dalam pembelian makanan tradisional di Indonesia yang merupakan salah satu tema penelitian yang fundamental dalam bidang marketing. Pendahuluan dijelaskan dengan baik yang terkait dengan pentingnya penelitian dilakukan baik dari pertimbangan praktis, dan kepentingan teori, gap riset dikemukakan dengan jelas, demikian juga permasalahan penelitian.
 - Landasan teori dijelaskan secara baik dan komprehensif, yang terkait dengan teori kognitif sebagai induk teorinya, juga diskusi tentang hubungan antar variabel untuk merumuskan hipotesis. Hipotesis dalam penelitian tersebut dirumuskan dengan baik yang didasarkan pada argumen yang kuat melalui kajian literatur dari berbagai jurnal internasional bereputasi yang relevan.
 - Pembahasan hasil penelitian dilakukan secara mendalam yang berdasarkan hasil temuan penelitian yang dielaborasi dengan berbagai sumber referensi dari berbagai jurnal internasional yang bereputasi yang relevan dengan penelitian.
 - Kontribusi penelitian secara teoretis dan praktis sudah terjelaskan dengan baik dalam artikel ini. Secara teoritis, dapat dilihat dari model yang dikembangkan merupakan model alternative yang berbeda yang relevan dengan obyek dan setting yang diteliti yaitu makanan tradisional di Surakarta. Secara praktis, artikel ini memberi insight kepada pemasar makanan tradisional untuk dapat memanfaatkannya sebagai acuan dalam membuat strategi yang efektif untuk meningkatkan sikap positif dan niat pembelian masyarakat Surakarta terhadap makanan tradisional.
- c. Pengecekan kecukupan dan kemutakhiran data/informasi dan metodologi
 - Data yang dikoleksi termasuk data primer dan ini termasuk informasi yang baru, yang diambil secara langsung dari Masyarakat Surakarta secara non random. Teknik pengambilan sampel yang digunakan dalam artikel ini sudah sesuai dengan konteks penelitian.

- Responden yang digunakan dalam penelitian ini sangat memadai , yaitu dengan jumlah 1.000 responden.
 - Definisi konseptual dan operasional dijelaskan dengan baik, demikian pula pemilihan alat statistik yang tepat untuk mengakomodasi hubungan antar variabel yang dihipotesiskan, yaitu dengan menggunakan *Structural Equation Modelling (SEM)*.
- d. Pengecekan kelengkapan unsur dan kualitas terbitan/jurnal:
- Artikel ini terbit pada jurnal terindeks Scopus dengan predikat Q1 yang masih aktif sampai sekarang.

Hasil pengecekan artikel pada tanggal 16 Mei 2020 adalah sebagai berikut.

- Nama jurnal penerbit : Journal of Asia Business Studies
<https://www.emerald.com/insight/publication/issn/1558-7894>
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<https://www.scimagojr.com/journalsearch.php?q=21100385808&tip=sid&clean=0>
- Daftar isi edisi terbitan : Vol. 13, No. 4, 2019
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- Link Repository : <https://repository.feb.uns.ac.id/lihatpdf.php?lokasi=publikasi&kode=878>
- Hasil pengecekan plagiarisme artikel melalui turnitin : 22%

Berdasarkan hasil review diatas, artikel ini dapat digunakan sebagai syarat khusus untuk pengajuan guru besar.

Surakarta, 16 Mei 2020

Prof. Dr. Wisnu Untoro., M. S
NIP. 195402201980031002

Jabatan : Guru Besar
Pangkat, Gol Ruang : Pembina Tk.I / IV/b
Unit Kerja : Fakultas Ekonomi dan Bisnis UNS
Bidang Ilmu : Manajemen

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