

## **Brand Image as Mediator: Food and Facility Quality's Impact on Purchase Intention in North Sumatra**

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### **Abstract**

*This study investigates the declining purchase intention in a restaurant ABC in North Sumatra, driven by challenges related to brand image, food quality, and facility quality. Data shows fluctuating sales revenue, with a significant drop in 2023, accompanied by negative customer reviews on parking, cleanliness, and inconsistent food quality. These phenomena highlight critical areas of concern that directly influence customer behavior. Through a quantitative approach utilizing customer questionnaires and multiple linear regression analysis, the study evaluates the impact of food quality and facility quality on purchase intention, with brand image serving as a mediator. Results indicate a positive relationship among these variables, with food quality exerting the strongest influence. The findings are contextualized against prior research to emphasize the unique challenges faced in North Sumatra. The study concludes that addressing gaps in food quality, enhancing brand image, and improving facilities can significantly boost customer purchase intention. Practical recommendations are provided to guide businesses in North Sumatra in implementing strategies for sustained growth and customer satisfaction.*

**Keywords:** *Brand Image, Food Quality, Facility Quality, Customer Purchase Intention.*

### **1. INTRODUCTION**

The restaurant industry must invest in a variety of facilities that enhance both customer experience and operational efficiency. Purchase intention in the restaurant industry is influenced by social media marketing activities such as entertainment, interaction, and e-word of mouth, with mediating effects of brand trust and brand awareness. Positive online reviews and consumer-generated content also play a significant role in shaping purchase intentions through brand awareness and brand trust (Khan, 2023).

As the food and beverage (F&B) industry expands globally, businesses are placing a greater emphasis on elements that might boost client loyalty and satisfaction. The two most important of them are brand image and food quality. Businesses must continue to provide food that meets high standards of quality while simultaneously developing a strong brand identity as the sector gets more competitive. This is particularly important in a market like Indonesia, where despite volatility in the economy, the restaurant business is still expanding (Dzakkiyah & Putri, 2023).

From the dining area ambiance to kitchen equipment, sanitation, and technological integration, these facilities play a crucial role in the success of a restaurant. The importance of these elements, particularly in adapting to changing customer expectations

and health considerations, cannot be overstated. By prioritizing these facilities, restaurants can improve customer purchase intention.

The behavior of purchase intention refers to a consumer's likelihood or willingness to buy a product or service in the future. It serves as a key psychological indicator used by businesses to predict actual sales and guide marketing strategies. Several factors can influence purchase intention, including product and service quality, price, promotion strategies, brand awareness, and the environment or ambiance where the product is consumed. Purchase intention reflects a consumer's preparedness to make a purchase and is shaped by a combination of internal preferences and external market factors (Singh et al., 2023).

Understanding purchase intention is crucial for emphasizing the importance of factors such as brand image, food quality, and facility quality. By understanding these factors, businesses can better strategize their marketing efforts to enhance purchase intentions and drive sales. These variables collectively shape the customer's overall dining experience, which in turn drives their decision to return to the restaurant or recommend it to others. By understanding and optimizing these factors, restaurant operators can effectively enhance customer purchase intentions and improve their business performance.

Seafood Restaurant ABC, founded in early 2016 in Stabat, North Sumatra, Indonesia, began as a family-run seafood restaurant. Well known for its wide variety of fresh seafood dishes and a commitment to quality, the restaurant aims to provide excellent dining experience to its customers through high-quality food, a pleasant dining environment, and a strong brand image. The standards of service, family and friends dining serve as a benchmark for Stabat city recognition area. Seafood Restaurant ABC has only one outlet and is not yet expanding at this moment. Seafood Restaurant ABC is located at Jl. K.H.Zainal Arifin No. 24A-B, Stabat Kab. Langkat, Stabat Baru, Stabat, Stabat Baru, North Sumatra 20811.

Based on data at the restaurant, there is a decline in customers' purchase intention at Seafood Restaurant ABC. A strong brand image is crucial for influencing consumer decisions. It increases recognition, trust, and loyalty, all of which are important considerations for patrons when selecting a restaurant. Positive brand perception increases a company's likelihood of repeat business, word-of-mouth referrals, and willingness to charge more for its products. Particularly in a competitive market, a restaurant can stand out from rivals with the support of a strong brand. It can offer more than simply food itself as a competitive edge (Dzakiyyah & Putri, 2023).

Adequate parking is a significant issue at Seafood Restaurant ABC, as the restaurant has a narrow car park which can lead customers to not purchase. The space must be comfortable, clean, and tidy. However, Seafood Restaurant ABC's tables and chairs are sticky, and the restaurant does not clean plates, glasses, and utensils properly. The room ambiance is not comfortable for customers, and the staff are noisy, which can disturb the customers. Family-friendly facilities are also lacking, as the restaurant has an incomplete supply in the restroom, such as tissue and soap, and does not provide a baby chair.

Seafood Restaurant ABC has faced issues related to facility maintenance and cleanliness, which have been highlighted in recent customer feedback. Problems such as the parking lot not being wide, not providing parking attendant, a hot atmosphere, and not providing a baby chair, along with not cleaning their facility properly, potentially deter customers from purchasing. A well-maintained and aesthetically pleasing facility can enhance the dining experience and encourage repeat visits.

Currently, Seafood Restaurant ABC is facing several problems related to its brand image. The restaurant lacks active and engaging promotional strategies, such as

collaborations with influencers or regular content on social media platforms like Instagram. Additionally, it has a weak online presence, with a minimal number of followers and inconsistent updates, making it difficult to establish a strong digital identity. Negative reviews and inconsistent customer experiences have further undermined the reliability and attractiveness of the brand.

Seafood Restaurant ABC is currently facing several issues related to food quality and facility quality. Customers have reported inconsistent taste in food preparation, leading to dissatisfaction. Additionally, food lacks visual appeal due to poor plating and absence of garnishing, and the use of plastic utensils raises concerns about hygiene and safety.

Regarding facility quality, the restaurant has inadequate parking spaces, making it inconvenient for customers to visit, especially during busy hours. There are also complaints about sticky tables, unclean utensils, and an uncomfortable dining environment, highlighting lapses in hygiene. Furthermore, the absence of baby chairs and incomplete restroom supplies, such as tissue and soap, fail to meet customer expectations.

By addressing these problems systematically, the result of the research Seafood Restaurant ABC can enhance customer satisfaction, rebuild trust, and improve purchase intentions. Not only for the object of research but also for another similar restaurant.

## **2. LITERATURE REVIEW**

Consumers' general perception and impression of a brand is called its image, and it is influenced by their interactions, experiences, beliefs, and feelings with the brand. The ideals of the brand, as well as its reputation, quality, dependability, and emotional resonance, all play a part in this perception. Consumers receive a consistent message from a well-crafted brand image that fits their preferences and expectations. It is the result of all the ways a brand communicates with the audience and displays itself; it is more than just a logo or tagline. Companies need to have a strong brand image because it makes their goods or services stand out in a crowded market. Customers are more likely to become brand loyal, make repeat purchases, and refer others to the brand when they have a favorable perception of it. This image changes as a result of the company's actions, its marketing plans, and shifting customer perceptions. For example, a company that emphasizes eco-friendly marketing techniques, including adopting sustainable processes or eco-friendly materials, might improve its brand image by connecting with consumers' growing environmental concerns. Green marketing initiatives can have a beneficial impact on brand image, which can then mitigate the effect on consumers' purchase intentions, as the study in the attached document shows. In this context, a brand's image becomes a key mediator that connects the brand's values with the consumer's desire to support environmentally responsible companies. Building and maintaining a positive brand image involves strategic marketing, consistent messaging, and actions that reinforce the brand's values and promises (Susilo & Wilujeng, 2023).

A strong brand image offers numerous advantages to businesses, particularly in competitive industries such as hospitality and restaurants. These benefits extend beyond just attracting customers; brand image contributes to long-term success through enhanced customer loyalty, higher profitability, and better market positioning (Susilo & Wilujeng, 2023). A strong brand image fosters customer loyalty by creating a positive association with the brand. When customers consistently have positive experiences and view the brand favorably, they are more likely to return and become repeat customers. Additionally, a strong brand image builds trust with customers. Trust is crucial in industries like restaurants, where the quality and safety of the product are paramount. When customers trust a brand, they are more likely to choose it over others and feel

confident in their purchase decisions. Furthermore, a well-developed brand image enhances the perceived value of the brand in the eyes of customers. The perceived value is the customers' evaluation of the benefits they receive relative to the costs they incur. A strong brand image can justify premium pricing, as customers perceive the brand as offering superior quality or experience. Lastly, a strong brand image enhances the effectiveness of marketing efforts. When a brand has a positive image, marketing messages are more likely to resonate with the target audience, leading to better engagement, higher conversion rates, and more efficient use of marketing resources.

According to Susilo & Wilujeng (2023), indicators of brand image include attractiveness, reliability, and reputation. Attractiveness refers to the overall appeal of the restaurant's brand, which incorporates color, shape, and font psychology into logo design. By understanding the emotional responses elicited by these elements, designers can craft logos that resonate with target audiences, enhance brand recognition, and foster customer loyalty (Nadira, 2018). This covers the atmosphere, menu presentation, advertising campaigns, and general visual identity of the restaurant. For example, McDonald's is well-known for its appealing branding, which includes the recognizable golden arches, its family-friendly environment, and its menu, which caters to a variety of patrons, including adults and children. It is a favorite spot for easy, fun lunches because of its appealing appearance. Reliability means customers can consistently anticipate high-quality food and service from a business. Every time a consumer visits a reputable restaurant brand, they can be sure they will receive the same quality and experience. For example, Subway has established a dependable reputation for quality food by continuously providing fresh ingredients and sandwich customization options. When customers visit a Subway shop, they have faith that they will always receive a nutritious meal that is created to order. Reputation is the general impression that the restaurant's brand has in the community. Factors that may impact reputation include food quality, customer service, and business social responsibility. For example, Chipotle is known for employing ingredients that are obtained ethically and of excellent quality. Its "Food with Integrity" marketing has drawn in customers who are environmentally and health-conscious by emphasizing sustainability and ethical sourcing.

In the restaurant business, food quality refers to the overall ability of a meal to satisfy the client's demands and expectations. It is regarded as an essential component of complete customer experience. Despite numerous studies highlighting various traits, there is no general agreement on the precise characteristics of food quality. Patron pleasure and loyalty are greatly influenced by the quality of the food. Research suggests that excellent food is a key factor in determining patron loyalty because happy patrons are more likely to return to the restaurant and refer others to it. For example, studies have indicated that the quality of the cuisine affects patrons' inclinations to recommend and repurchase a restaurant in addition to their level of satisfaction. Food quality is a multifaceted concept that greatly affects patron experiences. Taste, nutrition, diversity, appearance, freshness, and safety are just a few of its many qualities. Restaurant owners who want to increase patron happiness and loyalty must comprehend these elements (Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdiby, 2019).

Superior cuisine in the restaurant business results in happier patrons, more devoted patrons, a competitive edge, favorable word-of-mouth, and a solid reputation for the brand. Restaurants may build a devoted clientele and succeed over the long term in the cutthroat hospitality sector by concentrating on delivering high-quality food that meets or surpasses consumer expectations (Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdiby, 2019). Good food immediately improves the dining experience. When dishes are properly cooked, wholesome, and aesthetically pleasing, customers are more

likely to be satisfied. Studies have shown that food quality has a major impact on customer satisfaction and their intention to return to the restaurant, indicating that this satisfaction is a primary factor of customer loyalty. Customers who are happy with the restaurant are more inclined to recommend it and come back. Due to its ability to foster trust and strengthen favorable opinions about the restaurant, high-quality cuisine plays a significant role in determining customer loyalty. Any restaurant's long-term success depends on its ability to generate positive word-of-mouth and repeat business as a result of this loyalty. Superior cuisine can set a restaurant apart from its rivals in a crowded market. Restaurants may draw and keep patrons who value flavor, presentation, diversity, and healthfulness by providing these things. Maintaining a devoted client base and standing out in a congested market are made easier with this differentiation. Positive dining experiences increase the likelihood that patrons will refer friends to the business. Positive word-of-mouth is a potent marketing tactic that can improve the restaurant's reputation and draw in new clients. Fine dining has a major role in generating excellent word-of-mouth. Serving excellent cuisine on a regular basis contributes to a strong brand's reputation. Restaurants that uphold high standards are seen by patrons as dependable and trustworthy, which can boost business and generate favorable reviews. Good cuisine also inspires better work from the kitchen crew. Employee pride in their food preparation increases the likelihood of providing exceptional service, which positively affects client loyalty and pleasure.

According to Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdiby (2019), indicators of food quality include variety, safety, taste, and attractiveness. Variety refers to the range of choices on the menu to accommodate various dietary requirements and tastes. For example, a restaurant with a broad menu that may be customized to meet the demands of different patrons, including vegetarian, vegan, gluten-free, and traditional selections. Safety involves ensuring that food is prepared and stored safely to prevent contamination and health risks. For example, a restaurant that adheres to strict food safety regulations, including proper utensils and cooking temperatures, and hygiene practices in the kitchen. Taste refers to the food's flavor and palatability. For example, a restaurant renowned for its specialty dishes, like expertly spiced curry or well-seasoned steak, which consistently offer rich and well-balanced flavors. Attractiveness refers to the food's presentation when it is served. For example, a restaurant that enhances the overall dining experience by creating visually stunning dishes using artistic plating techniques.

Customer purchase intention refers to the possibility or willingness of a customer to acquire a good or service. It is a crucial concept in marketing and consumer behavior because it predicts future purchasing patterns based on various influencing factors. This intention reflects a customer's strong inclination or desire to engage in behaviors associated with purchasing goods or services, often after evaluating product features, pricing, and reviews. In the context of the restaurant industry, purchase intention is significantly shaped by perceptions of food quality and online reviews. Positive reviews can greatly enhance the likelihood of a consumer choosing to visit a restaurant, as people tend to trust peer recommendations. On the other hand, negative evaluations may discourage visits. Therefore, understanding customer purchase intention is essential for businesses seeking to personalize marketing strategies, enhance engagement, and drive sales.

Several interconnected factors influence customer purchase intention, particularly in the food and beverage sector. Online reviews are a powerful influence, as they serve as social proof that can establish credibility and trust. Customers are more likely to choose a restaurant with high ratings, perceiving it as a sign of quality and good service. Food

quality, encompassing aspects such as flavor, freshness, presentation, and nutritional value, is another major determinant. Restaurants known for delivering high-quality meals often see higher purchase intentions due to increased customer satisfaction and the likelihood of repeat visits. Service quality also plays a vital role; courteous, attentive, and efficient service significantly enhances the dining experience and fosters loyalty.

Brand image, which is shaped by a restaurant's reputation, advertising, and overall identity, can influence both loyalty and the intent to purchase. A strong, positive brand image often resonates with customers' values and expectations, making them more likely to visit. Promotional activities, such as discounts, exclusive offers, and loyalty programs, can also increase purchase intention by making the dining experience more attractive and affordable. Additionally, social influence, including recommendations from friends, family, and influencers on social media, holds considerable sway. People often trust these sources more than traditional advertising, and such endorsements can heavily influence dining decisions.

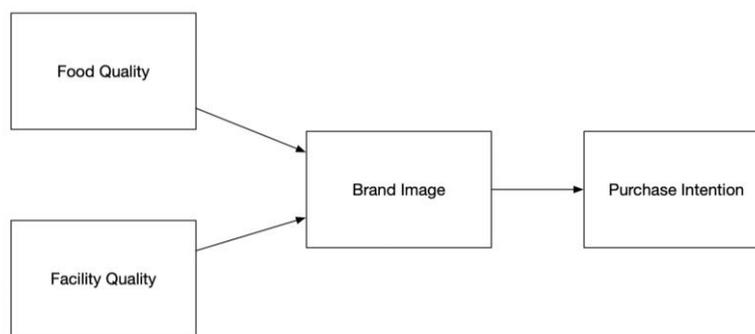


Figure 1. Research Model of Purchase Intention

Customer purchase intention is also shaped by specific behavioral indicators. Willingness to buy reflects a customer's readiness to make a purchase after assessing the available options, often influenced by factors such as online reviews and perceived value. Closely related is a person's will to buy, which encompasses their tendency to make a purchase based on perceived quality, brand reputation, and marketing influence. Persistent buying behavior refers to a long-term inclination to repeatedly purchase from a particular brand or establishment, often driven by satisfaction, convenience, and emotional attachment. This behavior signifies a strong, habitual connection between the customer and the business. Lastly, exploratory intention captures the customer's initial curiosity and willingness to investigate new products or services. It represents the early phase of the decision-making process, where favorable impressions—such as positive reviews and a reputation for quality—lead to actions like browsing menus, reading more feedback, or making a first visit.

By understanding these multifaceted influences and behavioral indicators, businesses in the restaurant industry can more effectively tailor their marketing and service strategies to increase customer engagement, satisfaction, and ultimately, sales.

### 3. METHODOLOGY

The research model used in this study employs descriptive research using quantitative methods. Descriptive analysis in sensory evaluation is a technique used to objectively characterize the kind and strength of a product's sensory attributes, such as taste, smell, texture, and appearance. It is regarded as one of the most sophisticated and educational techniques in sensory science (Kemp et al., 2018). Quantitative descriptive research collects numerical data to characterize a group, event, or phenomenon, aiming

to paint a complete and accurate picture of “what” is happening rather than explaining “why” it occurs. This method uses structured instruments like surveys, questionnaires, or observations to measure and quantify a population’s characteristics or behaviors (Imron, 2019). The data gathered is presented as numerical values, such as averages, percentages, or frequencies, and statistical techniques are applied to identify patterns, trends, or distributions within the sample. Descriptive quantitative research does not seek cause-and-effect connections but focuses on providing a precise and understandable explanation of observed variables. The findings are often displayed using tables, charts, and graphs, facilitating the understanding of data distribution and properties. This method is effective for organizing and presenting numerical data, aiding in the systematic and impartial understanding of a population’s traits and behaviors.

In this study, the population consists of all customers of Stabat Seafood, and a sample is selected using nonprobability sampling with convenience sampling as the method. Convenience sampling involves selecting individuals who are most accessible to the researcher and can provide the necessary information, although it may not represent the entire population (Mweshi & Sakyi, 2020). Statistical considerations are used to calculate the sample size to ensure adequate power and reliability of the research findings. Lemeshow’s formula is applied to determine the sample size when the population size is unknown, resulting in a sample size of 97 participants. Data collection techniques include primary data, gathered directly from respondents through questionnaires, and secondary data, obtained from documentation studies such as company biographies, employee numbers, and information from books, magazines, and the internet (Ajayi, 2017). The research variables are categorized into independent variables (Brand Image, Food Quality, and Facility Quality) and the dependent variable (Customer Purchase Intention). The questionnaire uses a Likert scale to measure respondents' agreement or disagreement with statements, typically employing a five-level scale from “Strongly Agree” to “Strongly Disagree” (Jebb et al., 2021).

Data analysis methods include statistical tests, validity and reliability tests, descriptive statistics, classical assumption tests, regression equations, coefficients of determination, and hypothesis tests. Additionally, the structural equation modeling (SEM) method using R is employed to analyze the relationships between variables, providing a comprehensive understanding of the data and supporting the research conclusions.

#### **4. FINDINGS AND DISCUSSION**

The SEM analysis of the survey data reveals several important insights into the factors influencing brand image and purchase intention at Stabat Seafood. The analysis shows that both food quality and facility quality significantly impact the brand image, with food quality having a stronger influence. This suggests that customers place a higher value on the quality of food when forming their perceptions of the brand. High-quality food, characterized by fresh ingredients and satisfying taste, is essential in creating a positive brand image. While facility quality also contributes to the brand image, its impact is slightly less pronounced, indicating that the physical environment and facilities are important but secondary to the quality of the food.

The latent variable Brand Image is significantly influenced by both Food Quality and Facility Quality. The standardized estimates indicate that Food Quality has a stronger impact (0.566) compared to Facility Quality (0.460). This suggests that customers’ perceptions of food quality play a crucial role in shaping the brand image of Stabat Seafood. High-quality food, characterized by fresh ingredients and satisfying taste, is essential in creating a positive brand image. On the other hand, while Facility Quality

also contributes to the brand image, its impact is slightly less pronounced. This indicates that while the physical environment and facilities are important, they are secondary to the quality of the food in influencing brand perception.

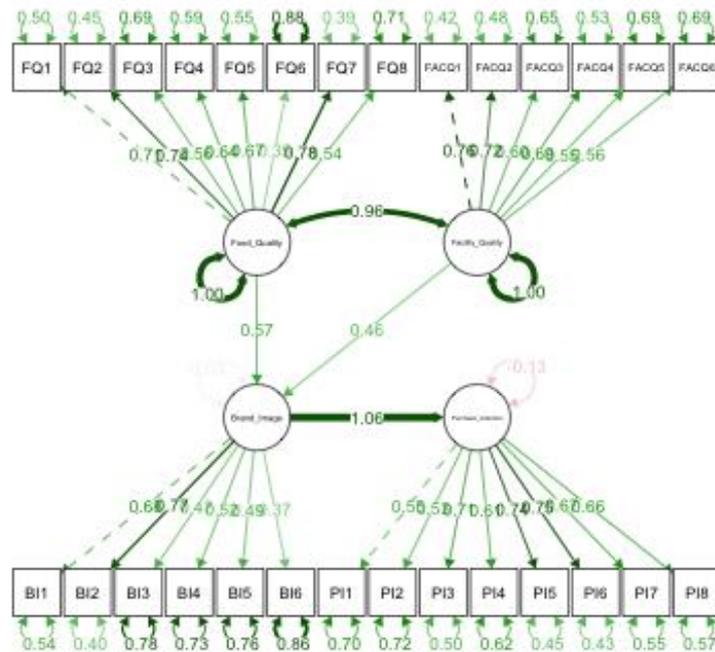


Figure 2. Structural Equation Model

Furthermore, the analysis highlights the crucial role of brand image in driving purchase intentions. A positive brand image significantly enhances customers' intentions to purchase from Stabat Seafood, indicating that customers who perceive the brand positively are more likely to make repeat purchases and remain loyal. This underscores the importance of maintaining a strong and positive brand image through effective branding strategies, such as attractive logos, positive advertising campaigns, and maintaining a good reputation.

Table 1. Model Calculation

| Relationship                   | Estimate | Std.Err | z-value | P(> z ) | Std.lv | Std.all |
|--------------------------------|----------|---------|---------|---------|--------|---------|
| BrandImage ~ FoodQuality       | 0.545    | 0.263   | 2.071   | 0.038   | 0.566  | 0.566   |
| BrandImage ~ FacilityQuality   | 0.405    | 0.237   | 1.706   | 0.088   | 0.46   | 0.46    |
| PurchaseIntention ~ BrandImage | 0.954    | 0.171   | 5.563   | 0       | 1.064  | 1.064   |

The measurement model used in the analysis shows that the observed variables are reliable indicators of their respective latent constructs, indicating good construct validity. This means that the survey questions used to measure brand image, food quality, facility quality, and purchase intention are effective and accurately reflect the underlying latent variables.

Table 2. Calculation of Model

| Test statistic | Degrees of freedom | P-value (Chi-square) |
|----------------|--------------------|----------------------|
| 2067.226       | 346                | 0.000                |

However, the model fit indices suggest areas for improvement, indicating that there may be additional factors influencing the relationships between the constructs. Future research could explore other variables that might impact brand image and purchase intention, such as customer service quality or pricing strategies. Additionally, refining the measurement model and improving the survey questions could enhance the overall fit of the model.

Table 3. Relationships between the latent variables and their observed indicators

| Latent Variables          | Estimate | Std.Err | z-value | P(> z ) | Std.lv | Std.all |
|---------------------------|----------|---------|---------|---------|--------|---------|
| Brand_Image =~ BI1        | 1        |         |         |         | 0.7    | 0.677   |
| Brand_Image =~ BI2        | 1.288    | 0.179   | 7.178   | 0       | 0.902  | 0.773   |
| Brand_Image =~ BI3        | 0.704    | 0.156   | 4.518   | 0       | 0.493  | 0.471   |
| Brand_Image =~ BI4        | 0.87     | 0.176   | 4.937   | 0       | 0.609  | 0.517   |
| Brand_Image =~ BI5        | 0.689    | 0.148   | 4.67    | 0       | 0.483  | 0.488   |
| Brand_Image =~ BI6        | 0.546    | 0.152   | 3.584   | 0       | 0.382  | 0.371   |
| Food_Quality =~ FQ1       | 1        |         |         |         | 0.728  | 0.709   |
| Food_Quality =~ FQ2       | 1.269    | 0.174   | 7.313   | 0       | 0.923  | 0.739   |
| Food_Quality =~ FQ3       | 0.747    | 0.136   | 5.485   | 0       | 0.544  | 0.555   |
| Food_Quality =~ FQ4       | 0.92     | 0.145   | 6.339   | 0       | 0.67   | 0.641   |
| Food_Quality =~ FQ5       | 0.92     | 0.139   | 6.603   | 0       | 0.669  | 0.668   |
| Food_Quality =~ FQ6       | 0.475    | 0.137   | 3.476   | 0.001   | 0.345  | 0.352   |
| Food_Quality =~ FQ7       | 1.273    | 0.165   | 7.728   | 0       | 0.926  | 0.781   |
| Food_Quality =~ FQ8       | 0.711    | 0.134   | 5.328   | 0       | 0.518  | 0.539   |
| Facility_Quality =~ FACQ1 | 1        |         |         |         | 0.796  | 0.76    |
| Facility_Quality =~ FACQ2 | 1.145    | 0.149   | 7.678   | 0       | 0.911  | 0.724   |
| Facility_Quality =~ FACQ3 | 0.725    | 0.118   | 6.151   | 0       | 0.576  | 0.595   |
| Facility_Quality =~ FACQ4 | 0.93     | 0.129   | 7.22    | 0       | 0.74   | 0.687   |
| Facility_Quality =~ FACQ5 | 0.661    | 0.116   | 5.69    | 0       | 0.526  | 0.554   |
| Facility_Quality =~ FACQ6 | 0.725    | 0.126   | 5.75    | 0       | 0.577  | 0.56    |
| Purchase_Intention =~ PI1 | 1        |         |         |         | 0.628  | 0.548   |
| Purchase_Intention =~ PI2 | 1.136    | 0.238   | 4.769   | 0       | 0.713  | 0.53    |
| Purchase_Intention =~ PI3 | 1.251    | 0.217   | 5.77    | 0       | 0.785  | 0.71    |
| Purchase_Intention =~ PI4 | 0.907    | 0.172   | 5.275   | 0       | 0.569  | 0.614   |
| Purchase_Intention =~ PI5 | 1.23     | 0.208   | 5.926   | 0       | 0.772  | 0.743   |
| Purchase_Intention =~ PI6 | 1.358    | 0.227   | 5.976   | 0       | 0.853  | 0.754   |
| Purchase_Intention =~ PI7 | 1.106    | 0.198   | 5.581   | 0       | 0.694  | 0.672   |
| Purchase_Intention =~ PI8 | 1.158    | 0.211   | 5.498   | 0       | 0.727  | 0.656   |

In conclusion, the SEM analysis provides a comprehensive understanding of the factors influencing brand image and purchase intention at Stabat Seafood. By focusing on enhancing food quality and maintaining high facility standards, the restaurant can strengthen its brand image and drive customer loyalty and purchase intentions. These findings offer valuable insights for restaurant managers and marketers looking to improve their brand image and increase sales. Future research should continue to explore additional factors and refine the measurement model to further enhance our understanding of these relationships.

## 5. CONCLUSION

The SEM analysis of the survey data reveals several important insights into the factors influencing brand image and purchase intention at Stabat Seafood. The analysis shows that both food quality and facility quality significantly impact the brand image, with food quality having a stronger influence. This suggests that customers place a higher value on the quality of food when forming their perceptions of the brand. High-quality food, characterized by fresh ingredients and satisfying taste, is essential in creating a positive brand image. While facility quality also contributes to the brand image, its impact is slightly less pronounced, indicating that the physical environment and facilities are important but secondary to the quality of the food.

Furthermore, the analysis highlights the crucial role of brand image in driving purchase intentions. A positive brand image significantly enhances customers' intentions to purchase from Stabat Seafood, indicating that customers who perceive the brand positively are more likely to make repeat purchases and remain loyal. This underscores the importance of maintaining a strong and positive brand image through effective branding strategies, such as attractive logos, positive advertising campaigns, and maintaining a good reputation. The measurement model used in the analysis shows that the observed variables are reliable indicators of their respective latent constructs, indicating good construct validity. However, the model fit indices suggest areas for improvement, indicating that there may be additional factors influencing the relationships between the constructs. Future research could explore other variables that might impact brand image and purchase intention, such as customer service quality or pricing strategies.

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