

## THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND BRAND AWARENESS TO PURCHASE INTENTION AT RESTAURANT KEDAIKOE BANJARMASIN

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**Abstract:** This study aims to analyze the factors influencing consumers' purchase intention toward restaurant Kedaikoe in Banjarmasin. This research employs a quantitative approach using a survey method by distributing questionnaires to respondents who have visited or are familiar with restaurant Kedaikoe. The data were analyzed using statistical analysis to examine the relationship between the research variables and consumers' purchase intention. The results indicate that the examined factors influence consumers' purchase intention, which ultimately affects the number of visits to the restaurant. This study is expected to provide insights for restaurant management in better product qualities, service qualities and brand awareness to increase purchase intention and attract more visitors.

**Keywords:** *product quality, service quality, brand awareness, and purchase intention*

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### 1. Introduction

The culinary industry is one of the interesting and promising industries that can motivate business people to participate in it, the growth of restaurants in Indonesia. According to the Central Statistics Agency, the food and beverage supply business in Indonesia in 2023 will be 4,85 million businesses, an increase of around 21,13% compared to 2016, of 4,01 million businesses.

**Table 1. Percentage Distribution of Food and Beverage Service Business (2023)**

No.	Culinary Industry	Percentage of Food and Beverage Supply Businesses by Business Group (2023)
1	Other Food and Beverage Supply Businesses (frozen food, online only, processed food, etc.)	57,21%
2	Restaurants and Eateries	24,75%
3	Mobile or Temporary Food and Beverage Service Business	14,56%
4	Catering	3,48%

Source: Food and Beverage Service Statistics (2023)

Competition among restaurants is intensifying, with a growth rate of 24.75% (2023). South Kalimantan province boasts a total culinary industry of 78,417 establishments, comprising 18,024 restaurants or eateries, 2,848 catering establishments, 11,330 mobile food and beverage vendors, and 46,215 other food and beverage providers (Food and Beverage Service Activities Statistics 2023). This increase in the number of restaurants in South Kalimantan has significantly impacted and encouraged entrepreneurs in the food industry to continuously improve the quality of their products and services.

Kedaikoe Restaurant in Banjarmasin is one such business striving to maintain its presence amidst this competition. Kedaikoe is a restaurant under the W-signature Group in Banjarmasin City. Established in 2017, Kedaikoe Restaurant serves halal Indonesian dishes such as fried rice, rawon (Indonesian rawon), penyetan (Indonesian fried rice), and oxtail soup. A variety of seafood dishes, including shrimp, squid, and fish, are also available for customers. Additionally, customers can enjoy beverages such as various fruit juices, teas, and traditional drinks like wedang uwuh and sekoteng jahe (ginger drink).

Kedaikoe Banjarmasin continues to keep abreast of culinary trends by offering new menu items and maintaining the quality of the flavors served to customers. Striving to provide the best service to increase restaurant visits and customer purchase intentions is one of the restaurant's goals. To this end, they observe their customers' purchase intentions, hoping to meet the expectations and satisfaction that make Kedaikoe their preferred restaurant.

Researchers have conducted a field survey of Kedaikoe restaurant management. The results of direct conversations indicate that the person in charge wants to understand the important aspects of a restaurant. Because revenue in 2024 tends to be stable, with increases during Ramadan and the end of the year, the person in charge invited researchers to conduct a survey of consumers who have purchased from Kedaikoe. A pre-survey will be conducted to determine the aspects to be studied.

Researchers conducted a preliminary survey of 32 former customers at Kedaikoe Banjarmasin. The preliminary survey was conducted to determine customers' purchase intentions when choosing Kedaikoe Banjarmasin. The preliminary survey results indicated that most customers based their choice of Kedaikoe on brand awareness (50%) and product quality (43.4%), with a smaller portion based on service quality (11.8%). Based on the preliminary survey results, respondents stated that brand awareness can provide information to help them learn more, build trust, increase loyalty, and serve as a benchmark for purchasing. Other respondents stated that the taste of a food product and the quality of service provided can motivate them to return to Kedaikoe Banjarmasin.

## **2. Literature Review**

### **2.1. Product Quality**

Product quality is a crucial element in marketing strategy that plays a role in shaping consumer perceptions and purchase intentions. According to Kotler and Keller (2009), product quality is the overall characteristics and features of a product or service that influence its ability to satisfy stated or implied needs. Namkung and Jang (2007) emphasized that taste and presentation are the two most significant elements in shaping customer satisfaction and repurchase intentions in the restaurant industry, where food quality is a primary determinant of subsequent consumer behavior.

### **2.2. Service Quality**

Service quality is a series of actions or activities offered by one party to another that are

intangible and do not result in ownership (Wibowati, 2021). According to Majid et al. (2021), service quality refers to the extent to which the features or elements of a product or service meet customer needs and create satisfaction. Thus, service is not only related to the end result, but also involves the interaction process that provides value to consumers.

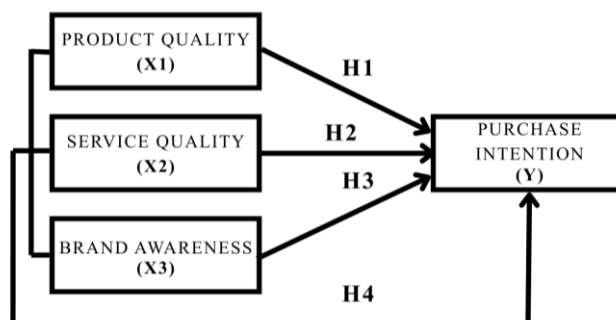
### 2.3. Brand Awareness

Brand awareness is the ability of consumers to recognize or remember a brand within a specific product category (Wardhana, 2024). Brand awareness drives consumer intention to choose and purchase a product (Dabbous & Barakat, 2020), as a brand's increasing recognition increases the consumer's purchase intention (Fenetta & Keni, 2020). When someone is aware of a brand, they tend to choose a familiar brand. Conversely, if someone has never heard of or recognized a brand, they are less likely to choose an unfamiliar brand (Setiawati, 2023).

### 2.4. Purchase Intention

Purchase intention is a person's desire to choose or purchase a product. According to Kotler & Keller (2009), consumer purchase intention is a customer's behavior in which they want to select, use, and consume a particular product. According to Hardiyanti & Prabantoro (2020), purchase intention is the condition in which an individual or group purchases and uses goods, services, or experiences to satisfy their needs and desires. Purchase intention is often considered a primary predictor of actual purchasing behavior, as consumers with strong intentions typically proceed to the action stage. Purchase intention can be influenced by brand awareness (Hasan & Huang, 2023; Rahardjo et al., 2023), price, product quality, promotion, and service quality (Hasan & Huang, 2023).

### Framework



**Figure 1.** Research Model

Product quality, service quality, and brand awareness are factors that may influence consumers' purchase intention. Previous studies have indicated that these variables play an important role in shaping customer decisions when purchasing food and beverage products. Hasan and Huang (2023) found that product quality, service quality, and brand awareness significantly affect purchase intention for healthy food products in Batam. Similarly, Soefhwan and Kurniawati (2020) reported that product quality has a significant influence on customers' purchase intention at coffee shops in Aceh. In addition, Fadlansyah and Handrito (2023) discovered that product quality and brand awareness significantly influence purchase intention at the Big Buster Burger MSME. Based on these findings, this study aims to examine whether product quality, service quality, and brand awareness influence customer purchase intention at

Kedaikoe Restaurant in Banjarmasin. In this research, product quality (X1), service quality (X2), and brand awareness (X3) are treated as independent variables, while purchase intention (Y) is the dependent variable. Therefore, the hypotheses proposed in this study are that product quality, service quality, and brand awareness individually and simultaneously influence customer purchase intention at Kedaikoe Restaurant in Banjarmasin.

- H1. Product quality influences customer purchase intention at Kedaikoe Restaurant, Banjarmasin.
- H2. Service quality influences customer purchase intention at Kedaikoe Restaurant, Banjarmasin.
- H3. Brand awareness influences customer purchase intention at Kedaikoe Restaurant, Banjarmasin.
- H4. Product quality, service quality, and brand awareness influences customer purchase intention at Kedaikoe Restaurant.

### **3. Research Methods**

#### **Population and Sample**

This study employed a quantitative research approach. The variables examined consisted of independent variables, namely product quality, service quality, and brand awareness, while the dependent variable was purchase intention. The population of this study included all customers of Kedaikoe restaurant in Banjarmasin. The sample size in this study was determined using the guideline proposed by Joseph F. Hair Jr. et al. (2014), which suggests that the ideal sample size should be at least 5 to 10 times the number of indicators used in the study. Given that this research employed a total of 17 indicators, the minimum required sample size was calculated to be 170 respondents. The sampling technique applied was purposive sampling, which involves selecting samples based on criteria determined by the researcher (Sahir, 2022). The criteria used in this study were customers who had made purchases at Kedaikoe restaurant more than twice. Data were collected through a questionnaire using a 1–5 Likert scale distributed directly to Kedaikoe restaurant customers to measure perceptions of product quality, service quality, brand awareness, and purchase intention.

#### **Validity and Reliability Test Validity Test**

Validity testing aims to determine whether each measurement item accurately represents the construct being studied. In this research, item validity is evaluated using the Pearson product–moment correlation approach. An item is regarded as valid when it shows a significance  $< 0.05$ , indicating a meaningful relationship between the item score and the overall score (Hair et al., 2014).

#### **Reliability Test**

Reliability testing is conducted to evaluate the consistency and stability of respondents' answers to the questionnaire items. In this study, reliability is assessed using Cronbach's Alpha. A construct is considered reliable when the Cronbach's Alpha value  $> 0.60$  (Hair et al., 2014).

### **4. Results and Discussions**

#### **4.1. Results**

##### **Data Analysis**

The validity test was carried out by distributing questionnaires to 32 respondents from locations different from the main research setting but with similar characteristics in the culinary

business sector. The product quality variable (X1) was measured using five questionnaire items, the service quality variable (X2) was assessed with five items, and the brand awareness variable (X3) consisted of three items. Meanwhile, the purchase intention variable (Y) was measured using four statement items. The results of the validity test indicated that all questionnaire items obtained a significance value of less than 0.05, demonstrating that the measurement items for variables X1, X2, X3, and Y were valid. Furthermore, the reliability test showed that all variables achieved a Cronbach's alpha value of > 0.6, indicating that the instruments used in this study were reliable. In addition, the Cronbach's alpha value for each variable was higher than the Cronbach's alpha if an item was deleted, which further confirms the consistency of the measurement instruments. This research employed a quantitative approach and utilized SPSS software to support effective and systematic data analysis.

### Hypothesis Testing Validity Test

**Table 1. Validity Test Results**

Variables	Indicator	Pearson Correlation	Significance	Remarks
Product Quality (X1)	X1.1	0,778	0,000	Valid
	X1.2	0,616		
	X1.3	0,826		
	X1.4	0,832		
	X1.5	0,829		
Service Quality (X2)	X2.1	0,815		
	X2.2	0,818		
	X2.3	0,836		
	X2.4	0,820		
	X2.5	0,806		
Brand Awareness (X3)	X3.1	0,767		
	X3.2	0,846		
	X3.3	0,811		
Purchase Intention (Y)	Y1	0,890		
	Y2	0,926		
	Y3	0,931		
	Y4	0,858		

Sources: Processed Data SPSS (2026)

Based on the results presented in Table 1, all indicators exhibit significance values below the threshold of 0.05. This indicates that each measurement item is statistically valid and adequately represents the construct it is intended to measure. Therefore, all items included in this study can be considered valid and suitable for further analysis.

### Reliability Test

**Table 2. Reliability Test Results**

Variables	Indicator	Cronbach's Alpha Overall	Cronbach's Alpha if Item Deleted	Remarks
Product Quality (X1)	X1.1	0.816	0.769	
	X1.2		0.881	

	X1.3		0.749	Reliable
	X1.4		0.746	
	X1.5		0.748	
Service Quality (X2)	X2.1	0.872	0.857	
	X2.2		0.844	
	X2.3		0.839	
	X2.4		0.842	
	X2.5		0.846	
Brand Awareness (X3)	X3.1	0.723	0.693	
	X3.2		0.507	
	X3.3		0.709	
Purchase Intention (Y)	X3.4		0.902	
	Y.1	0.918	0.876	
	Y.2		0.875	
	Y.3		0.924	

Sources: Processed Data SPSS (2026)

Based on the results presented in Table 2, all variables demonstrate Cronbach's Alpha coefficients exceeding the minimum acceptable threshold of 0.6, indicating an adequate level of internal consistency among the measurement items. Moreover, the Cronbach's Alpha if Item Deleted values for each item are consistently lower than the overall Cronbach's Alpha of their respective constructs. This finding suggests that the removal of any individual item would not enhance, but rather diminish, the overall reliability of the scale. Accordingly, it can be concluded that all variables in this study exhibit satisfactory reliability and are appropriate for subsequent statistical analysis.

### Multiple Linear Regression Equation

In testing hypothesis, it produces multiple linear regression equations and Partial Test (t-test).

**Table 3. Result of t-Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,160	0,823		0,194	0,846
Product Quality	0,321	0,069	0,355	4,666	0,000
Service Quality	0,322	0,094	0,288	3,417	0,001
Brand Awareness	0,319	0,108	0,225	2,956	0,003

Sources: Processed Data SPSS (2026)

**Table 4. ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1477,990	3	492,663	128,107	0,000
	Residual	765,300	199	3,846		
	Total	2243,291	202			

a. *Dependent Variable:* Purchase Intention

b. *Predictors*: (Constant), Product Quality, Service Quality, Brand Awareness

Sources: Processed Data SPSS (2026)

The findings of the partial hypothesis testing (t-test), as reported in Table 3, reveal that the significance values associated with product quality, service quality, and brand awareness are all below the conventional alpha level of 0.05. This result indicates that each independent variable has a statistically significant effect on the dependent variable, namely purchase intention. In other words, improvements in product quality, service quality, and brand awareness are empirically shown to contribute positively to consumers' intention to purchase. Furthermore, these results provide strong empirical support for the proposed research model, confirming that all three predictors play a meaningful role in shaping purchase intention within the context of this study. Therefore, based on the statistical evidence obtained, hypotheses H1, H2, and H3 are accepted, as the relationships hypothesized between the variables are proven to be significant.

### Simultaneous Test (F Test)

The simultaneous significance test (F-test) is employed to examine whether the independent variables collectively exert an effect on the dependent variable. A significance value below the threshold of 0.05 indicates that the independent variables, when considered together, have a statistically significant influence on the dependent variable. As presented in Table 4, the results demonstrate that the combined effect of product quality, service quality, and brand awareness is statistically significant, as indicated by a significance value of less than 0.05. This finding suggests that these independent variables jointly contribute to explaining variations in purchase intention, thereby confirming the presence of a significant simultaneous relationship between the predictors and the dependent variable.

### Coefficient of Determination

**Table 5. Coefficient of Determination Result**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,812 <sup>a</sup>	0,659	0,654	1,96105
a. <i>Predictors</i> : (Constant), Product Quality, Service Quality, Brand Awareness				
b. <i>Dependent Variable</i> : Purchase Intention				

Sources: Processed Data SPSS (2026)

The coefficient of determination ( $R^2$ ) presented in Table 5 indicates a value of 0.659, suggesting that approximately 65.9% of the variance in the dependent variable, namely purchase intention, can be explained by the combined influence of the independent variables: product quality, service quality, and brand awareness. This finding reflects a relatively strong explanatory power of the proposed research model in accounting for variations in consumers' purchase intention.

However, the remaining 34.1% of the variance is attributed to other factors not included within the scope of this study. This implies that, while the selected independent variables significantly contribute to explaining purchase intention, there are additional determinants

beyond product quality, service quality, and brand awareness that may also influence consumer behavior and should be considered in future research.

#### **4.2. Discussion**

The results of this study further substantiate the view that consumer purchase intention in the culinary industry is shaped by the interplay of both functional and experiential elements. The significant impact of product quality indicates that consumers place considerable importance on evaluating product attributes when forming their purchase intentions, thereby confirming its role as a central driver of consumer behavior. This finding aligns with earlier studies by Victor Kurniawan Yuwono and Moses Soediro, (2023) as well as Irra Chrisyanti Dewi, (2025) which highlight the importance of product-related aspects in influencing purchasing decisions. In addition, the positive effect of service quality suggests that consumers not only evaluate the product itself but also consider the overall service experience, indicating that high-quality service can strengthen perceived value and encourage purchase intention. Moreover, brand awareness is shown to have a significant influence, implying that consumers are more inclined to choose brands that are familiar and easily recalled, thereby emphasizing the strategic role of brand visibility in competitive markets. Overall, the combined influence of product quality, service quality, and brand awareness demonstrates that purchase intention is shaped by multiple interconnected factors rather than a single determinant. This underscores the importance for café businesses, particularly Kedaikoe Restaurant Banjarmasin, to implement an integrated approach that simultaneously enhances product offerings, service delivery, and brand presence to effectively drive consumer interest.

#### **5. Conclusion**

The analysis and discussion's outcomes are outlined here, along with some information about them:

1. Product quality has a significant influence to purchase intention.
2. Service quality has a significant influence to purchase intention.
3. Brand awareness has a significant influence to purchase intention.
4. Product quality, service quality, and brand awareness has a significant influence to purchase intention.

#### **Suggestion**

Kedaikoe Restaurant in Banjarmasin can enhance customers' purchase intention by improving product quality through menu innovations that align with current trends, enhancing service quality to provide a better customer experience, and increasing brand awareness through consistent and interactive promotional activities, especially on social media platforms such as Instagram. Furthermore, future researchers are expected to include additional variables that have not been examined in this study in order to obtain more comprehensive results.

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