



THE DETERMINANTS OF PRICE, PRODUCT QUALITY, PROMOTION, AND BRAND AWARENESS ON PURCHASE INTENTION FOR NUSAKITA COOKING OIL IN JABODETABEK

Ariq Athallah^{1✉}, Hardiana Widyastuti²

^{1,2}Departement of Management, Faculty of Economics and Management, IPB University, Indonesia

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This study aims to identify the characteristics of respondents and analyze the effect of price, product quality, promotion, and brand awareness on consumer buying interest in Nusakita cooking oil in the Jabodetabek area. Indonesia, as a major producer of palm oil, has a highly competitive cooking oil industry due to the increasing needs of the community. This study employs a quantitative approach to analyze the effects of price, product quality, promotion, and brand awareness on purchase intention for Nusakita cooking oil products in Jabodetabek. Using a non-probability voluntary sampling method, data from 235 respondents were collected through online and offline questionnaires. Descriptive statistics and SEM-PLS were applied for data analysis, revealing significant positive effects of product quality, promotion, and brand awareness on purchase intention. The results showed the need for Nusakita to prioritize enhancing product quality and increasing brand visibility to drive consumer interest. Strengthening promotional efforts, such as offering discounts or engaging in targeted marketing campaigns, is also recommended. These strategies can help establish Nusakita as a trusted cooking oil brand in a competitive market.

✉correspondence Address:
Jl. Agatis Kampus IPB Darmaga, Bogor, Babakan,
Dramaga, Bogor Regency, West Java 16680
E-mail: ariqathallah@apps.ipb.ac.id

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INTRODUCTION

Indonesia is the country with the highest position in palm oil production in the world. Based on data from the United States Department of Agriculture (USDA) (2023), worldwide palm oil production reached 77.22 million tons in 2022. This is 3.39 million tons more than the 2021 production of 73.83 million tons. Indonesia contributes about 58.92% of the world's palm oil supply, making it the largest palm oil producer globally after Malaysia, Thailand, Columbia, Nigeria, Guatemala, Papua New Guinea, Honduras, Ivory Coast, and Brazil.

The According to data from the Ministry of Agriculture (2022), palm oil production in 2022 in Indonesia reached 45.5 million tons, strengthening its position as the world's largest palm oil producer. The high amount of palm oil production in Indonesia is also supported by the high level of palm oil consumption in Indonesia.

Based on data recorded in the United States Department of Agriculture (USDA) (2023), global palm oil consumption is recorded at 75.22 million metric tons. Indonesia is the country with the largest palm oil consumption in the world in 2022/2023, with 18.69 million metric tons, equivalent to 24.85% of total global palm oil consumption. Other countries with the largest palm oil consumption worldwide are China, the European Union, Malaysia, Pakistan, Thailand, the United States, Nigeria, and Bangladesh. The high consumption of palm oil in Indonesia not only supports the domestic industry but also plays an important role in price stability in the global market.

The dominant palm oil derivative product consumed in Indonesia is palm cooking oil (BPS, 2023). This condition is related because Indonesia is a palm oil producing country, this oil is also quite ideal in terms of price and availability. Based

on data from the Ministry of Industry (2022), palm oil consumption in the last five years has continued to increase. In 2018, palm oil consumption reached 13.4 million tons. While in 2019, consumption increased to 16.7 million tons. This means that there has been an increase in consumption of 24.63% from the previous year. In 2020, consumption increased by 3.59%, in 2021 by 6.36% and in 2022 by 13.59%. On average, in the period 2018 to 2022, palm oil consumption increased by 12.04%. Based on the data on cooking oil consumption, it shows that cooking oil is one of the basic needs that is very important for the people of Indonesia.

The growing consumption of cooking oil opens up huge business opportunities and encourages companies in the palm oil industry to innovate. According to BPS (2023), the total number of cooking oil factories operating in Indonesia is 75 factories spread throughout Indonesia. One of them is PT Perkebunan Nusantara III and PT Perkebunan Nusantara IV which seeks to answer market challenges by collaborating to create a new national brand of cooking oil, namely Nusakita cooking oil. In this case, Nusakita cooking oil as one of the premium cooking oil brands from PT Industri Nabati Lestari. This product innovation step is not only a response to high market demand, but also a strategy to maintain relevance and competitiveness amid increasingly fierce competition (INL, 2024).

PT Industri Nabati Lestari (INL) is a subsidiary of Holding Perkebunan Nusantara PTPN 3 (Persero) that processes Crude Palm Oil (CPO) into world-class derivative products. The company produces various palm oil derivative products, including: Refined Bleached Deodorized Palm Oil (RBDPO), Palm Fatty Acid Distillate (PFAD), Oleochemicals, Biodiesel, and several other products such as cooking oil and coconut oil. Nusakita cooking oil began to officially enter the market in Jabodetabek at the end of 2021. Medan and Jabodetabek were chosen as the starting point for the expansion of Nusakita cooking oil because Medan is the production city of Nusakita cooking oil and Jabodetabek is the center of retail business activities and the largest number of retail consumers. Based on interviews with PT INL, Nusakita cooking oil products are already available in various well-known retailers such as Alfamart, Alfamidi, Hypermart, Lottemart, Foodhall, Aeon, Tiptop, Foodhall, Yogya, Yomart, and other local key accounts showing good adoption. Jabodetabek is an interesting focal point to analyze consumer response to products, such as Nusakita cooking oil.

During the period January to August 2023, the sales of Nusakita cooking oil had a fairly high value reaching 77,520 *pcs* of total Nusakita cooking oil sales. The highest sales were in the DKI Jakarta area totaling 52,470 *pcs* of total

Nusakita cooking oil sales or 67.4%. The high sales of Nusakita cooking oil in 2023 indicate that this product is able to compete and improve its position in the market because in that year Nusakita cooking oil products were successfully listed in large retailers, namely Alfamart. The stability of Nusakita cooking oil market share in 2024 shows that this product is able to maintain its position amidst intense competition (INL, 2024).

A company must build a strong strategy to increase buying interest in the face of its competitors. Purchase interest is a kind of decision that studies why customers buy certain brands (Shah *et al.*, 2012). Purchase interest is the level of measurement for consumers to make purchases of certain brands. Product prices can also play a role in influencing purchase interest where affordable prices or attractive discounts can increase consumer interest in buying. According to Annafik (2012) in Ruri Utami (2017) states that price is one of the determinants of product selection which will affect purchase interest. Meanwhile, according to Ferdinand (2002) in Faradiba (2013), price is a trigger to improve marketing performance, where at a high price consumers usually think the product provided is of good quality and if the price offered is cheap consumers still doubt the quality of the product.

In addition, product quality is also an important factor influencing consumer purchasing decisions. Quality is the main spotlight for companies to provide satisfaction for their consumers. Quality products are the main key in winning the market in providing customer satisfaction to consumers (Listyawati, 2016). According to Kotler & Keller (2009), product quality is a matter of the characteristics of goods and services on the ability to satisfy consumer needs, which in terms of product excellence is worth selling according to customer expectations. Because product quality is not viewed from the perspective of company needs but from the perspective of consumer needs. Promotions carried out by companies can also influence buying interest, such as special offers or attractive advertisements. According to Hasan (2015) promotion is a marketing function that focuses on communicating marketing programs persuasively to target consumers to encourage the creation of transactions or exchanges between companies and consumers in purchasing activities according to their needs. Brand awareness can affect purchase intention, brands that are increasingly recognized by consumers can increase the intensity of consumer purchases of that brand (Chi *et al.*, 2009). The level of familiarity with a brand can be influenced by the information that appears in the minds of consumers.

The Jakarta, Bogor, Depok, Tangerang, Bekasi (Jabodetabek) metropolitan area has a large population, high retail competition

intensity, large market potential, easier distribution, high consumer competitiveness, and is the economic and cultural center of Indonesia. In addition, Jabodetabek can be used as a test market to test consumer responses and evaluate strategies. Jabodetabek is an interesting focal point for analyzing consumer responses to products such as Nusakita cooking oil. Based on the explanation above, there are several factors that can influence purchase intention to buy Nusakita cooking oil products in Jabodetabek. These factors include price perception, product quality, promotion, and brand awareness. Therefore, this study aims to identify the characteristics of respondents who have an interest in buying Nusakita cooking oil products in Jabodetabek, analyze the effect of price, product quality, promotion, and brand awareness on buying interest in Nusakita cooking oil products in Jabodetabek, and formulate managerial implications from the results of respondents related to buying interest in Nusakita cooking oil products in Jabodetabek.

Hypotheses Development

This research refers to five variables, namely price, product quality, promotion, brand awareness, and purchase intention. Each variable has sub-factors or attributes, namely the price factor, product quality, promotion, and brand awareness are all related to purchase intention. The following is the hypothesis model used in this study.

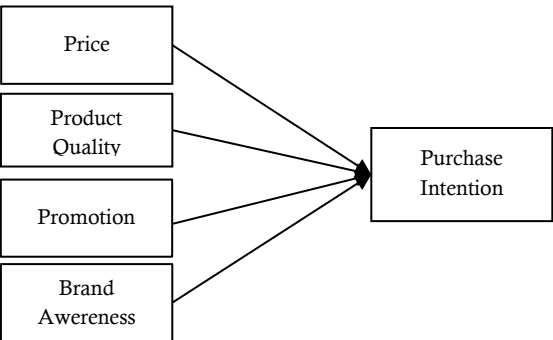


Figure 1. Research Model

Based on the research model that has been presented in the figure above, the problem formulation used in this study is as follows:

- H₁:** Price has a positive and significant effect on buying interest in Nusakita cooking oil products.
- H₂:** Product quality has a positive and significant effect on buying interest in Nusakita cooking oil products.
- H₃:** Promotion has a positive and significant effect on buying interest in Nusakita cooking oil products.
- H₄:** Brand awareness has a positive and significant effect on buying interest in Nusakita cooking oil products.

Price

Price can be the amount of money needed to obtain certain goods or services, monetary units, or other elements (non-monetary) that can be used to obtain these goods or services (Farisi and Siregar 2020). According to Subastian (2021) price can also be defined as the amount of money needed to obtain these goods or services. Prices can be the amount of money paid for goods or services or the amount of value exchanged by consumers to own or use goods or services (Kotler and Armstrong, 2016).

Product Quality

According to Kotler and Keller (2016), product quality includes the physical state, functions, and properties of products that meet the tastes and expectations of buyers, compared to the amount of money that buyers are willing to spend to buy these products. High-quality products are usually the same as standard, practical, and attractive products. As a result, high-quality products make consumers satisfied and loyal to the product (Cakici *et al.*, 2019).

Promotion

According to Kotler and Keller (2016), promotion is defined as the way a business interacts with the market or buyers with the aim of providing information about the product or company to them so that they want to buy. Some forms of promotion, also known as the “promotional mix”, include advertising, discount sales, and other products. The main purpose of this promotion is to increase consumer knowledge about the product and increase consumer awareness of it.

Brand Awareness

According to Durianto (2001) in Andrologi (2014), brand awareness is the ability of consumers to identify and remember brands as part of the goods they buy. The greater the brand awareness in the customer's memory, the more likely they are to consider the brand when buying something, and the more likely they are to buy the item.

Consumer Purchase Intention

The intention that shows the buyer's desire to buy something is known as purchase intention (Mou *et al.*, 2017). According to Sohn and Kim (2020), the purchase intention that exists in buyers when they want to buy goods or services will leave a strong memory for them and will ultimately make them feel they have to fulfill their needs. When someone is in the decision-making process, the intention to purchase will arise (Sari, 2020).

METHOD

Data Analysis

This study uses descriptive analysis to identify consumer characteristics of respondents who filled out the research questionnaire. To analyze the effect of price, product quality, promotion, and brand awareness on purchase intention, researchers used Structural Equation Modelling-Partial Least Square (SEM-PLS) analysis.

Location and Time of Research

This research was conducted through distributing questionnaires to respondents who met the research criteria online using the Google Form platform. The distribution of questionnaires was carried out face-to-face and through social media, targeted at individuals in the Jabodetabek area who showed interest in buying Nusakita cooking oil products. This research was conducted in the period between March to May 2024.

Types and Sources of Data

In this study, two types of information were used, namely primary data and secondary data. Primary data was obtained through the distribution of online questionnaires to respondents who met the criteria as research subjects. In contrast, secondary data was obtained from literature sources, theses, journals, and other references relevant to this research.

Sample Collection Method

The sample collection in this study was carried out using a non-probability sampling method. According to Sugiyono (2019), non-probability sampling is a technique that does not provide equal opportunities for all members of the population to be selected, but is selected based on certain criteria. The type of non-probability sampling method used is voluntary sampling. To determine the number of respondents, researchers used the formula proposed by Hair et al. (2014) which calculates the sample size based on the number of indicators multiplied by the parameter estimate, because the total population is unknown. The formula used is:

$$\begin{aligned} n &= \text{Number of Indicators} \times \text{Estimated Parameters} \\ &= 34 \times 5 \\ &= 170 \text{ respondents} \end{aligned}$$

From these calculations, it is known that the minimum sample size required is 170

respondents, but the researcher decided to use the entire sample collected, namely 235 respondents so that the research results become more representative.

Data Processing and Analysis Methods

Quantitative data analysis was conducted using IBM Statistical Package for the Social Science (SPSS) version 25 and SmartPLS 3.0 software. Meanwhile, qualitative data analysis was carried out using descriptive analysis to describe the identity and characteristics of respondents. The validity test is used to show how valid the object is with the data collected by the researcher through a questionnaire (Sugiyono, 2019). The validity test criteria are declared valid if $R_{hitung} > R_{tabel}$. The significance level in this study was set at 5% or 0.05, so that R_{tabel} had a value of 0.128.

Reliability test is used to measure and evaluate the consistency or reliability of the questionnaire as a variable indicator (Ghozali, 2018). According to Sujarweni (2015), the questionnaire is said to be reliable if the Cronbach's alpha value is above 0.6. The reliability analysis results show a Cronbach's alpha value of 0.983. After that, Structural Equation Modeling analysis with Partial Least Square (SEM-PLS) was carried out using the SmartPLS 3.0 application, while descriptive analysis was carried out to describe the identity and characteristics of respondents.

RESULT AND DISCUSSION

Respondent Characteristics

Respondents in this study have an interest in buying Nusakita brand cooking oil products in the last three months, are over 17 years old and live in the Jabodetabek area. This study obtained its data from the results of a questionnaire which after screening collected 235 respondents who met the criteria. The majority of respondents were female with a percentage of 75.3%. This shows that women are more interested in buying cooking oil products, one of the factors that make this possible is that women often play a major role in households related to purchasing groceries and cooking. Cooking oil is a staple that is often used in daily cooking activities (Thomas and Schaefer, 2020). The respondents of this questionnaire were mostly aged 21-30 years old. This age range falls into the Generation Z and Millennial categories. According to Smith and Brown (2021), Generation Z and Millennials are more health-conscious and tend to choose healthier food products. This generation often seeks information about the food ingredients and products they consume, including cooking oil. The majority of respondents were married at 57.9%, many

individuals at the age of 21-30 began to form their own households, were involved in grocery purchasing decisions and began to take over responsibility for household shopping in line with research (Thomas and Schaefer, 2020). With the age range of respondents, the majority of whom belong to Generation Z, the largest percentage of respondents is 47.7% who are undergraduates/currently pursuing undergraduate education. After that, high school education with 34.6%. Automatically, the most dominant status/employment of respondents in this study is private employees with 48.9%. Employment as a student is most likely still relying on gifts from parents/UMR salary for new workers and this can be seen from the average income of respondents, which is Rp5,000,001-Rp7,500,000.

In the context of the fact that cooking oil has become an important staple in today's world, the increase in consumption in this industry has been very high. Cooking oil is included in the nine basic necessities (sembako), making it a daily staple for every household. The existence of these basic necessities ensures the availability of basic ingredients needed for cooking and meeting daily nutritional needs. This may explain why most Indonesian households allocate around 30-40% of their monthly expenditure to food. According to

the data obtained, the majority of respondents have an average total expenditure per month of IDR 2,500,001-Rp5,000,000. In addition, most respondents spend a nominal amount of IDR2,000,001-IDR3,000,000 to buy groceries.

Based on the data collected, the average number of liters of cooking oil products purchased each month can be seen. The majority of respondents buy 2 liters of cooking oil products every month, followed by respondents who buy 3 liters of cooking oil products every month. This is in line with the research of Sari *et al.* (2022) the average use of cooking oil in households per month is 2.67 liters.

The distribution of the respondent population is in accordance with the target population of the researcher because the number of respondents exceeds 30 in each city in the Jabodetabek area. According to Ary *et al.* (2018), a minimum sample size of 30 is required to analyze statistical data and it was found that the respondents of this study met the minimum number from each city. In addition to general characteristics, the characteristics of respondents can also be seen from more specific matters related to Nusakita cooking oil products. Table 1 shows data on the proportion of respondent quotas per region.

Table 1. Proportion of respondent quota per region

Region	Proportion (%)	Number of Respondents
Jakarta	32.8	77
Bogor	20.9	49
Depok	16.6	39
Tangerang	15.3	36
Bekasi	14.5	34
Total	100	235

Analysis of the Effect of Price, Product Quality, Promotion, and Brand Awareness on Nusakita Cooking Oil Products on Consumer Purchase Interest

In this study, data processing and analysis were carried out using the Partial Least Square (PLS) approach using *Structural Equation Modeling* (SEM). Through collecting data from respondents who filled out questionnaires distributed directly (offline) and indirectly (online), the effect of the relationship between variables can be calculated using SEM. The PLS approach was used to explain the relationship between latent variables in this study. A total of 235 respondents participated in this study through online questionnaires.

Analysis using SEM-PLS was conducted to measure the effect of price, product quality,

promotion, and brand awareness on purchase intention of Nusakita cooking oil products in the Jabodetabek area. This analysis was carried out through the SmartPLS 3.0 application. The PLS approach was used to assess the relationship between the independent variables and the dependent variable in this study. The independent variables analyzed include price, product quality, promotion, and brand awareness, while the dependent variable is purchase intention.

The PLS approach is used to identify the relationship between all latent variables and also the relationship between latent variables and their attributes in this study. Latent variables that are the focus of research include price, product quality, promotion, and brand awareness, and purchase intention. The research results were obtained through two stages of evaluation of the

variables used during this study. According to Hair *et al.* (2014) there is an evaluation carried out in two stages, namely evaluating the *outer model* or measurement model and evaluating the *inner model* or structural model.

Outer Model Analysis

There are three testing methods in evaluating the outer model, namely *convergent*

validity, *discriminant validity*, and construct reliability (Ghozali, 2014). Evaluation at the convergent validity stage is carried out by looking at the value of the *loading factor* contained in each indicator that measures the research model. The *loading factor* value is declared valid if it produces a value of more than equal to 0.7 (Hair *et al.*, 2017). Meanwhile, indicators with a value of less than 0.7 will be removed from the model. The outer model results in this study can be seen in Figure 2.

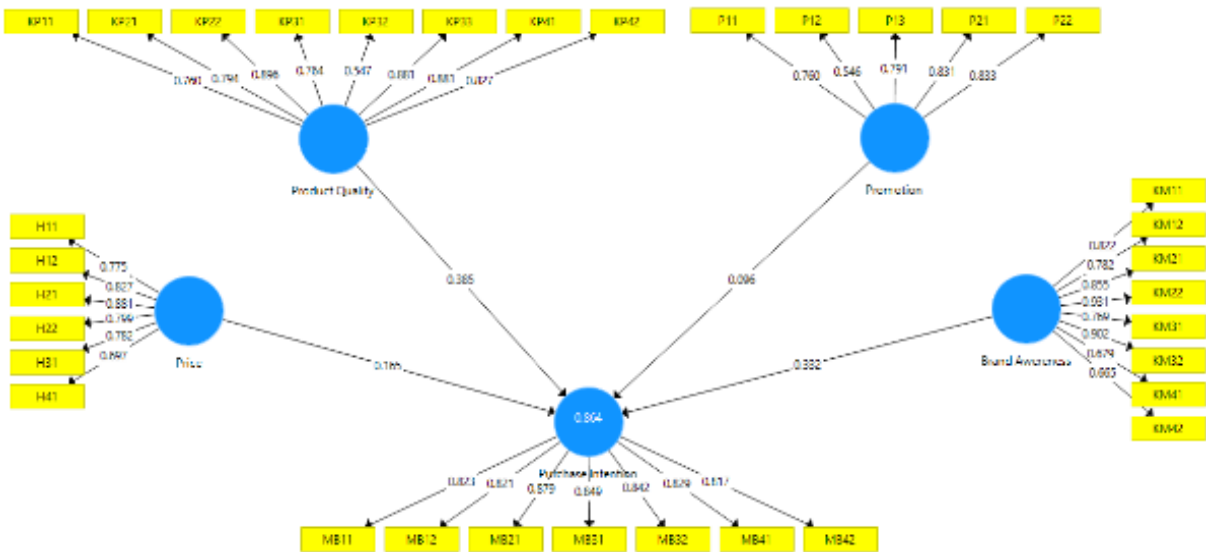


Figure 2. Initial Outer Model

In Figure 2, it can be seen that there are still indicators that are not worth more than 0.7. According to Garson (2016), the level of validity of the model can be categorized as good if the endogenous and exogenous variables meet the requirements of *convergent validity*, with a *loading factor* of at least 0.7. In other words, indicators that have a *loading factor* According to Hair *et al.* (2017), in exploratory research or in the early stages of scale development, a *loading factor* value between 0.60 and 0.70 is considered acceptable. This is in

line with Chin (1998) stating that in the context of research using the *Partial Least Squares* (PLS) approach, a *loading factor* of 0.6 or higher is acceptable. Conversely, indicators that do not meet the requirements of convergent validity can be deleted or eliminated, then recalculated. After eliminating indicators that do not meet the “Moderately Agree” requirement, new indicators will remain, and an illustration of the results can be found in Figure 3.

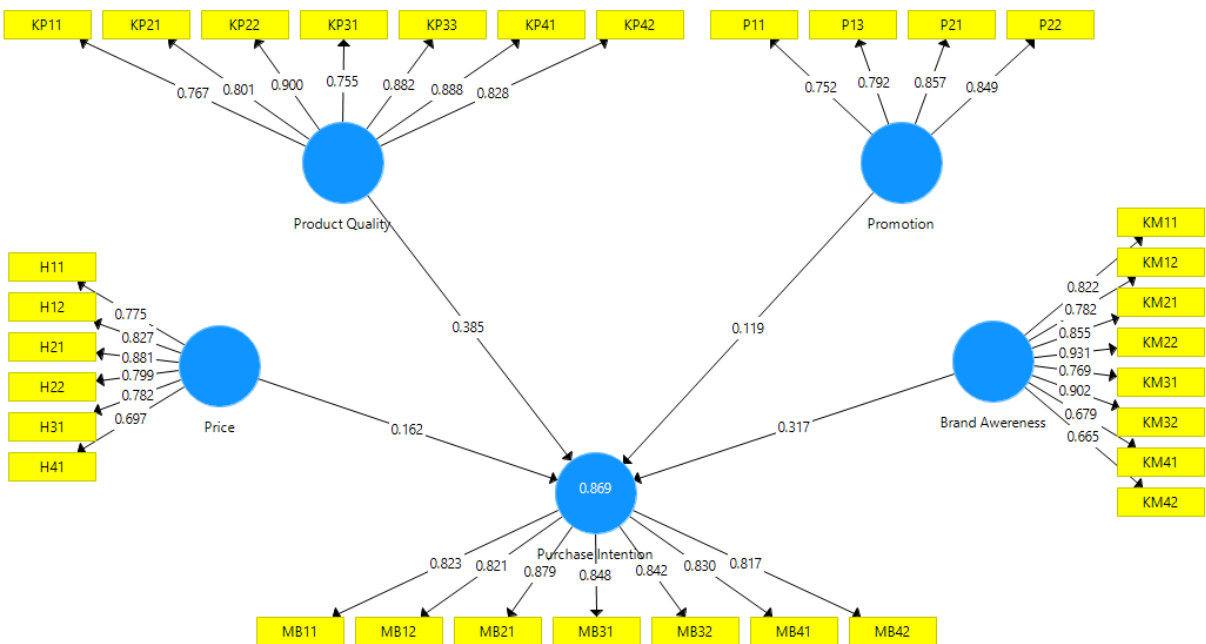


Figure 3. Final Outer Model

After carrying out calculations in this study, there are 1 indicator that does not meet the validity criteria, on the product quality variable, namely KP32. Furthermore, there is 1 indicator on the promotion variable, namely P12. All indicators have a value of more than 0.6 so it can be concluded that all indicators are said to be valid. The next *convergent validity* test is using the AVE (*Average Variance Extracted*) value. Each indicator is said to be valid to explain its latent variable if it has an *Average Variance Extracted* value > 0.5 (Hair *et al.* 2014). The AVE value in this study can be seen in Table 2.

Table 2. Average Variance Extracted (AVE) Value

Latent Variabel	AVE Value
Price	0.633
Product Quality	0.695
Promotion	0.662
Brand Awareness	0.649
Purchase Intention	0.701

In Table 2, it can be seen that all AVE values for each variable have a value of more than 0.5 so that it can be said that these variables meet the criteria and can be declared valid. and can proceed to the next analysis, namely *discriminant validity*. Discriminant validity is measured by looking at the cross-loading value. Evaluation of discriminant validity on the cross-loading value shows that each existing variable has a different value from other variables.

In this study, it was found that all cross-loading values of indicators in one dimension were greater than the cross-loading values in other dimensions. This shows that all indicators have met the criteria and can indicate that all indicators in that dimension are able to explain their latent variables better than indicators in other dimensions, thus meeting the requirements of discriminant validity evaluation.

As for the evaluation of *construct reliability*, it is carried out by looking at the value of *Cronbach's alpha*, *rho_a*, and *composite reliability* of each construct. According to (Hair *et al.* 2019) each variable is said to be reliable if the *Cronbach's alpha*, *rho_a*, and *composite reliability* values have a value greater than 0.7. The value of *Cronbach's alpha*, *rho_a*, and *composite reliability* in this study can be seen in Table 3.

Table 3. Cronbach's alpha, rho_a, and composite reliability values

Latent Variable	Cronbach's Alpha	rho_a	Composite Reliability
Price	0.883	0.892	0.911
Product Quality	0.926	0.932	0.941
Promotion	0.828	0.830	0.886
Brand Awareness	0.922	0.937	0.936
Purchase Intention	0.929	0.930	0.943

Based on Table 3, it can be seen from the inner model analysis that the calculation results of the Cronbach's alpha, rho_a, and composite reliability values for each latent variable have a value greater than 0.7 and have met the predetermined requirements, so it can be stated that all latent variables are reliable. This indicates that it can proceed to the next stage, namely evaluating the structural model (inner model).

Inner Model Analysis

Inner model structural model evaluation is a test conducted based on the path coefficient value using the bootstrapping method to see how much influence between latent variables. The components that become criteria in assessing the inner model are R-Square, and the t-statistic value on the path coefficient. The R-square value can be used to explain the strength or weakness of the

research model. According to (Hair *et al.* 2017) the R-Square value ranges from 0 to 1 where the higher the value, the higher the level of explanatory power or accuracy of the model so that it is stated that the better the model is able to predict the model in the proposed research. The R-Square value in this study can be seen in Table 4.

Table 4. R-Square Value

Latent Variable	Cronbach's Alpha	R-Square Adjusted
Purchase Intention	0.869	0.866

From this result, it can be seen that simultaneously, the variables of price, product

quality, promotion and brand awareness affect the dependent variable by 87%, while the remaining 13% is explained by other factors. Cohen (2013) explains that classifying the R-Square value criteria of 0.26, 0.13, and 0.02 as strong, moderate, and weak categories. The R-Square in the final model of this study for the purchase intention variable has a value of 0.87, which is included in the strong category.

After conducting R-Square testing, the next step is to conduct path coefficient analysis to observe the effect of price, product quality,

promotion, and brand awareness on purchase intention. In this process, the t-statistic value is used to evaluate the significance of the relationship between endogenous and exogenous latent variables to verify whether the initial research hypothesis is acceptable or not. The preliminary results of the test present the nature of the relationship between the variables, either positive or negative. The hypothesis will be accepted if the t-statistic value exceeds the T table value of 1.96 with alpha 0.05. Table 5 details the results of the path coefficient in this study.

Table 5. Path coefficient Value

Latent Variable	Original Sample	T-Statistic	P-Value	Effect
Price - Purchase Intention	0.162	1.801	0.072	Not Significant
Product Quality - Purchase Intention	0.385	3.886	0.000	Significant
Promotion - Purchase Intention	0.119	2.170	0.030	Significant
Brand Awareness - Purchase Intention	0.317	5.667	0.000	Significant

By detailing the bootstrapping test results contained in Table 5 above, the conclusions regarding the effect of price, product quality, promotion, and brand awareness on purchase intention of Nusakita cooking oil products in the Jabodetabek area can be drawn as follows:

The Effect of Price on Purchase Intention

The results of the bootstrapping test of the price variable on the purchase intention variable show an insignificant and positive effect on the original sample value of 0.162 with a p-value of more than 0.05, namely 0.072 and a t-statistic value of less than 1.96, namely 1.801. So that the hypothesis regarding the effect of price on buying interest cannot be accepted. In other words, respondents in this study tend to think that price is not the factor that most influences their interest in buying Nusakita cooking oil products because cooking oil is a product that is needed daily. This is contrary to other studies which overall confirm that price is one of the significant factors in influencing purchase intention.

Effect of Product Quality on Purchase Intention

Based on the results from Table 5, the product quality variable on purchase intention shows a significant and positive effect on the original sample value of a positive value of 0.385 with a t-statistic value of 4.133> 1.96 and a p-

value <0.05, which is 0.000. Therefore, it can be concluded that there is a strong and significant positive influence between the product quality variable and the purchase intention variable, so this hypothesis can be accepted. These results are consistent with the findings in research conducted by Puspita and Nugroho (2024), which state that product quality has the most significant influence on purchase intention and research by Law et al. (2021) concluded that price and quality have a major influence on purchase intention. Thus, it can be concluded that the respondents in this study indicated that product quality has a significant influence on buying interest in Nusakita cooking oil products in Jabodetabek.

The Effect of Promotion on Purchase Intention

The results of the bootstrapping test of the promotion variable on purchase intention show a significant and positive effect on the original sample value of a positive value of 0.119 with a t-statistic value of 2.126> 1.96 and a p-value <0.05, which is 0.030. Therefore, the hypothesis that promotion affects the purchase intention of Nusakita cooking oil products in Jabodetabek can be accepted. Respondents in this study indicated that promotion has a positive impact on their purchase intention. This means that promotion is considered a factor that encourages customers to make purchases, because they feel they are getting more benefits, which in turn affects their interest in buying Nusakita cooking oil products. This

finding also supports previous research by Saputro and Irawati (2023) and Muhtarom et al. (2022), which state that promotion has a positive and significant effect on purchase intention.

The Effect of Brand Awareness on Purchase Intention

Table 5 shows that the brand awareness variable on purchase intention has a strong positive relationship between the two and has a high significance effect on the original sample value of 0.317 with a p-value of less than 0.05, namely 0.000 and a t-statistic value of more than 1.96, namely 5,653. So it can be said that this hypothesis can be accepted. Thus, it can be concluded that brand awareness has a very significant influence on the purchase intention of Nusakita cooking oil products in the Jabodetabek area. This contradicts the results of the open questions in the questionnaire showing that only a small proportion of respondents consider brand awareness as a factor to consider when they buy Nusakita cooking oil products. This also contradicts the journal of Hosfiar et al. (2023) who found that brand awareness has no significant effect on purchase intention. However, this finding is in line with the research of Sunjaya and Erdiansyah (2019) which shows that brand awareness and brand image have a positive effect on purchase intention. This shows that the more recognized and remembered Nusakita cooking oil products can increase purchase interest and are easily recognized by the market by marketing through word of mouth of Nusakita cooking oil consumers. This finding is in line with the research of Sunjaya and Erdiansyah (2019) which shows that brand awareness and brand image have a positive effect on purchase intention.

MANAGERIAL IMPLICATIONS

The study shows that price, product quality, promotion, and brand awareness have a significant positive influence on buying interest in Nusakita cooking oil products in Jabodetabek. From a managerial perspective, several recommendations can be applied by paying attention to the highest outer loading value on each variable and conducting an analysis related to the 4P marketing strategy (Product, Price, Place, Promotion).

The strategies that can be implemented by Nusakita cooking oil in each of the 4P components are described as follows.

Product

The highest outer loading value in the product quality variable is associated with the indicator **KP22**, highlighting the importance of the product being safe for long-term use. To increase consumer confidence, the company must

maintain high-quality raw materials, ensure the safety of the product for extended use, and innovate with unique offerings that set Nusakita apart from competitors. Additionally, Nusakita should focus on product packaging innovation, making it safer, more convenient, and visually appealing. Packaging that is leak-proof, easy to use, and made of high-quality materials can add value to the product, enhancing consumer perception.

Price

The highest outer loading value in the price variable is found in **H21**, which stresses the significance of raw material quality in shaping consumer interest. Maintaining product quality standards through stringent supervision of raw materials and the development of advanced processing technologies is essential for boosting interest in Nusakita cooking oil. Competitive pricing strategies, including offering products at a price that balances affordability and profit margins, are crucial. Regular price promotions, such as discounts and coupons, should be used to further attract price-sensitive consumers and encourage purchases.

Place

Nusakita cooking oil must prioritize ensuring easy accessibility for consumers. The highest outer loading value in the brand awareness variable is associated with the indicator **KM22**, which points to the importance of consumer knowledge of the brand. Expanding points of sale is essential, so consumers can easily find the product in various retail stores, such as Indomaret, and on e-commerce platforms like Shopee. Nusakita should focus on increasing product availability both offline and online to improve consumer access and convenience.

Promotion

The highest outer loading value in the promotion variable is found in **P21**, emphasizing the importance of offering gifts and incentives that motivate consumers to purchase. Nusakita should leverage promotional campaigns through various communication channels, such as television ads, social media platforms (Instagram, TikTok), and in-store promotions. Collaboration with influencers or brand ambassadors can boost product visibility and credibility. Additionally, strategic discount promotions or coupons, especially during special times like salary day or holidays, can increase consumer interest and drive sales.

To increase consumer interest and market share, Nusakita cooking oil should adopt an

integrated approach across the 4Ps. By ensuring product quality, competitive pricing, wide accessibility, and strategic promotions, the company can improve brand awareness, increase purchase interest, and differentiate itself from competitors in the market.

CONCLUSION

Based on the results of the research that has been conducted, the following conclusions can be drawn. Characteristics of respondents The majority of respondents are women aged 21-30 years old, married, come from generation Z and Millennials, have a high awareness of health, and prefer healthy food products. Most of them have a bachelor's degree or are pursuing a bachelor's degree and work as private employees. The majority of respondents also allocate a large portion of their monthly money to buy basic necessities, including cooking oil. These findings confirm that households in the area have a high demand for cooking oil, making it important for Nusakita to use the right marketing strategy to reach the target market.

The results of the SEM-PLS analysis show that the variables of product quality, promotion and brand awareness have a positive and significant impact on buying interest in Nusakita cooking oil products. Conversely, the price variable does not have a significant impact on buying interest in Nusakita cooking oil products. The highest indicator in the research results is the brand meaning attribute (KM22) in the brand awareness variable, and there are 2 indicators out of 34 that are invalid.

Brand awareness and product quality variables have the most significant influence compared to other latent variables by having a T-statistic value of 5.653 and 4.133. The brand meaning attribute (KM22) has a high influence value on the brand awareness variable and the product is safe to use (KP22). This shows that the more or greater brand awareness and product quality will increase buying interest in Nusakita cooking oil products.

Some of the factors that influence consumer perceptions of Nusakita cooking oil products in Jabodetabek include product accessibility, WOM, and brand image. Nusakita cooking oil, which has begun to increase its distribution network and has begun to enter many large retail stores in Indonesia, makes product accessibility another factor and the quality of Nusakita cooking oil products that are developed to be better improve brand image and can also be recognized by many people with the WOM strategy.

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