E-ISSN : 2963-4946
Vol. 2 No. September 12, 2024
Asian Journal of Social and Humanities
https://ajosh.org/

The Effect of Brand Image and Nutrition Label on The Purchase Intention of Lawson's Ready-To-Eat Minimarket Products Mediated By Price

Ripki Arlansah, Kurnadi Gularso
Universitas Bunda Mulia, Indonesia
E-mail: m81230045@student.ubm.ac.id, kurnadi.gularso@gmail.com

***Correspondence:** m81230045@student.ubm.ac.id

KEYWORDS
brand image; nutrition label, purchase intention; price; ready to eat

ABSTRACT
This study examines the influence of brand image and nutrition label on purchase intention for ready-to-eat products with price as a mediating factor. The data was collected through a non-probability sampling method using a google form online questionnaire, with a total 164 respondent who had purchased ready-to-eat Minimarket Lawson products. This study utilized Partial Least Square SEM. brand image and nutrition label variables as dependent variables, purchase intention as independent variables, and price as a mediating variable. The results of this study indicate that brand image has a positive and significant effect on price, nutrition label has a positive and significant effect on price, brand image has a positive and significant effect on purchase intention, nutrition label has a positive and significant effect on purchase intention, price has a positive and significant effect mediating brand image on purchase intention, price has a positive and significant effect mediating nutrition label on purchase intention.

Introduction

According to the World Health Organization (WHO), Southeast Asian countries are undergoing a nutritional transition caused by economic growth and urbanization, resulting in lifestyle changes. The main causes are an unhealthy diet and lack of physical activity. Persistent malnutrition and micronutrient deficiencies, as well as the emergence of over nutrition problems, indicate the ongoing nutritional transition in the region. Despite the fact that Southeast Asia has the lowest overweight and obese population in the world, an alarming trend has emerged over the last ten to fifteen years. Today, about 6.6 million children under the age of five and one in five adults are overweight. In the same population, the paradox of malnutrition and obesity is increasing, which is commonly referred to as the double burden of malnutrition. This impacts the health status of the public and burdens the national health capacity (WHO, 2024).

In today's world, disease *degenerative* Many are suffering from productive young people today. However, diseases such as hypertension, stroke, and coronary heart disease

can affect people under the age of forty. Rapid lifestyle shifts have been shown to have an impact on diet and health. The influence of this lifestyle shift is caused by urbanization, globalization, and industrialization. Some people in Indonesia tend to eat ready-to-eat food, which is generally not nutritionally balanced and contains a lot of fat and salt but less fiber. This unhealthy lifestyle develops in a group of young professionals or older professionals (Bachrens, 2019).

Lifestyle changes in Indonesia's urban centers largely follow established market trends, with office workers having less time to cook, or less keen to do so, but demanding health-promoting foods. Importantly, shoppers gain access to a wider range of products thanks to the country's growing retail infrastructure, with hypermarkets and minimarkets moving deeper and spread across regions. Improving logistics facilitates the distribution of perishable goods, such as frozen food, throughout the archipelago. The food and beverage industry in Indonesia increased from 2020 to 2021 by 2.54 percent to Rp775.1 trillion, the Central Statistics Agency (BPS) reported the gross domestic product (GDP) of the national food and beverage industry on the basis of prevailing prices (ADHB) of Rp1.12 quadrillion in 2021. This value is 38.05 percent for the non-oil and gas processing industry or 6.61 percent for the national GDP which reaches Rp16.97 quadrillion (Sari, 2022).

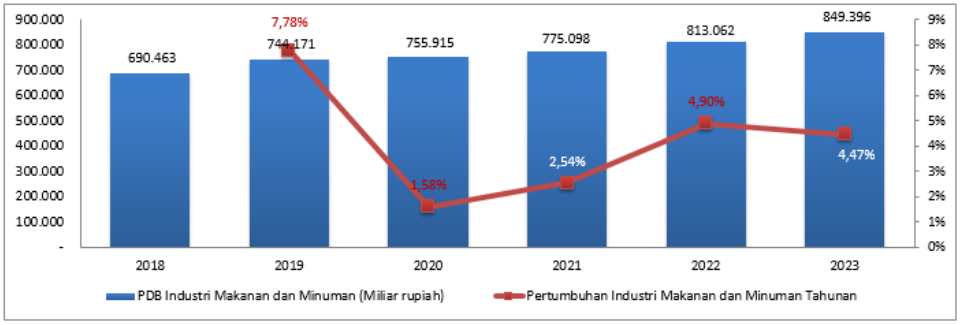

Figure 1 Food and Beverage Industry Growth Data Trends
Source: Central Statistics Agency (2023)

According to data from the Central Statistics Agency (2023), the food and beverage industry is expected to grow to 849 billion in 2023 with a growth of 4.47%. However, due to the COVID-19 pandemic, the industry experienced a significant decline in 2020 of 1.58%, but this decline did not have a significant impact on the industry's GDP. In contrast, the food and beverage industry continues to grow in 2023 with an annual growth of 2.54% and a significant increase. As a result of BPS data, it can be concluded that the food and beverage industry has made positive progress after the COVID-19 pandemic.

Behind the impact of the growth of the food and beverage industry, there are a number of negative impacts on health where consumers who daily prefer fast food rather than cooking food at home because in terms of time efficiency, it is more beneficial to fast food which does not need to take a long time. According to Annur (2023) the majority or 79.3% of Indonesia people consider that consuming ready-to-eat food is not healthy. The cause can trigger various health problems for the body. The results of the kurious survey show that fast food consumption is the biggest cause of health problems, including obesity. The percentage reaches 66%. Next, the second ranked health problem that can be triggered by eating fast food is cancer, with a percentage of 40.8%. Followed by other health problems, such as digestive problems 37.1%, diabetes 36.2%, stroke 35.7%, heart disease 30.3%, kidney disorders 19.3%, and liver damage 14.3%. On the other hand, 6.1%

of respondents said that they had other health problems. However, 9.8% of people who answered considered ready-to-eat food did not cause health problems.

Product *ready-to-eat* (RTE) has become an increasingly popular choice among modern consumers who want practicality and efficiency in meeting their daily dietary needs. Convenience stores such as Lawson have responded to this trend by providing a wide selection of RTE products, ranging from heavy meals to light snacks. However, consumers' purchase decisions for RTE products are not only influenced by practicality factors. Brand image and nutritional information on packaging labels are important considerations in the decision-making process. Based on Secondary data, RTE's food segment revenue will amount to US$7.35 billion in 2023 with an estimated growth potential of 2.42% per year (Permana, 2022) "Ready-to-eat meals" or "ready-to-eat", can be applied to a complete meal package or main course consisting of meat, fish, or vegetables and requires little preparation and cooking. Therefore, when consumers buy ready-to-eat food, the ingredients have been altered and served in packaging where consumers can usually see the product, either through a color printed image or through a transparent window on the packaging (Laguna et al., 2020).

In the increasingly fierce competition in the RTE industry, brand *image* plays a crucial role in influencing consumer purchasing decisions. A positive brand image can build consumer trust in product quality and safety, as well as create brand loyalty. According to Gunawan (2022), *Brand Image* has a brand perception that is linked to brand associations that are inherent in consumers' memories. Some of the marketing tools that can be used to create *a brand image* are the product itself, packaging/labels, brand names and logos, marketing programs and all other types of promotions, and so on. According to Kotler (2023) Customers can see differences based on different company or brand images.

In addition, informative and easy-to-understand nutrition labels are becoming increasingly important for consumers who are increasingly aware of health and nutrition. Clear and transparent nutrition labels can help consumers make product choices that suit their needs and preferences. According to Pangestuti (2022) Reading packaged food labels is one of the messages in the balanced nutrition guidelines. Food product labels are very important, where a good label will make it easier for consumers to choose the products they need. According to Kotler et al., (2023) Regulations for the packaging and labeling of consumer products require manufacturers to disclose information such as who makes the packaging, contents, and volumes and require food product labels to provide detailed nutritional information.

To support ready-to-eat food products in the form of packaging, other aspects are needed. One of the steps that entrepreneurs can take is to add nutrition labels to the packaging, such as nutritional information, halal status, and organic labels. This action is also in accordance with the provisions of BPOM No. 16 of 2020 which regulates the inclusion of nutritional value information in processed food products. According to research Permana (2022) Nutrition labels play a role in determining purchasing decisions. According to Gassler et al. (2023) The presence of labels *Nutri-Score* reinforcing the positive influence of healthier food product composition on purchasing desires. However, it is different from research Godden et al. (2022) Consumer preferences on food labels vary, and research that collects consumers may fail to capture those differences, resulting in biased results.

Price is one of the main factors that consumers consider in purchasing RTE products. Competitive prices can increase the attractiveness of products, while prices that

are too high can be a barrier for consumers. However, the influence of price on buying interest can also be influenced by brand image and nutrition labels. A strong brand image can add value to a product, so consumers are willing to pay more for products with a positive brand image. Similarly, informative nutrition labels can improve the perception of a product's value, making consumers willing to pay more for products that are considered healthy and nutritious. Defines price as the amount of money required to get a product or service. In a broader sense, price includes the overall value submitted by a customer to benefit from the ownership or use of that product or service (Kotler et al., 2023). In particular, the price range in one market can be affected not only by past prices but also by prices in other markets (Javadi et al., 2024).

In this context, *purchase intention*, or purchase intent, is a key factor in understanding how consumers make purchasing decisions. Purchase intention reflects the tendency of consumers to buy a product in the future based on their evaluation of various factors. According to Kotler et al., (2023) Consumers can form purchase intent based on factors such as expected revenue, expected price, and expected product benefits. According to Maharani et al., (2024) Purchase intent is an effort made by consumers to buy a product or service or consume a product available at a retail store they have visited.

This study focuses on four variables, namely *brand image, nutrition label, purchase intention,* and *price*. The two x variables or independent variables will be studied partially and *independently* of *price* as a mediator and *purchase intention* as a dependent variable. Based on this background. The author raised this in a research paper titled: "The Effect of *Brand Image* and *Nutrition Label* on *Purchase Intention of* Ready *to Eat* Lawson Minimarket Products Mediated by *Price*.

This study examines the influence of brand image and nutrition label on purchase intention for ready-to-eat products with price as a mediating factor.

This study introduces a unique approach by investigating the interplay between brand image, nutrition label, and purchase intention within the context of ready-to-eat (RTE) products available at Lawson Minimarket, with price serving as a mediating factor. While prior research has explored the impact of brand image and nutrition labels on consumer behavior, this study goes further by examining how price mediates the relationship between these factors and purchase intention. This approach provides a deeper understanding of consumer decision-making in the RTE market, offering insights into how consumers balance brand perception, nutritional information, and pricing in their purchase choices. By integrating these variables, the research aims to fill a gap in the existing literature and offers practical implications for marketers and policymakers focused on promoting healthier consumer choices in the growing RTE food segment.

Research Methods

The type of research used in this study is quantitative research. Quantitative research involves measuring variables as well as testing relationships between variables to identify patterns, correlations, or cause-and-effect relationships. The basic values in quantitative research include neutrality, objectivity, and the effort to acquire knowledge in a wide scope, such as through statistical analysis of large samples (Leavy, 2017).
Technical Analysis

This study uses Partial Least Squares SEM (PLS-SEM). The necessary criterion in PLS-SEM is the structural test of the model. Structural analysis assisted by the SmartPLS program

Descriptive

According to Sugiyono, (2023) Quantitative descriptive analysis methods are used to provide a systematic, correct, and accurate overview of facts, characteristics, and relationships. The definition of descriptive statistical analysis is "statistics used to analyze data by describing or describing data that has been collected as it is without the intention of making generalized conclusions or generalizations".

Inferential

Structural testing of the model is necessary to see whether the model in the study can be empirical or not and can be continued on hypothesis testing. The criteria for the structural test of the model in this study are according to (Hair et al., 2022) that is:

a. *The Goodness of Fit* (GOF) in PLS is shown in the NFI value which describes the level of model suitability, if the NFI value is close to the value of 1, then the research model is getting closer to the empirical model.

b. If the value of the determination coefficient or R *Square* is close to one, this indicates that the variable has a high ability to explain the variation in the bound variable in the context of this study.

Effect *Size* (F Square) test, if the F *square* value is at the value of 0.02 (weak exogenous variables affect endogenous variables), 0.15 (medium exogenous variables affect endogenous variables), 0.35 (large exogenous variables in affecting endogenous variables) while if it is below 0.02 then there is no influence at all between these variables.

Results and Discussions

Descriptive Statistical Test Results

Descriptive statistics are used to determine the magnitude of the average value of the indicator, table shows the results of descriptive statistics.

Table 1 Table of Descriptive Statistical Test Results

Item Code		Response Answer					Mean	Standard Deviation
		1	**2**	**3**	**4**	**5**		
Brand Image	BI1	2	8	68	71	5	3,365	0,767
		1,22%	10,98%	41,46%	43,29%	3,05%		
Brand Image	BI2	4	3	45	97	15	3,37	0,759
		2,44%	1,83%	27,44%	59,15%	9,15%		
Brand Image	BI3	1	2	33	105	23	3,973	0,661
		0,61%	1,22%	20,12%	64,02%	14,02%		
Brand Image	BI4	1	7	37	99	20	3,946	0,73
		0,61%	4,27%	22,56%	60,37%	12,20%		
Brand Image	BI5	2	1	7	112	42	4,216	0,639
		1,22%	0,61%	4,27%	68,29%	25,61%		
Total Average Score and Standard Deviation							**3,854**	**0,711**
Item Code		**Response Answer**					**Mean**	**Standard Deviation**
		1	**2**	**3**	**4**	**5**		
Nutrition Label	NL1	1	10	46	95	12	3,581	0,731
		0,61%	6,10%	28,05%	57,93%	7,32%		
	NL2	0	8	52	95	9	3,541	0,664

Nutrition Label		0,00%	4,88%	31,71%	57,93%	5,49%		
Nutrition Label	NL3	1	7	48	100	8	3,486	0,67
		0,61%	4,27%	29,27%	60,98%	4,88%		
Nutrition Label	NL4	0	7	49	92	16	3,635	0,699
		0,00%	4,27%	29,88%	56,10%	9,76%		
Nutrition Label	NL5	1	9	47	75	32	3,865	0,844
		0,61%	5,49%	28,66%	45,73%	19,51%		
Total Average Score and Standard Deviation							**3,622**	**0,721**
Item Code		**Response Answer**					**Mean**	**Standard Deviation**
		1	**2**	**3**	**4**	**5**		
Purhcase Intention	PI1	0	2	35	110	17	3,892	0,592
		0,61%	1,22%	21,34%	67,07%	10,37%		
Purhcase Intention	PI2	0	1	19	106	38	4,081	0,603
		0,00%	0,61%	11,59%	64,63%	23,17%		
Purhcase Intention	PI3	0	2	12	122	28	4,081	0,538
		0,00%	1,22%	7,32%	74,39%	17,07%		
Purhcase Intention	PI4	1	4	31	100	28	4,081	0,713
		0,61%	2,44%	18,90%	60,98%	17,07%		
Purhcase Intention	PI5	1	8	52	87	16	3,703	0,745
		0,61%	4,88%	31,71%	53,05%	9,76%		
Total Average Score and Standard Deviation							**3,968**	**0,638**
Item Code		**Response Answer**					**Mean**	**Standard Deviation**
		1	**2**	**3**	**4**	**5**		
Price	H1	0	1	33	115	15	3,865	0,551
		0,00%	0,61%	20,12%	70,12%	9,15%		
Price	H2	0	6	40	102	16	3,824	0,665
		0,00%	3,66%	24,39%	62,20%	9,76%		
Price	H3	0	3	45	101	15	3,797	0,627
		0,00%	1,83%	27,44%	61,59%	9,15%		
Price	H4	0	34	53	64	13	3,311	0,896
		0,00%	20,73%	32,32%	39,02%	7,93%		
Price	H5	2	7	52	87	16	3,568	0,763
		1,22%	4,27%	31,71%	53,05%	9,76%		
Total Average Score and Standard Deviation							**3,673**	**0,700**

Source: Respondent questionnaire results, (2024)

Based on Table 4.6, it can be seen that the brand image variable has an average mean value of 3.854 and a standard deviation of 0.711. The nutrition label variable had an average mean value of 3.622 and a standard deviation of 0.721. The purchase intention variable had an average value of 3.968 and a standard deviation of 0.638. The price variable has an average value of 3.673 and a standard deviation of 0.700 from the test

results in table 1, we can draw an overview of the provisional calculation results as follows:

Table 2 Table of Average Results and Standard Deviation

Variable	Highest - Lowest	Variable	Highest - Lowest
Purchase Intention	3,968	Nutrition Label	0,721
Brand Image	3,854	Brand Image	0,711
Price	3,673	Price	0,700
Nutrition Label	3,622	Purchase Intention	0,638

Source: Respondent questionnaire results, (2024)

Meanwhile, from the results of the questionnaire on average and standard deviation, the average score of the questionnaire results was the highest on purchase intention with a value of 3.968 and the lowest on nutrition label with a value of 3.622. Meanwhile, in the calculation of the standard deviation, the highest value deviation is nutrition label with a value of 0.721 and the lowest is purchase intention with a value of 0.638. This can be seen in table 2 very interesting to be a temporary answer to how all variables will affect each other, whether after we test it can answer all the hypotheses that arise, therefore we will try to do a test with some references using SmartPLS version 4.

Test Instrument

The data that has been collected has been analyzed using the SEM model using the SmartPLS version 4.0 Partial Least Square (PLS) application. The PLS method is one of the alternatives in the analysis *Structural Equation Modeling* (SEM) which is used to overcome some problems in SEM, as explained by Haryono, (2017).

Outer Model Evaluation

The evaluation of the outer model aims to assess the validity and reliability of the model, especially in the context of a reflexive model. This evaluation process includes measuring the convergent validity and discriminant validity of the indicator, as well as calculating the composite reliability for the indicator block (Ghozali & Latan, 2015). In addition, in this step, the SEM model is realized in the form of a diagram to visualize the causal relationship to be tested, thus facilitating the understanding of the model.

Validity Testing

According to Hair et al., (2022), an indicator is considered to have sufficient convergent validity if the value of *outer loading*exceeds the number of 0.7.

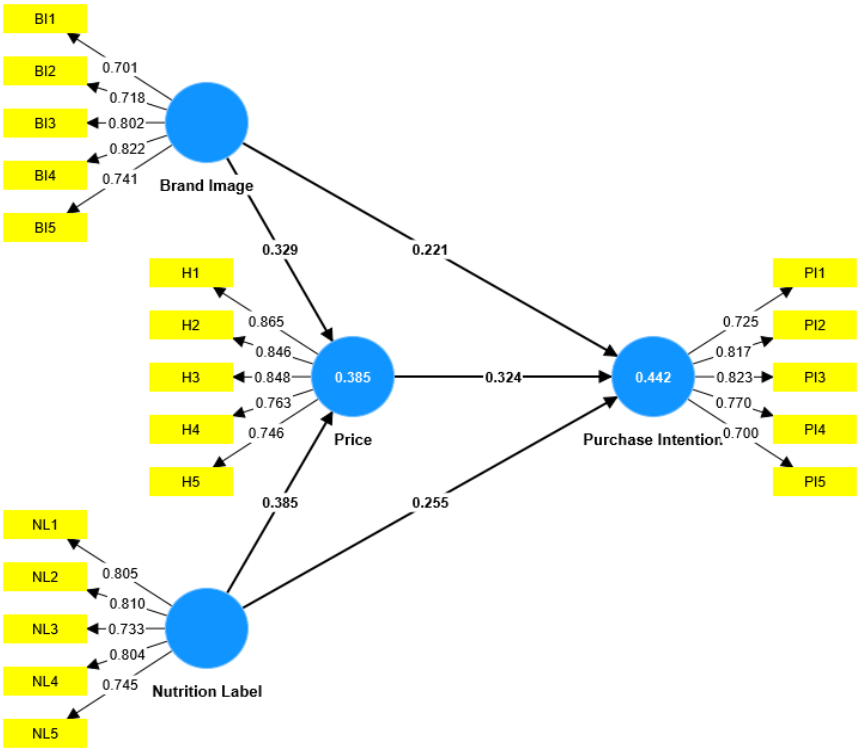

Figure 2 Outer Loadings

Source: SmartPLS 4 data processing results, (2024)

Below are the results of the outer loading for each construction indicator:

Table 3 Validity Test Results Table

Variable	Item Code	Outer Loading	Information
Brand Image	BI1	0,701	Valid
Brand Image	BI2	0,718	Valid
Brand Image	BI3	0,802	Valid
Brand Image	BI4	0,822	Valid
Brand Image	BI5	0,741	Valid
Nutrition Label	NL1	0,805	Valid
Nutrition Label	NL2	0,810	Valid
Nutrition Label	NL3	0,733	Valid
Nutrition Label	NL4	0,804	Valid
Nutrition Label	NL5	0,745	Valid
Purchase Intention	PI1	0,725	Valid
Purchase Intention	PI2	0,817	Valid
Purchase Intention	PI3	0,823	Valid
Purchase Intention	PI4	0,770	Valid
Purchase Intention	PI5	0,700	Valid
Price	H1	0,865	Valid
Price	H2	0,846	Valid
Price	H3	0,848	Valid
Price	H4	0,763	Valid
Price	H5	0,746	Valid

Source: SmartPLS 4 data processing results, (2024)

Based on table 3 above, all indicators of each research variable have an *outer loading* > 0.70 so that all indicators are declared valid where an indicator is declared valid, if it has an *outer loading* value greater than 0.70, while bulla has an *outer loading* below 0.70 meals will be removed from the model. The highest indicator of brand image is BI4, nutrition label is NL2, purchase intention is PI3 and price is H1.

Average Variance Extracted (AVE) Testing

According to Hair et al., (2022), to consider a variable as valid, the Average Variance Extracted (AVE) value must exceed 0.5. Here are the AVE values for each variable:

Table 4 Average Variance Extracted (AVE) Test Results

Variable	Average Variance Extracted (AVE)	Information
Brand Image	0,575	Valid
Nutrition Label	0,609	Valid
Purchase Intention	0,591	Valid
Price	0,665	Valid

Source: SmartPLS 4 data processing results, (2024)

From the analysis of Tables 3 and 4, it can be concluded that all values on the outer loading indicator have met the set criteria, and this is reinforced by the Average Variance Extracted (AVE) value which has also exceeded the threshold of 0.5. Based on table 4.9, it can be identified that the highest AVE value is found in price, with a value of 0.665. On the other hand, the brand image variable shows the lowest AVE value, which is 0.575.

Therefore, based on the results of the outer loading in Table 4.8 and the AVE values listed in Table 4, it can be concluded that the data used in this study has met the test criteria for convergence validity.

Discrimination Validity Testing

The Discriminatory Validity Test aims to identify the extent to which a construct is completely different from other variables. In the context of measurement with reflective indicators, the validity of discrimination is assessed based on cross loading, which compares each measured latent variable with the latent indicator of the other variables (Ghozali & Latan, 2015). The criteria for the validity of discrimination are considered to be met if the measurement indicator is stronger or has a higher correlation with the variable it is actually measuring, while having a lower correlation with other variables. Table 5 describe the cross loading value for each construct in this study.

Table 5 Results of Discrimination Validity Test

Code	Brand Image	Nutrition Label	Price	Purchase Intention
BI1	0.701	0.410	0.317	0.315
BI2	0.718	0.270	0.279	0.297
BI3	0.802	0.489	0.476	0.424
BI4	0.822	0.457	0.463	0.429
BI5	0.741	0.256	0.395	0.461
H1	0.490	0.519	0.865	0.524
H2	0.512	0.469	0.846	0.503
H3	0.449	0.492	0.848	0.515
H4	0.307	0.373	0.763	0.419
H5	0.332	0.364	0.746	0.381
NL1	0.482	0.805	0.404	0.447
NL2	0.353	0.810	0.402	0.344

NL3	0.343	0.733	0.413	0.346
NL4	0.380	0.804	0.471	0.528
NL5	0.396	0.745	0.448	0.422
PI1	0.308	0.461	0.402	0.725
PI2	0.459	0.460	0.395	0.817
PI3	0.419	0.406	0.395	0.823
PI4	0.476	0.345	0.507	0.770
PI5	0.319	0.423	0.519	0.700

Source: SmartPLS 4 data processing results, (2024)

Table 5 shows that the *cross loading* value of each indicator to its latent variable has a higher correlation compared to other latent variables. Based on these results, it can be concluded that all variables have met the criteria in the validity test of discrimination.

Composite Testing of Reliability & Cronbach's Alpha

After undergoing the process of testing convergent validity and validity of discrimination, the next step is to conduct reliability testing using composite eeliability and Cronbach's alpha. If all the composite reliability values in the latent variable exceed 0.70 and Cronbach's alpha value also exceeds 0.70, then it can be concluded that the construct has good reliability. This also indicates that the questionnaire used in this study has been proven to be reliable and consistent in measuring the existing variables.

Table 6 Composite Reliability and Cronbach's Alpha Test Results

Variable	Cronbach's Alpha	Composite Reliability
Brand Image	0,817	0,871
Nutrition Label	0,839	0,886
Price	0,874	0,908
Purchase Intention	0,825	0,878

Source: SmartPLS 4 data processing results, (2024)

Based on Table 6, it can be seen that Cronbach's alpha value shows a value greater than 0.7 and the value of composite reliability shows a value greater than 0.7 for each variable. Thus it can be stated that the value on each instrument is reliable.

Inner Model Evaluation (Structural Model)

Inner model testing is a step in building a model that is based on existing theories and concepts. It is used to analyze the relationship between exogenous and endogenous variables that have been defined in a conceptual framework (Ghozali & Latan, 2015). The structural model test was carried out by assessing various parameters, including the Normed Fit Index (NFI), determination coefficient (R2), Effect Size (F2), Predictive Relevance Value (Q2), and P-value to test the proposed hypothesis.

Normed Fit Index

The *Normed Fit Index* (NFI) test is used to determine the feasibility of the model that has been formed. If the value is between 0 and 1, then the model is said to meet the eligibility requirements of the model.

Table 7 Normed Fit Index (NFI) Test Results

Test	Value
Normed Fit Index	0,735

Source: SmartPls 4 data processing results, (2024)

From the data that has been obtained, the Normed Fit Index shows a value of 0.735. Therefore, it can be concluded that the model used has met the eligibility criteria of the model and can be continued to the next stage.

R-square (R2)

The inner model or also known as the structural model plays a role in describing the relationship between latent variables based on substantive theory. Structural models allow the evaluation of constructs that are bound or dependent variables using Predictive Relevance (Q2) values, as well as measure the extent to which certain latent or independent variables have an influence. In addition, the model also assesses whether the latent variable is free or dependent has a significant influence. In this case, the higher the R2 value, the greater the ability of the bound latent variable to explain the variation in the free latent variable. R2 values of 0.75, 0.50, and 0.25 are considered "substantial," "moderate," and "weak," indicators according to the guidelines described by Hair et al. (2022).

Table 8 R square (R2) value of each variable

Variable	R-square	R-square adjusted
Price	0,385	0,377
Purchase Intention	0,442	0,432

Source: SmartPLS 4 data processing results, (2024)

Based on the results of the data obtained, table 8 shows:

- The R-square *value* for the price variable was obtained as 0.385. These results show that 38.5% of price variables can be influenced by Brand Image and Nutrition Label variables.
- The *R-square value* for the Purchase Intention variable was obtained as 0.442. These results show that 44.2% of the Purchase Intention variables can be influenced by the Brand Image, Nutrition Label and Price variables

Effect Size (F2)

Effect size (F2) is used to assess whether the deletion of exogenous variables has a significant impact on endogenous variables. F2 values of 0.02, 0.15, and 0.35 are used as representations of small, medium, and large effects (Chin, 1998). Table 9 presents the effect size (F2) value of each exogenous variable against the endogenous variable.

Table 9 Effect Size Value (F2)

Variable	Brand Image	Nutrition Label	Price	Purchase Intention
Brand Image	-	-	0,132	0,058
Nutrition Label	-	-	0,180	0,073
Price	-	-	-	0,116
Purchase Intention	-	-	-	-

Source: SmartPLS 4 data processing results, (2024)

Based on the data obtained in table 9, it can be explained as follows:

- An *f-square* Brand Image value of 0.058 indicates a small influence on Purchase Intention, and a value of 0.132 indicates a small influence on Price.
- The *f-square* Nutrition Label value of 0.073 indicates a small influence on Purchase Intention, and a value of 0.180 indicates a moderate effect on Price.
- The f-square *price value* of 0.116 shows a small influence on Purchase Intention.

Predictive Relevance Value (Q2)

The purpose of conducting predictive relevance (Q) testing is to validate the model. The result of the Q calculation is as follows:

$Q2 = 1 - (1 – R12) (1 – R22)$

$Q2 = 1 - (1 – 0.385) (1 – 0.442)$

$Q2 = 0.656$

Based on the results of the predictive relevance (Q2) calculation above, it shows a value of 0.656. In this research model, the endogenous latent variable has a greater predictive relevance (Q) value and 0 (zero) so that the exogenous latent variable as an explanatory variable is able to predict the endogenous variable, namely Price or in other words proves that this model is considered to have good predictive relevance.

Hypothesis Testing

The next stage is to conduct *bootstrapping* testing. This test is carried out by looking at the results of *the Path Coefficients* test to see the significance value through the p *value* to check the relationship between variables. The following are the results of *bootstrapping testing* from the use of SmartPLS 4.

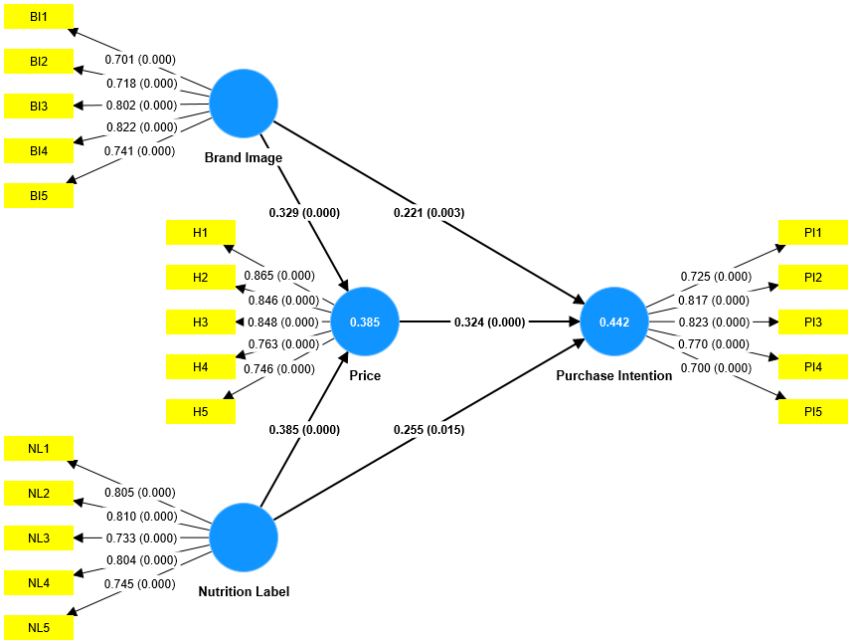

Figure 3 Bootstrapping Model

Source: SmartPLS 4 data processing results, (2024)

After testing *bootstrapping* as shown in Figure 3, the next step is to conduct an analysis *Path Coefficients* to see the results of the direct influence calculation. The variable is declared significant when p-*value* < 0.05 (Hair et al., 2022).

Table 10 Testing the Direct Influence Hypothesis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Brand Image -> Price	0,329	0,336	0,078	4,210	0,000
Brand Image -> Purchase Intention	0,221	0,232	0,074	2,988	0,003
Nutrition Label -> Price	0,385	0,386	0,075	5,140	0,000
Nutrition Label -> Purchase Intention	0,255	0,244	0,105	2,422	0,015
Price -> Purchase Intention	0,324	0,327	0,089	3,636	0,000

Source: SmartPLS 4 data processing results, (2024)

Based on Table 10, the results of calculations between constructs contained in the model by paying attention to the p-value can be expressed as follows:

1) Brand Image has a significant influence on Price

The table above shows that the influence of Brand Image on Price is significant with a p-value < 0.05, which is 0.000. The original sample estimate value is positive, which is 0.329, which shows that the direction of the influence of Brand Image on Price is positive. Thus hypothesis 1 in this study is accepted. Brand Image has a significant positive effect on Price.

2) Nutrition Labels have a significant influence on Price

The table above shows that the influence of Nutrition Label on Price is significant with a p-value < 0.05 which is 0.000. The original *sample estimate* value is positive, which is 0.385, which shows that the direction of the influence of Nutrition Label on Price is positive. Thus hypothesis 2 in this study is accepted. Nutrition Label has a significant positive effect on Price.

3) **Brand Image has a significant influence on Purchase Intention**

The table above shows that the influence of Brand Image on Purchase Intention is significant with a p-value < 0.05 which is 0.003. The original *sample estimate* value is positive, which is 0.221, which shows that the direction of the influence of Brand Image on Purchase Intention is positive. Thus hypothesis 3 in this study is accepted. Brand Image has a significant positive effect on Purchase Intention.

4) **Nutrition Label has a significant influence on Purchase Intention**

The table above shows that the influence of Nutrition Label on Purchase Intention is significant with a p-value < 0.05 which is 0.015. The original *sample estimate* value is positive, which is 0.255, which shows that the direction of the influence of Nutrition Label on Purchase Intention is positive. Thus hypothesis 4 in this study is accepted. Nutrition Label has a significant positive effect on Purchase Intention.

5) **Price has a significant influence on Purchase Intention**

The table above shows that the influence of Price on Purchase Intention is significant with a p-value < 0.05 which is 0.000. The value of *the original sample estimate* is positive, which is 0.324, which shows that the direction of Price's influence on Purchase Intention is positive. Thus hypothesis 5 in this study is accepted. Price has a significant positive effect on Purchase Intention.

As for the analysis of the influence of mediation variables, it can be seen in the table below.

Table 12 Testing the Indirect Influence Hypothesis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Brand Image -> Price -> Purchase Intention	0,107	0,109	0,037	2.860	0,004
Nutrition Label -> Price -> Purchase Intention	0,125	0,128	0,047	2.656	0,008

Source: SmartPLS 4 data processing results, (2024)

6) Brand Image has a positive and significant effect on Purchase Intention Through Price as an intervening variable

The table above shows that Brand Image has a positive and significant effect on Purchase Intention Through Price as an intervening variable, with a p-value < 0.05 which is 0.004. The original *sample estimate* value is positive, which is 0.107, which indicates that the direction of mediation influence is positive. Thus hypothesis 6 in this

study is accepted. Brand Image has a positive and significant effect on Purchase Intention Through Price as an intervening variable

7) **Nutrition Label has a positive and significant effect on Purchase Intention Through Price as an intervening variable**

The table above shows that Nutrition Label has a positive and significant effect on Purchase Intention Through Price as an intervening variable, with a p-value < 0.05 which is 0.008. The original sample estimate value is positive, which is 0.125, which indicates that the direction of mediation influence is positive. Thus hypothesis 7 in this study is accepted. Nutrition Label has a positive and significant effect on Purchase Intention Through Price as an intervening variable.

Discussion

The Influence of Brand Image on Price

The first hypothesis in this study shows that the hypothesis is accepted. Based on the calculation, the p value for the influence of brand image on price is 0.000 with a statistical t value of 4.210, and the coefficient of the brand image path to price is 0.329, which means that brand image has a positive and significant effect on price. This means that the brand image has a significant impact on the price of Ready-to-Eat products at the Lawson minimarket. In other words, the more positive the Lawson brand image, the higher the price that can be set for their RTE products. Based on the research that has been carried out, it is proven that the results of this study support previous research conducted by Suhud et al., (2022) which states that brand image has a significant impact on perceived prices. The better the brand image, the higher the price that consumers will consider appropriate. This means that consumers are willing to pay more for products from brands with a good image. Research Casidy & Sugianto, (2023) states that buyers' perception of a sustainable brand image positively affects *Willingness to Pay* (WTP), or the willingness to pay more for a product.

Effect of Nutrition Label on Price

The second hypothesis in this study shows that the hypothesis is accepted. Based on the calculation, the p value for the influence of nutrition labels on price is 0.000 with a statistical t value of 5.140, and the coefficient of nutrition label pathways on price is 0.385, which means that nutrition labels have a positive and significant effect on price. This means that nutrition labels have a significant impact on the price of Ready-to-Eat products at Lawson convenience stores. In other words, RTE products with more complete and informative nutrition labels tend to have a higher price. Based on the research that has been carried out, it is proven that the results of this study support previous research conducted by Akaichi et al., (2022) which cited the role of organic, local, and low-fat labels in driving demand for meat revealed that the average consumer is willing to pay a significant premium price for meat labeled "animal-friendly". Meanwhile, according to research Gassler et al., (2023) consumers use supplemental nutrition information in different ways: they use only BOP nutrition facts or they combine the two. The nutri score shows that a healthier nutritional profile increases the likelihood of buying something at an appropriate price. And research Fu et al., (2024) Mentioning Geographic labels, especially ROO labels, can significantly affect the price consumers are willing to pay. By providing signals of quality, authenticity, and various product values, these labels can justify the premium price in the eyes of consumers.

The Influence of Brand Image on Purchase Intention

The third hypothesis in this study shows that the hypothesis is accepted. Based on the calculation, a p value for the influence of brand image on purchase intention was

obtained of 0.003 with a statistical t value of 2.988, and the coefficient of the brand image path to purchase intention was 0.221, which means that brand image has a positive and significant effect on purchase intention. This means that brand image has a significant impact on the purchase intention of Ready-to-Eat products at Lawson minimarkets. In other words, the more positive the image of the Lawson brand in the eyes of consumers, the higher their intention to buy the RTE products offered. Based on the research that has been carried out, it is proven that the results of this study support previous research conducted by Salhab et al., (2023), Lee et al., (2024), Arachchi, (2022) Mentioning a positive brand image can have a significant impact on consumer purchase intentions.

The Effect of Nutrition Label on Purchase Intention

The fourth hypothesis in this study shows that the hypothesis is accepted. Based on the calculation, the p value for the influence of nutrition labels on purchase intention was 0.015 with a statistical t value of 2.422, and the coefficient of the nutrition label pathway on purchase intention was 0.255, which means that nutrition labels have a positive and significant effect on purchase intention. This means that nutrition labels have a significant impact on the purchase intention of Ready-to-Eat products at Lawson minimarkets. In other words, consumers tend to be more interested in buying RTE products that come with clear, complete, and informative nutrition labels. Based on the research that has been carried out, it is proven that the results of this study support previous research conducted by Zhu, (2023) Nutrition information and labels can guide consumers to make a healthier food purchase interest and nutrition labels themselves can have a positive effect on the products disclosed. According to research Walterscheid et al., (2024) The positive influence of a higher level of security label affects a stronger purchase intent. Meanwhile, according to research Park, (2023) The presence of a label on the front of the package significantly increases purchase intent.

Effect of Price on Purchase Intention

The fifth hypothesis in this study shows that the hypothesis is accepted. Based on the calculations, the p value for the effect of price on purchase intention is 0.000 with a statistical t value of 3.636, and the coefficient of the price path to purchase intention is 0.324, which means that price has a positive and significant effect on purchase intention. This means that price has a significant impact on the purchase intention of Ready-to-Eat products at Lawson minimarkets. In other words, lower prices tend to increase consumer intent to buy RTE products. Based on the research that has been carried out, it is proven that the results of this study support previous research conducted by Bürgin & Wilken, (2022) A simple pricing mechanism can help communicate benefits to consumers and increase purchase intent towards sustainable products. Meanwhile, according to research Al et al., (2023) The willingness to pay a premium price for eco-friendly skin care products is greatly influenced by consumer buying interest.

The Effect of Brand Image on Price-Mediated Purchase Intention

The sixth hypothesis in this study shows that the hypothesis is accepted. Based on the calculation, the p value for the influence of brand image on price-mediated purchase intention is 0.004 with a statistical t-value of 2.860, and the coefficient of the brand image path to price is 0.107, which means that brand image has a positive and significant effect on price-mediated purchase intention. This means that brand image not only has a direct effect on purchase intention, but also has an indirect influence through price. A positive brand image can increase consumer purchase intention indirectly by affecting their perception of product prices. Based on the research that has been carried out, it is proven that the results of this study support previous research conducted by Zheng, (2024) An

athlete's brand image, which is formed from fans' perception of athletes' performance on the field and activities off the field, has a positive impact on purchase intent. When fans feel that the price of an athlete-related product is appropriate or provides good value, the positive influence of the *Brand Image* towards *purchase intention* will get stronger (Zheng, 2024). Meanwhile, according to research Benhardy et al., (2020) Brand image and price perception are important factors that affect the purchase intention of prospective online university students. Brand trust also plays an important role, but the direct influence of brand image and price perception on purchase intent is more significant.

Effect of Nutrition Label on Price-Mediated Purchase Intention

The fifth hypothesis in this study shows that the hypothesis is accepted. Based on the calculation, the p value for the influence of nutrition labels on price-mediated purchase intention was 0.008 with a statistical t-value of 2.656, and the coefficient of the nutrition label pathway on price-mediated purchase intention was 0.125, which means that nutrition labels had a positive and significant effect on price-mediated purchase intention. This means that nutrition labels not only have a direct effect on purchase intention, but also have an indirect influence through price. A complete and informative nutrition label can indirectly increase consumers' purchase intention by influencing their perception of product prices. Based on the research that has been carried out, it is proven that the results of this study support previous research conducted by Fu et al., (2024) Label The product is largely responsible for the influence of functional value and novelty value on purchase intent on willingness to pay a premium price. Meanwhile, according to research Washington et al., (2023) Attitudes towards private labels play an important role in consumers' decisions to purchase goods; A better picture of the supermarket lowers the risk that customers perceive and encourages them to make a purchase. Price awareness has a positive effect on attitudes towards private label brands (Washington et al., 2023).

Conclusion

Based on the analysis of the questionnaire distributed through Google Forms, the study found that brand image and nutrition labels positively and significantly influence both price and purchase intention for Lawson's RTE (Ready-to-Eat) products. Specifically, strong brand image and comprehensive nutrition labels justify higher prices, enhance consumer buying interest, and increase the perceived value of the products. Additionally, price plays a crucial role in mediating the impact of both brand image and nutrition labels on purchase intention, indicating that effective branding and clear nutritional information can allow Lawson to set premium prices without reducing consumer interest.

References

Akaichi, F., Glenk, K., & Giha, C. R. (2022). *Bundling food labels : What role could the labels " Organic , " " Local " and " Low Fat " play in fostering the demand for animal - friendly meat*. *July 2019*, 349–370. https://doi.org/10.1002/agr.21733

Al, A., Naznen, F., Yang, Q., Helmi, M., Mohd, N., & Nik, H. (2023). Heliyon Modelling the significance of celebrity endorsement and consumer interest on attitude , purchase intention , and willingness to pay a premium price for green skincare products. *Heliyon*, *9*(6), e16765. https://doi.org/10.1016/j.heliyon.2023.e16765

Annur, C. M. (2023). *Obesitas hingga Kanker, Ini Deretan Masalah Kesehatan Akibat Mengonsumsi Makanan Cepat Saji.*

Arachchi, H. A. D. M. (2022). *Does perceived corporate citizenship affect on purchasing intention during the COVID-19 pandemic ? Across the mediation impact of brand trust and consumer – brand relationship*. https://doi.org/10.1108/IRJMS-10-2021-0136

Bachrens, I. T. (2019). *Masak Sehat Itu Mudah*. Kawan Pustaka, PT.

Badan Pusat Statistik. (2023).

Benhardy, K. A., Putranto, A., & Ronadi, M. (2020). *Management Science Letters*. *10*, 3425–3432. https://doi.org/10.5267/j.msl.2020.5.035

Bürgin, D., & Wilken, R. (2022). Increasing Consumers ' Purchase Intentions Toward Fair - Trade Products Through Partitioned Pricing. *Journal of Business Ethics*, *181*(4), 1015–1040. https://doi.org/10.1007/s10551-021-04938-6

Casidy, R., & Sugianto, D. (2023). The effects of B2B sustainable brand positioning on relationship outcomes. *Industrial Marketing Management*, *109*(February), 245–256. https://doi.org/10.1016/j.indmarman.2023.02.006

Fu, K., Ho, X., Liu, F., & Tarabashkina, L. (2024). *A closer look at geographical indicators : how food labels influence product values , authenticity and willingness*. *36*(4), 837–861. https://doi.org/10.1108/APJML-11-2022-0926

Gassler, B., Faesel, C. K., & Moeser, A. (2023). *Toward a differentiated understanding of the effect of Nutri - Score nutrition labeling on healthier food choices*. *June 2022*, 28–50. https://doi.org/10.1002/agr.21762

Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep Teknik dan Aplikasi dengan Program Smart PLS 3.0*. Universitas Diponegoro.

Godden, E., Avramova, Y., Grote-hogeschool, K. De, & Dens, N. (2022). *High hopes for front-of-pack (FOP) nutrition labels ? A conjoint analysis on the trade-offs between a FOP label , nutrition claims , brand and price for different consumer segments . Elke Godden a (Corresponding author) Declarations of interest : none*. *November*. https://doi.org/10.1016/j.appet.2022.106356

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed). SAGE Puclication, Inc.

Haryono, S. (2017). Metode SEM untuk penelitian manajemen dengan AMOS LISREL PLS. *Luxima Metro Media*, *450*.

Javadi, A., Ghahremanzadeh, M., & Soumeh, E. A. (2024). Investigating the price volatility spillover effects in the poultry industry inputs market and the egg market in Iran : using the multivariate DCC - GARCH model. *Agriculture & Food Security*, 1–10. https://doi.org/10.1186/s40066-024-00472-6

Kotler, P., Armstrong, G., & Balasubramanian, S. (2023). *Principles of Marketing*.

Laguna, L., Gómez, B., Garrido, M. D., Fiszman, S., Tarrega, A., & Linares, M. B. (2020). Do consumers change their perception of liking, expected satiety, and

healthiness of a product if they know it is a ready-to eat meal? *Foods*, *9*(9). https://doi.org/10.3390/foods9091257

Leavy, P. (2017). *Research Design Quantitative, Qualitative, Mixed Methods, Art-Based, and Community-Based Participatory Research Approaches*. The Guildford Press.

Lee, Y., Chen, C., Chou, Y., & Lin, Y. (2024). *behavioral sciences Green Consumer Behavior of Sports Enthusiasts on TikTok — An Analysis of the Moderating Effect of Green Concern*.

Maharani, N., Helmi, A., Mulyana, As., & Hasan, M. (2024). *In-store promotion and customer value on private label product purchase intention*. https://doi.org/10.21511/im.16(4).2020.09

Pangestuti, R. (2022). *Mari Membiasakan Membaca Label pada Makanan Kemasan*.

Park, S. (2023). *Exploration of the applicability of the front-of-package nutrition label to advertising in comparison with the label on the product package*. *4*(January), 413–430. https://doi.org/10.1108/JCM-01-2022-5122

Permana, M. A. (2022). *CONSUMER BEHAVIOR AND PERCEIVE TO BUY FROM READY- TO-EAT MEALS MEAT-BASED PRODUCTS : A CASE STUDY OF RENDANG TASTES PROCESSED MEATS IN INDONESIA*. 3098–3109.

Salhab, H. A., Aljabaly, S. M., Zoubi, M. M. Al, & Mohammed, D. (2023). *International Journal of Data and Network Science The impact of social media marketing on purchase intention : The mediating role of brand trust and image*. *7*, 591–600. https://doi.org/10.5267/j.ijdns.2023.3.012

Sari, A. N. (2022). *Kondisi Industri Pengolahan Makanan dan Minuman di Indonesia*.

Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV. Alfabeta.

Suhud, U., Allan, M., Rahayu, S., & Prihandono, D. (2022). *When Brand Image , Perceived Price , and Perceived Quality Interplay in Predicting Purchase Intention : Developing a Rhombus Model*. 232–245.

Walterscheid, M., Huijts, N., & Sintemaartensdijk, I. Van. (2024). Computers in Human Behavior Reports Nudging purchase intention towards more secure domestic IoT : The effect of label features and psychological mechanisms. *Computers in Human Behavior Reports*, *14*(August 2023), 100386. https://doi.org/10.1016/j.chbr.2024.100386

Washington, M., Angie, A. B., Sharon, B. M., & Lissette, S. H. (2023). *Determinants of attitude towards and purchase intention of private label brands in Ecuador*. *101*.

WHO. (2024). *Nutrition in the South-East Asia Region.*

Zheng, L. (2024). *Exploring the impact of athlete brand image on fans ' behavioural outcomes : the role of emotional attachment and perceived price value*. https://doi.org/10.1108/IJSMS-01-2024-0030

Zhu, C. (2023). *Consumer responses to nutrition labels in China*. *August 2022*, 278–294. https://doi.org/10.1002/jaa2.57