

THE EFFECT OF BRAND IMAGE, PRICE, FACILITIES, AND ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION

Anita Dita Cahyani

Faculty of Economics and Business, Universitas PGRI Madiun

email: anita_2203102146@mhs.unipma.ac.id

Abstract

This study aims to identify and analyze the influence of brand image, price, facilities, and electronic word of mouth on the purchase intention of Taichan Jero Pasar Sleko consumers in Madiun. This study employs a quantitative approach, with the population consisting of Taichan Jero Pasar Sleko consumers and consumers who are familiar with Taichan Jero Pasar Sleko products in Madiun. The research sample consisted of 170 respondents selected based on the study criteria. Data collection was conducted via a questionnaire and analyzed using the Partial Least Squares (PLS) method with the assistance of SmartPLS 3.0 software. The results indicate that Brand Image has a positive and significant effect on Purchase Intention. Price does not have a significant effect on Purchase Intention. Facilities did not have a significant effect on purchase intention. Meanwhile, electronic word of mouth had a positive and significant effect on purchase intention. The results indicate that brand image and positive information obtained by consumers through electronic media play a role in increasing Taichan Jero Pasar Sleko consumers' purchase intention.

Keywords: Brand Image, Price, Facilities, Electronic Word-of-Mouth, Purchase Intention.

A. INTRODUCTION

The growth of the food and beverage sector in Madiun indicates an expanding market opportunity while also intensifying competition among culinary businesses. According to data from the Central Statistics Agency (BPS) of Madiun, economic growth in 2025 reached 5.69%, while the Accommodation and Food and Beverage Services sector grew by 7.58%. These conditions indicate that the culinary business has significant market potential but also faces increasingly fierce competition, giving consumers more alternatives when choosing products. This situation is reflected at Taichan Jero Pasar (TJP), located in the Sleko Market area of Madiun. Sales data for Taichan Jero Pasar Sleko from October 2025 through March 2026 shows fluctuations in transaction volume: from Rp103,641,000 in October 2025, rising to Rp163,617,000 in December 2025, then declining to Rp93,077,000 in February 2026 and rising

slightly to Rp93,840,000 in March 2026. These fluctuations indicate that consumer interest in making purchases has not yet fully stabilized. In an increasingly competitive culinary market, consumer purchasing interest can be influenced by various factors, including brand perception, price competitiveness, convenience of facilities, as well as information and recommendations obtained through electronic media.

Theory of Planned Behavior

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), explains that intention is the underlying factor in the formation of a person's behavior and is influenced by attitudes toward the behavior, subjective norms, and perceptions of behavioral control. In the context of consumer behavior, this theory can explain the formation of purchase intent after consumers obtain information and evaluate a product. Brand image can shape positive attitudes and beliefs toward a brand, price and features can influence consumers evaluations of the benefits they will receive, and electronic word of mouth can provide information and social influence based on the experiences of other consumers.

Purchase Intention

Purchase intention refers to a consumer's tendency or desire to acquire and use a product after evaluating it. Kotler & Keller (2016) explain that purchase intention relates to consumer responses that generate a desire to own or use a product. Purchase intention can form when consumers assess that a product is capable of meeting their needs and providing benefits that align with their expectations. In the context of the food and beverage industry, purchase intention can be reflected in consumer willingness to buy the product, recommend it to others, choose it over competitors, and seek additional information before making a purchase.

Brand Image

Brand image refers to the perceptions, beliefs, and associations formed in consumers' minds regarding a brand. Kotler & Keller (2016) explain that brand image relates to the associations embedded in consumers memories and can help consumers recognize and distinguish a brand from its competitors. In the context of Taichan Jero Pasar Sleko, the use of the brand name, logo, visual identity, social media, and consumers experiences with the product's taste and quality can shape perceptions of the brand. A positive brand image can

increase consumer trust and confidence, thereby driving purchase interest. This is supported Wiraguna et al. (2025), which found that brand image has a positive and significant effect on purchase intention.

H1: Brand image influences the purchase interest of Taichan Jero Pasar consumers.

Price

Price is the amount consumers must pay to obtain the benefits of a product or service. Tjiptono (2015) explains that price is one of the elements of the marketing mix that generates revenue for a company, while Kotler & Armstrong (1996) state that price evaluation can be assessed in terms of affordability, the alignment of price with quality, the alignment of price with benefits, and consumers purchasing power. In the food service industry, price is a key consideration for consumers, as they evaluate the alignment between the cost incurred and the quality, portion size, and benefits received. Taichan Jero Pasar Sleko offers a variety of menu items with prices tailored to the type and portion size of the product, so consumers perceptions of affordability and price quality alignment can influence their purchase intent. Rizqullah et al. (2025) shows that price has a positive and significant effect on the intention to purchase ready to eat food products.

H2: Price affects Taichan Jero Pasar customers purchase interest.

Facilities

Facilities are the resources and infrastructure provided by a company to offer convenience and comfort to customers. Tjiptono (2015) explains that facilities are physical resources that support the service delivery process, while Zeithaml et al. (2018) measure facilities through ambient conditions, spatial layout and functionality, as well as signs, symbols, and artifacts. Taichan Jero Pasar provides facilities such as a dine in area with approximately 60 seats, a parking lot, restrooms, a location near a prayer room, and QRIS payments, all of which offer convenience and comfort to customers. Facilities that meet consumer needs can create a more positive experience and serve as an added value when choosing a dining venue. Darmawan et al. (2025) indicates that facilities have a positive and significant effect on consumer purchase intent in the food service industry.

H3: Facilities influence the purchase intent of Taichan Jero Pasar customers.

Electronic Word of Mouth

Electronic word of mouth (e-WOM) refers to communication regarding experiences, opinions, reviews, or recommendations about products and services conveyed through electronic media. Goyette et al. (2010) explain that e-WOM can be measured in terms of intensity, positive valence of opinion, and content. At Taichan Jero Pasar, e-WOM can be found on Google Reviews, TikTok, and Instagram in the form of reviews regarding taste, product quality, service, the atmosphere of the venue, and consumer experiences. This information can serve as a basis for consideration by prospective consumers, as the experiences and recommendations of other consumers can help reduce uncertainty before making a purchase. Putri et al. (2026) shows that e-WOM has a positive and significant effect on the intention to purchase culinary MSME products.

H4: Electronic word of mouth influences the purchasing interest of Taichan Jero Pasar consumers.

B. METHOD

The population in this study consists of residents of Madiun who are aware of or familiar with Taichan Jero Pasar as potential consumers. The exact size of the population is unknown, so it is classified as an unknown population. The sample size was determined based on Hair et al. (2021), which recommends 5–10 times the number of indicators used in multivariate research. This study used 17 indicators, consisting of 3 indicators for brand image, 4 for price, 3 for facilities, 3 for electronic word of mouth, and 4 for purchase intention; thus, the sample size falls within the range of 85–170 respondents. This study utilized 170 respondents, setting the upper limit at 10 times the number of indicators. The sampling technique used was non-probability sampling with a purposive sampling method. According to Sugiyono (2023), purposive sampling is a technique for determining a sample based on specific considerations tailored to the research objectives. The criteria for respondents in this study were residents of Madiun, aged at least 17 years, who were aware of or familiar with Taichan Jero Pasar, and who use electronic media.

C. RESULTS AND DISCUSSIONS

Descriptive Statistical Test

Tabel 1. Results of Descriptive Statistical Tests

Variabel	Mean	Category
Brand Image	2.79	Very High
Price	2.83	Very High
Facilities	2.79	Very High
Electronic Word of Mouth	2.83	Very High
Purchase Intention	2.73	Very High

Source: Processed Data (2026)

Based on Table 1, all research variables fall into the high category. The highest mean scores were found for the Price and Electronic Word of Mouth variables, both at 2.83, while the lowest mean score was for the Purchase Intention variable at 2.73. The Brand Image and Facilities variables each had a mean score of 2.79. These results indicate that respondents gave high ratings to Brand Image, Price, Facilities, Electronic Word of Mouth, and Purchase Interest regarding Taichan Jero Sleko.

Measurement Model

Convergent Validity

Tabel 2. Results of Convergent Validity Test

Variabel	Indikator	Outer Loading	AVE
Brand Image (X1)	X1.1	0,826	0,633
	X1.2	0,771	
	X1.4	0,806	
	X1.6	0,778	
Price (X2)	X2.1	0,887	0,773
	X2.3	0,881	
Facilities (X3)	X3.3	0,742	0,602
	X3.5	0,794	
	X3.6	0,790	
Electronic Word of Mouth (X4)	X4.2	0,761	0,603
	X4.4	0,822	
	X4.5	0,770	
	X4.6	0,749	
Purchase Intention (Y)	Y1.1	0,787	0,634
	Y1.3	0,810	
	Y1.4	0,791	
	Y1.6	0,797	

Source: Processed Data (2026)

Based on Table 2, all research indicators had outer loading values above 0.70, with the lowest value of 0.742 for indicator X3.3 and the highest value of 0.887 for indicator X2.1. These results indicate that all indicators used met the criteria for convergent validity. In addition, the

Average Variance Extracted (AVE) values for all variables were above 0.50, with the lowest value of 0.602 for the Facilities variable and the highest value of 0.773 for the Price variable. Thus, all research constructs met the criteria for convergent validity.

Discriminant Validity Test

Tabel 3. Results of Discriminant Validity Test

Variabel	Brand Image (X1)	Price (X2)	Facilities (X3)	E-WOM (X4)	Purchase Intention (Y)
Brand Image (X1)	0,796				
Price (X2)	0,558	0,879			
Facilities (X3)	0,709	0,548	0,776		
Electronic Word of Mouth (X4)	0,733	0,609	0,706	0,776	
Purchase Intention (Y)	0,756	0,553	0,661	0,757	0,796

Source: Processed Data (2026)

Based on Table 4.3, the diagonal values for each variable are greater than their correlation values with other variables. Thus, Brand Image, Price, Facilities, E-WOM, and Purchase Intention have met the criteria for discriminant validity.

Reliability Test

Tabel 4. Results of Reliability Test

Variabel	Cronbach's Alpha
Brand Image	0.807
Price	0.706
Facilities	0.670
Electronic Word of Mouth	0.780
Purchase Intention	0.808

Source: Processed Data (2026)

Based on Table 4, it is evident that the Cronbach's Alpha values are as follows: Brand Image at 0.807, Price at 0.706, Facilities at 0.670, Electronic Word of Mouth at 0.780, and Purchase Intention at 0.808. All variables have Cronbach's Alpha values greater than 0.60. Thus, all constructs in this study can be considered reliable.

Structural Model

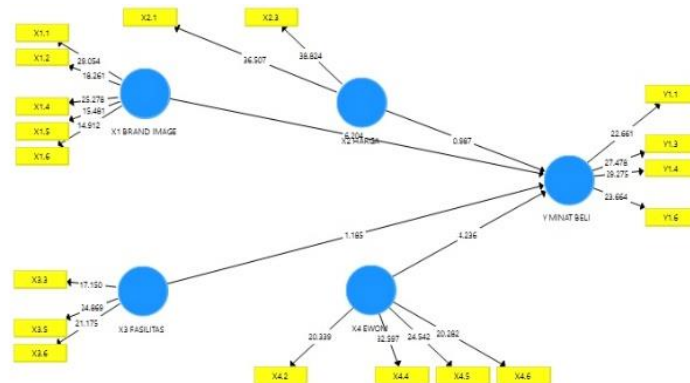


Figure 1. Structural Model
Source: Processed Data (2026)

Based on Figure 1, the structural model illustrates the relationships between the variables Brand Image, Price, Facilities, and Electronic Word of Mouth and Purchase Intention. Furthermore, the quality of the structural model was analyzed based on the R-squared and Q-squared values to determine the model's ability to explain and predict the endogenous variables.

R-Square Test

Tabel 5. Results of R-Square Test

Variabel	R-square	R-square adjusted
Purchase Intention (Y)	0,689	0,682

Source: Processed Data (2026)

Based on Table 5, the R-Square value for the Purchase Intention variable is 0.689. This means that Brand Image, Price, Facilities, and E-WOM account for 68.9% of the variation in the Purchase Intention variable, while the remaining 31.1% is explained by other variables outside the scope of this study. An R-Square value of 0.689 falls into the "strong" category because it is greater than 0.67.

Q-Square Test

Tabel 6. Results of Q-Square Test

Variabel	SSO	SSE	$Q^2 (=1-SSO/SSE)$
Brand Image (X1)	676.000	676.000	
Price (X2)	338.000	338.000	
Facilities (X3)	507.000	507.000	
Electronic Word of Mouth (X4)	676.000	676.000	
Purchase Intention (Y)	676.000	399.942	0.408

Source: Processed Data (2026)

Based on Table 6, the Q-Square value for the Purchase Intention variable is 0.408. Since this value is greater than 0, the research model has good predictive validity.

Goodness of Fit

Tabel 7. Results of Goodness of Fit Test

Fit Summary	Estimated Model
SRMR	0,072
D_ULS	0.789
D_G	0.397
Chi-Square	373,563
NFI	0,739

Source: Processed Data (2026)

Based on Table 7, the SRMR value is 0.072, which is less than 0.10; therefore, the research model can be said to have a good fit. The NFI value of 0.739 also indicates that the model has a fairly good fit.

T-Statistic Test

Tabel 8. Results of Goodness of Fit Test

Hipotesis	Original Sample (O)	T-Statistics	P-Values
H1	0,381	5,097	0,000
H2	0,061	0,919	0,358
H3	0,092	1,303	0,193
H4	0,377	4,500	0,000

Source: Processed Data (2026)

Based on Table 8, Brand Image has a positive and significant effect on Purchase Intention because the t-statistic value of $5.097 > 1.96$ and the p-value of $0.000 < 0.05$; therefore, the hypothesis is accepted. Price does not have a significant effect on Purchase Intention because the t-statistic of 0.919 is less than 1.96 and the p-value of 0.358 is greater than 0.05; therefore, the null hypothesis is accepted. Facilities also do not have a significant effect on Purchase Intention because the t-statistic of 1.303 is less than 1.96 and the p-value of 0.193 is greater than 0.05; therefore, the hypothesis is rejected. Meanwhile, Electronic Word of Mouth has a positive and significant effect on Purchase Intention because the t-statistic of 4.500 is greater than 1.96 and the p-value of 0.000 is less than 0.05; therefore, the hypothesis is accepted.

D. CONCLUSIONS

Based on the research findings, it can be concluded that brand image and electronic word-of-mouth play a role in increasing consumer purchase interest in Taichan Jero Pasar Sleko. A positive brand image can shape a favorable perception of the product in consumers' minds. Consumers tend to show greater interest when a product has easily recognizable characteristics and conveys a positive impression. In addition, information, reviews, and recommendations obtained through electronic media can also encourage consumers to make purchases. Meanwhile, price and amenities have not been factors that significantly influence consumer purchasing interest. Thus, the increase in purchasing interest among consumers at Taichan Jero Pasar Sleko is more closely related to the product's image and the positive information consumers receive through electronic media.

Taichan Jero Pasar Sleko needs to maintain the positive image it has established among consumers. This can be achieved by consistently ensuring product quality, product presentation, and a positive consumer experience. In addition, social media management should also be prioritized to encourage positive reviews and recommendations from consumers. Product information should be presented clearly, engagingly, and in a way that is easy for consumers to understand. Although price and amenities did not show a significant influence, both aspects still need to be maintained to support consumer comfort. With these management strategies, Taichan Jero Pasar Sleko is expected to maintain a positive perception while increasing consumer purchasing interest.

This study has limitations in that its research subjects are limited to consumers at Taichan Jero Pasar Sleko Madiun. As a result, the findings cannot yet reflect consumer behavior at other Taichan culinary businesses. Additionally, the study utilized only a few variables: Brand Image, Price, Facilities, Electronic Word of Mouth, and Purchase Intention. There are other factors that may influence consumer purchase intent but were not examined in this study. Data collection was conducted via a questionnaire, so the respondents' answers depended on their individual perceptions and experiences.

E. SUGGESTIONS

Based on the results of the research conducted, it is recommended that Taichan Jero Pasar business owners continue to maintain and enhance their positive brand image through unique concepts, attractive product displays, and a business identity that is easily recognizable to consumers. In addition, product quality must be consistently maintained to ensure that the positive perception that has been established is sustained. Business owners are also advised to increase their marketing activities on social media by presenting clear, engaging, and easy-to-understand product information. Interaction with consumers via social media should also be enhanced to build stronger relationships and encourage positive reviews and recommendations. Positive reviews from consumers can be leveraged as part of a marketing strategy to strengthen the trust of potential customers. Although price and amenities do not show a significant influence on purchase interest, both aspects still need to be considered in order to provide a comfortable experience and support customer satisfaction.

For future researchers, it is recommended to include other variables that may influence purchase intent, such as product quality, service quality, location, promotions, customer experience, or social media marketing. Future research could also examine different research subjects, such as other food businesses or other Taichan brands, so that the findings can provide a broader comparison. Additionally, the sample size and geographic scope of the study could be expanded to ensure a more diverse range of respondent characteristics. Future researchers may also employ a wider variety of data collection methods, such as interviews and observations, to supplement the data obtained through questionnaires. By expanding the variables, subjects, sample size, and research methods, the study's findings are expected to provide a deeper understanding of the factors influencing consumer purchase intention. These findings are also expected to serve as a reference for future research in developing studies on consumer behavior and marketing in the food and beverage industry.

REFERENCES

- Ajzen, I. (1991). The Theory Of Planned Behavior. *Organizational Behavior And Human Decision Processes*, 50(2), 179–211.
- Darmawan, R. F. (2025). Pengaruh Lokasi, Harga Dan Fasilitas Terhadap Minat Beli Konsumen Pada Kuliner Wilayah Tangerang Di Pasar Modern Tangerang (Studi Kasus Pada Pasar Modern Town Market Modernland) (Doctoral dissertation, KODEUNIVERSITAS041060# Universitas Buddhi Dharma).
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). e-WOM scale: Word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences*, 27(1), 5–23.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage Publications.
- Kotler, P., Armstrong, G., Harris, L. C., & Piercy, N. (1996). *Principles Of Marketing* (Vol. 14). Englewood Cliffs, NJ: Prentice Hall.
- Kotler, P., & Keller, K. L. (2016). *A Framework For Marketing Management*, Global Edition. New York City: Pearson.
- Putri, L. M., & Handoyo, S. E. (2026). Dampak Media Sosial, Endorser Selebriti, dan E-WOM terhadap Minat Beli Produk UMKM Kuliner. *Jurnal Manajerial Dan Kewirausahaan*, 8(1), 188-197.
- Rizqullah, M. I., & Darmawan, D. (2025). Pengaruh Harga Terhadap Minat Beli Makanan Siap Saji. *Jurnal Manajemen Riset Inovasi*, 3(1), 228–245.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Wiraguna, I.L., Dethan, S.H., Nirwana, B.N., Jati, J., & Talidobel, S. (2025). Pengaruh Promosi, Brand Ambassador, Dan Brand Image terhadap Minat Beli UMKM Bebek Bumbu Ijo Buk Fenny di Kota Mataram. *Jurnal Ekonomi Manajemen dan Bisnis (JEMB)*.
- Tjiptono, F. (2015). *Strategi pemasaran edisi 4*. Yogyakarta: Andi Offset.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill Education.