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Price, Taste, or Image? Exploring The Determinants Of Korean Restaurant Consumer Purchase Decisions In The Era Of Competitive Culinary

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Abstract:

This study aims to analyze the effects of price perception, product quality, and brand image on purchase intention and purchase decision of consumers at Korean restaurant Reddog in Jakarta. This research is motivated by the rapid growth of the Korean culinary industry in Indonesia and the inconsistencies found in previous studies regarding the determinants of consumers' purchase intention and purchase decision.

This study employs a quantitative approach using a survey method. Primary data were collected through online questionnaires distributed to 200 respondents who had previously purchased Reddog products. The sampling technique used was purposive sampling. Data analysis was conducted using Structural Equation Modeling (SEM) with AMOS software.

The results indicate that price perception, product quality, and brand image have a positive and significant effect on purchase intention. Furthermore, price perception, product quality, brand image, and purchase intention also have a positive and significant effect on purchase decision. These findings suggest that fair price perception, high product quality, and a positive brand image can enhance consumers' purchase intention, which subsequently leads to purchase decision.

This study is expected to contribute theoretically to consumer behavior literature and practically to provide managerial insights for Reddog in developing effective marketing strategies to enhance competitiveness and sales performance.

Keywords:

price perception, product quality, brand image, purchase intention, purchase decision

BACKGROUND

The Indonesian culinary industry has recorded rapid growth over the past decade. Changes in people's lifestyles, increased per capita income, and growing public interest in diverse culinary experiences have driven the sector's growth. Based on data from the Central Bureau of Statistics (BPS), the food and beverage supply sector recorded a growth of 10.01% in 2023, making it one of the sectors with a significant contribution to Indonesia's Gross Domestic Product (GDP) growth (BPS, 2024).

The growing middle class, rapid urbanization, and the development of digital technology have been key drivers for increased consumption of food and beverage products across various market segments. A report from Google, Temasek, and Bain & Company (e-Conomy SEA 2023) shows that Indonesia is the largest digital business market in Southeast Asia, including online food delivery services. In a more specific context, the fast-casual dining trend, modernized street food, and fusion cuisine that combines local and international flavors are



becoming increasingly popular among Indonesia's younger generation. This phenomenon presents significant opportunities for culinary entrepreneurs, including micro, small, and medium-sized enterprises (MSMEs) and large companies, to innovate in their products, services, and marketing strategies (Tamasek, 2023).

Globalization, urbanization, and the penetration of foreign cultures thru digital media have encouraged Indonesian society, particularly the younger generation, to be more open to various types of cuisine from abroad. One of the most prominent phenomena in the last decade is the surge in the popularity of Korean cuisine in Indonesia, which has also been influenced by the Korean cultural wave (Korean Wave or Hallyu).

The Korean Wave, which encompasses music (K-Pop), dramas (K-Dramas), fashion, and lifestyle, has become an important part of Indonesian society's cultural consumption. According to data from the Korean Foundation (2022), Indonesia is the second country in the world with the most fans of Korean culture, after China, with over 18 million active fans (Korean Foundation, 2022). This phenomenon has also increased interest in various Korean products, including food and beverages.

Tabel 1. 1 Korean Food Export Data to Indonesia

Year	Value of Korean Food Exports to Indonesia (in Million USD)	Growth (%)
2021	203	+35,4%
2022	220	+8,4%
2023	245	+11,4%
2024	270	+10,2%

Source: Data from 2021–2024 reports by the Korea Agro-Fisheries & Food Trade Corporation (aT Center)

Data from the Korea Agro-Fisheries & Food Trade Corporation (2022) show that Korean food product exports to Indonesia increased by 35.4% in 2021 compared to the previous year. Products like ramyeon (Korean instant noodles), tteokbokki (spicy rice cakes), kimchi, and samgyeopsal (grilled pork belly) have become favorites among Indonesian consumers. Beside packaged products, the growth in the number of Korean restaurants in Indonesia is also significant. According to records from the Association of Korean Restaurant Entrepreneurs in Indonesia (APRKI), as of 2023, there are over 400 Korean restaurants spread across major cities such as Jakarta, Bandung, Surabaya, and Medan.

Restaurants like Reddog, which offer Korean street food such as corndogs and tteokbokki, are a concrete example of the successful adaptation of Korean cuisine in the Indonesian market. The unique taste, modern presentation concept, and marketing strategy supported by social media and collaborations with local influencers are factors that attract Indonesian consumers, especially millennials and Gen Z.

Reddog is a fast-food restaurant chain that offers typical South Korean snacks, such as Korean hotdogs (corndogs) and tteokbokki, with authentic flavors and affordable prices. Founded by Kim Hongyel, Reddog first opened a store at Mall Kota Kasablanka in Jakarta in 2019. Since then, Reddog has experienced rapid growth and become one of the pioneers in serving Korean street food in Indonesia.



In 2020, Reddog officially began operations under the umbrella of PT Bighot Restaurant Indonesia, with its headquarters in Tangerang, Banten. This company focuses on providing authentic Korean food and beverages, with a mission to become the number one Korean restaurant in Indonesia. As of 2022, Reddog has over 40 outlets spread across 12 major cities in Indonesia, including Jakarta, Bandung, Surabaya, and Makassar. The company continues to expand, with plans to open 40 additional stores and venture into Eastern Indonesia. Reddog's success is inseparable from its effective marketing strategies, including collaborations with social media influencers and the implementation of an open kitchen concept, which allows customers to directly observe the food preparation process. This provides a transparent and engaging culinary experience for consumers.

Various previous studies have shown that the variables of product quality, price perception, and brand image are important factors influencing consumer purchase intention and purchase decision. In general, good product quality, reasonable and competitive price perception, and a positive brand image can increase consumer purchase interest, ultimately driving the decision to purchase the product. These findings confirm the importance of companies paying attention to all three aspects to attract and retain customers.

However, in a broader literature review, a number of studies were also found that yielded different findings. Many studies have shown that product quality, price perception, and brand image do not always significantly influence purchase intention or purchase decision. These inconsistent results can be caused by various factors, such as differences in consumer characteristics, the type of product being studied, market conditions, and even the data collection methods used. For example, even if product quality is high, if the price perception is considered too expensive or the brand image is not relevant to consumer preferences, purchase intention and buying decisions may not increase significantly.

It can be seen from the research by Arief et al. (2024) that price perception has a positive and significant effect on purchase decision, while Saktiawan and Harsono (2021) show that price perception has a negative and insignificant effect on purchase decision. Furthermore, Hien et al. (2020) show that brand image has a positive and significant effect on purchase intention, while Saputro and Probawati (2023) show that brand image has a negative and insignificant effect on purchase intention. Next, Mohamed (2024) shows that brand image has a positive and significant effect on purchase decision, while Rahayu et al. (2023) show that brand image has a negative and insignificant effect on purchase decision. Furthermore, Haitao (2022) shows that product quality has a positive and significant effect on purchase intention, while Gozali and Noorlitaria (2020) show that product quality has a negative and insignificant effect on purchase intention. Next, Sihombing et al. (2023) show that product quality has a positive and significant effect on purchase decision, while Umam and Fikriah (2024) show that product quality has a negative and insignificant effect on purchase decision.

The inconsistency of these findings creates a significant research gap that is important to study further. More comprehensive and contextual research is still needed to understand how product quality, price perception, and brand image simultaneously influence purchase intention and purchase decision, particularly in rapidly growing industries like Korean cuisine in Indonesia. One relevant brand to study is Reddog, a restaurant that offers Korean street food and has grown rapidly in various major Indonesian cities. Thru this research, it is hoped that a deeper understanding can be gained of how these three variables influence consumer behavior in deciding to purchase products at Reddog, while also providing theoretical and practical



contributions to the development of more effective marketing strategies.

THEORETICAL FRAMEWORK

The research framework for this study is based on Consumer Decision-Making Theory, which explains that consumers go thru five stages before making a purchase: need recognition, information search, alternative evaluation, choice, and post-purchase behavior. According to Erasmus, Boshoff, and Rousseau (2001), almost all consumer decision-making models refer to these five stages, which are fundamental to understanding how consumers behave in the purchasing process. In the context of this research, price perception, product quality, and brand image influence the alternative evaluation stage and drive the formation of purchase intention. Purchase intention reflects consumers' readiness to buy, while the purchase decision is the realization of that intention. Additionally, the direct relationship between price perception, product quality, and brand image on purchase decisions indicates that consumers can sometimes make spontaneous decisions without explicit purchase intent beforehand. Therefore, this theory is relevant for explaining the influence of marketing factors on consumer purchasing behavior.

Price perception

Price perception refers to the value of money and non-monetary sacrifices made by customers when purchasing a product. Price perception reflects customers' emotional experience when buying a product. This can be seen when price perception sends a positive signal, the impact is that the customer is likely to have an intention to purchase an item. In marketing research, price perception has indeed been shown to increase customers' intention to repurchase an item (Yasri et al., 2020).

Meanwhile, according to Prihatini and Gumilang (2021), price is part of a marketing strategy implemented by companies to provide added value to consumers for using the products or services offered. In price perception, there are two main dimensions: the suitability of the price offered and the customer's view of the attractiveness of the price itself. Each individual has a different price perception, adjusted based on the conditions of a situation and the consumer's personality, such as product category and personal experience. Price perception is also influenced by the satisfaction with the service provided, so if the service has a high level of satisfaction, customers tend to be less sensitive to price (Wei et al., 2023).

Product quality

Product quality is defined based on the good or bad attributes it possesses, including its appearance and brand. Although appearance is not the primary factor in a product's usability, this aspect plays a significant role in a consumer's purchasing decisions (Zhao et al., 2024). Product quality that meets customer expectations is crucial for creating customer satisfaction, as they will ultimately choose products that align with their needs and desires. Product quality also influences a customer's intention to repurchase, intention to switch brands, the quality of service provided by the company, and ultimately affects customer satisfaction (Taufik et al., 2022).

According to Naini et al. (2022), product quality has two main dimensions: the level of



consistency and the level of quality that companies choose to support the position of their products or services in the market. Good product quality also significantly influences customer loyalty; the better the product quality provided, the more loyal customers will be. A similar opinion was given by Rusmiyati and Hartono (2022), who stated that product quality is one of the features of a product that can meet consumer needs. Therefore, companies must pay attention to the product quality they provide in order to meet consumer satisfaction. Factors such as uncompetitive product quality can be a major cause of a company experiencing a decline in sales. The increasing number of new brands emerging is also one of the reasons why a company must always maintain the product quality it offers so that consumers remain loyal to them (Meliawati et al., 2023).

Brand image

Brand image is an important aspect that every company must pay attention to because it can influence customer decisions when purchasing a product. Brand image reflects a consumer's belief in a brand, where consumers always remember the image associated with each brand (Prihananto et al., 2024). The success of a company greatly depends on brand image, which reflects customer trust in a brand. Brand image can also be used as one way for a company to market itself by retaining customers. A good brand image also contributes to customer satisfaction and loyalty because it means the company can provide what customers need (Gazi et al., 2024).

A similar opinion was also expressed by Suryani et al. (2021) that brand image plays an important role in the purchasing decisions made by a consumer. Consumers who have a positive image of a brand are more likely to buy, while a negative image reduces interest in purchasing an item. In this digital age, companies can use various platforms as marketing tools to build and enhance a positive brand image, enabling them to compete effectively in a tight market. Companies that can maintain a good brand image will have advantages such as a more favorable position in the market. A good brand image will provide satisfaction to consumers, thus creating customer loyalty. A company with a good and positive brand image can further boost customer loyalty (Dam and Dam, 2021).

Purchase intention

Purchase intention is a consumer's decision to purchase a product or service, involving a complex process based on the consumer's own behavior, perceptions, and perspectives. Purchase intention can be influenced by internal and external factors such as price, product quality, packaging, and recommendations from the internet and influencers (Pham et al., 2023). According to Gu et al. (2025), purchase intention is a consumer's psychological and behavioral tendency to determine how strongly they desire to purchase a product and turn that desire into actual action. High purchase intention can provide a greater opportunity for a consumer to make a purchase. Some factors that influence purchase intention include the product offered, the price given, and the usefulness of the product or service itself.

Purchase intention is influenced by several factors such as attitudes, perceptions, and consumer behavior. Some of the main reasons supporting purchase intention are perceived ease of use and the influence of friends or the internet. In this digital age, people are easily influenced, which can shape their purchase intention. Therefore, business owners must be able to utilize digitalization and various elements to build customer loyalty in order to achieve sales success



in the market (Ying et al., 2025). The same thing was stated by Akter et al. (2024) that purchase intention is a behavior predicted or planned by consumers, influenced by various factors to drive them to act. Factors influencing purchase intention include consumer trust in a brand, perceived quality, price, product value, and the benefits or quality provided.

METHOD

This research will be conducted in June 2025 for the collection of primary data. The main focus of this research will be on the Reddog food restaurant in Jakarta, which sells Korean foods such as corndogs and tteokbokki. The research is conducted online and will be targeted toward customers who have previously purchased food from Reddog restaurant. Data collection will be conducted online across several social media platforms to reach a very wide range of respondents and gather diverse data.

This research uses a quantitative design with a survey approach. Surveys are an efficient method that can be conducted online, allowing for the systematic and structured collection of large amounts of data. Surveys also provide a broad overview of respondents' opinions, behaviors, or experiences and can be designed to collect quantitative data. This study aims to analyze the influence of price perception, product quality, brand image, and purchase intention on Reddog customers' purchase decisions. This research uses a purposive sampling approach, which is a sampling technique based on specific criteria determined by the researcher. Samples will be taken from consumers who have previously purchased Reddog products. This technique allows researchers to identify respondents who meet the research criteria. Therefore, this study involves approximately 200 respondents, considering the number of research indicators and the complexity of the model being analyzed. The selection of this number is based on the guidelines put forth by Hair et al. (2010), which suggest that the minimum sample size in the SEM method is 5–10 times the number of indicators. Therefore, this number of respondents is considered ideal for supporting the accuracy of the analysis results using the AMOS-based Structural Equation Modeling (SEM) approach. The sample criteria selected for this study are as follows:

- 1) Age ≥ 18 years
- 2) Resides in the Jakarta area
- 3) Has previously purchased Korean food products from the Reddog restaurant

RESULT

Exploratory Factor Analysis

Price perception shows the highest loading value on item PP4 (0.765) and has an Average Variance Extracted (AVE) value of 0.531, indicating a good contribution of the indicator to its construct and adequate convergent validity. The Cronbach's Alpha value of 0.778 also reflects good internal consistency. Next, product quality has the highest loading value on item PQ5 (0.841) and an AVE of 0.628, indicating that most of the indicator variance is explained by the latent construct. Cronbach's Alpha of 0.851 indicates an excellent level of reliability. Meanwhile, brand image has the highest loading value on item BI2 (0.849), with an AVE of 0.663 and Cronbach's Alpha of 0.873, both of which indicate excellent convergent validity and construct reliability. Next, purchase intention has the highest loading on item PI3 (0.794) and an AVE of 0.603, with a Cronbach's Alpha value of 0.835, indicating that this construct is measured consistently and validly. Finally, purchase decision shows the highest loading on item PD1 (0.864), with an AVE of 0.670 and a Cronbach's Alpha of 0.876, indicating that this construct has very strong validity and reliability. Thus, it can be concluded that the test results



show that all indicators in this study can be said to have good convergent validity, and prove that the convergent validity of all indicators is valid.

Tabel 4. 1 Exploratory Factor Analysis Setiap Variabel

Item	Loading Factor	Average Variance Extracted	Cronbach's Alpha
Price Perception			
PP1	0.741	0.531	0.778
PP2	0.668		
PP3	0.711		
PP4	0.765		
PP5	0.755		
Product Quality			
PQ1	0.761	0.628	0.851
PQ2	0.827		
PQ3	0.746		
PQ4	0.784		
PQ5	0.841		
Brand Image			
BI1	0.829	0.663	0.873
BI2	0.849		
BI3	0.779		
BI4	0.797		
BI5	0.817		
Purchase Intention			
PI1	0.763	0.603	0.835
PI2	0.785		
P13	0.794		
PI4	0.780		
PI5	0.761		
Purchase Decision			
PD1	0.864	0.670	0.876
PD2	0.808		
PD3	0.863		
PD4	0.740		
PD5	0.812		

Source: Data processed by the researcher (2025)

First Order Construct

Price Perception

The relatively high loading factor values, such as 0.68 for PP5 and 0.69 for PP4, indicate that these indicators have a significant and relevant contribution to representing the overall price perception construct.

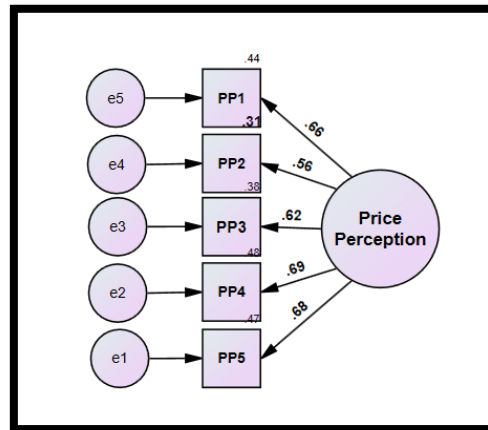


Image 4. 1 First-Order Construct Test Model of the Price Perception Variable
Source: Data processed by the researcher (2025)

Table 4.8 presents the results of Confirmatory Factor Analysis (CFA) for the price perception variable, along with various indices representing the model's goodness-of-fit. A P-value of 0.581, along with other indicators such as GFI and CFI, indicates that the model built has a good fit and can be considered fit. This finding strengthens the evidence for the construct validity of the measured variables.

Tabel 4. 2 Results of the First-Order Construct Test of the Price Perception Variable

Indeks	Cut of Value	Results	Model Evaluation
P	≥ 0.05	0.581	Fitted
CMIN/DF	≤ 2.00	0.757	Fitted
GFI	≥ 0.95	0.992	Fitted
RMSR	≤ 0.05	0.037	Fitted
RMSEA	≤ 0.08	0.000	Fitted
AGFI	≥ 0.90	0.977	Fitted
TLI	≥ 0.90	1.010	Fitted
CFI	≥ 0.95	1.000	Fitted

Source: Data processed by the researcher (2025)

Product Quality

The relatively high loading factor values, such as 0.78 for PQ2 and 0.81 for PQ5, indicate that these indicators have a significant and relevant contribution to representing the overall product quality construct.

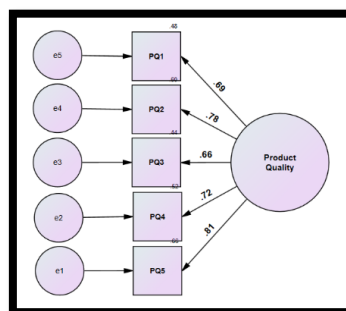


Image 4. 2 First-Order Construct Test Model of the Product Quality Variable
Source: Data processed by the researcher (2025)



Table 4.9 presents the results of the Confirmatory Factor Analysis (CFA) for the product quality variable, along with various indices representing the model's goodness-of-fit. A P-value of 0.136, along with other indicators such as GFI and CFI, suggests that the constructed model has a good fit and can be considered fit. This finding strengthens the evidence for the construct validity of the measured variables.

Tabel 4. 3 Results of the First-Order Construct Test of the Product Quality Variable

Indeks	Cut of Value	Results	Model Evaluation
P	≥ 0.05	0.136	Fitted
CMIN/DF	≤ 2.00	1.677	Fitted
GFI	≥ 0.95	0.984	Fitted
RMSR	≤ 0.05	0.032	Fitted
RMSEA	≤ 0.08	0.058	Fitted
AGFI	≥ 0.90	0.952	Fitted
TLI	≥ 0.90	0.983	Fitted
CFI	≥ 0.95	0.992	Fitted

Source: Data processed by the researcher (2025)

Brand Image

The relatively high loading factor values, such as 0.78 for BI1 and 0.82 for BI2, indicate that these indicators make a significant and relevant contribution to representing the overall brand image construct.

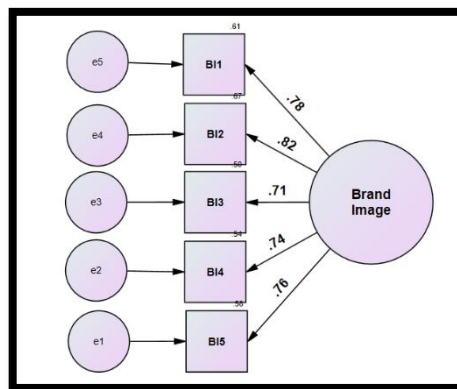


Image 4. 3 First-Order Construct Test Model of the Brand Image Variable

Source: Data processed by the researcher (2025)

Table 4.10 presents the results of Confirmatory Factor Analysis (CFA) for the brand image variable, along with various indices representing the model's goodness-of-fit. A P-value of 0.790, along with other indicators such as GFI and CFI, indicates that the model built has a good fit and can be considered fit. This finding strengthens the evidence for the construct validity of the measured variables.

Tabel 4. 4 Results of the First-Order Construct Test of the Brand Image Variable

Indeks	Cut of Value	Results	Model Evaluation
P	≥ 0.05	0.790	Fitted
CMIN/DF	≤ 2.00	0.482	Fitted
GFI	≥ 0.95	0.995	Fitted



Indeks	Cut of Value	Results	Model Evaluation
RMSR	≤ 0.05	0.016	Fitted
RMSEA	≤ 0.08	0.000	Fitted
AGFI	≥ 0.90	0.986	Fitted
TLI	≥ 0.90	1.011	Fitted
CFI	≥ 0.95	1.000	Fitted

Source: Data processed by the researcher (2025)

Purchase Intention

The relatively high loading factor values, such as 0.72 for PI1 and PI4 and 0.74 for PI3, indicate that these indicators make a significant and relevant contribution to representing the overall purchase intention construct.

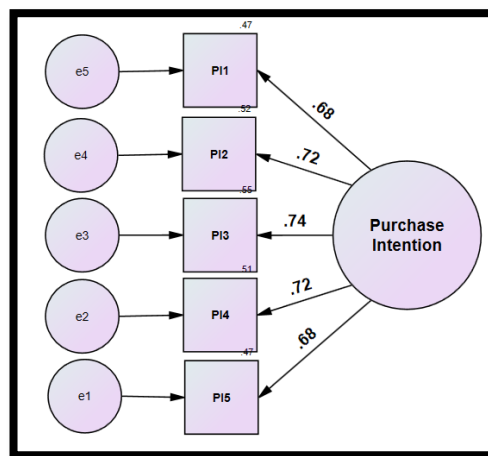


Image 4. 4 First-Order Construct Test Model of the Purchase Intention Variable

Source: Data processed by the researcher (2025)

Table 4.11 presents the results of Confirmatory Factor Analysis (CFA) for the purchase intention variable, along with various indices representing the model's goodness-of-fit. A P-value of 0.080, along with other indicators such as GFI and CFI, suggests that the model built has a good fit and can be considered fit. This finding strengthens the evidence for the construct validity of the measured variables.

Tabel 4. 5 Results of the First-Order Construct Test of the Purchase Intention Variable

Indeks	Cut of Value	Results	Model Evaluation
P	≥ 0.05	0.080	Fitted
CMIN/DF	≤ 2.00	1.965	Fitted
GFI	≥ 0.95	0.981	Fitted
RMSR	≤ 0.05	0.036	Fitted
RMSEA	≤ 0.08	0.069	Fitted
AGFI	≥ 0.90	0.944	Fitted
TLI	≥ 0.90	0.972	Fitted
CFI	≥ 0.95	0.986	Fitted

Source: Data processed by the researcher (2025)



Purchase Decision

The relatively high loading factor values, such as 0.83 for PD3 and 0.84 for PD1, indicate that these indicators have a significant and relevant contribution to representing the overall purchase decision construct.

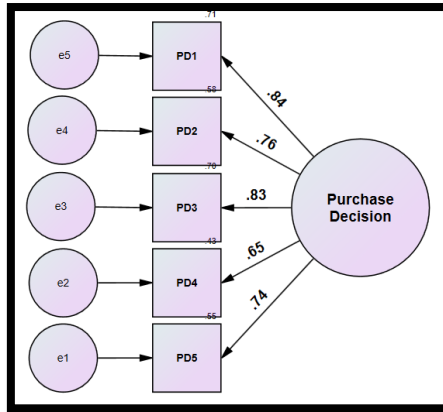


Image 4.5 First-Order Construct Test Model of the Purchase Decision Variable

Source: Data processed by the researcher (2025)

Table 4.12 presents the results of Confirmatory Factor Analysis (CFA) for the purchase decision variable, along with various indices representing the model's goodness-of-fit. A P-value of 0.129, along with other indicators such as GFI and CFI, indicates that the model built has a good fit and can be considered fit. This finding strengthens the evidence for the construct validity of the measured variables.

Tabel 4. 6 Results of the First-Order Construct Test of the Purchase Decision Variable

Indeks	Cut of Value	Results	Model Evaluation
P	≥ 0.05	0.129	Fitted
CMIN/DF	≤ 2.00	1.709	Fitted
GFI	≥ 0.95	0.984	Fitted
RMSR	≤ 0.05	0.029	Fitted
RMSEA	≤ 0.08	0.059	Fitted
AGFI	≥ 0.90	0.951	Fitted
TLI	≥ 0.90	0.986	Fitted
CFI	≥ 0.95	0.993	Fitted

Source: Data processed by the researcher (2025)



Full Model

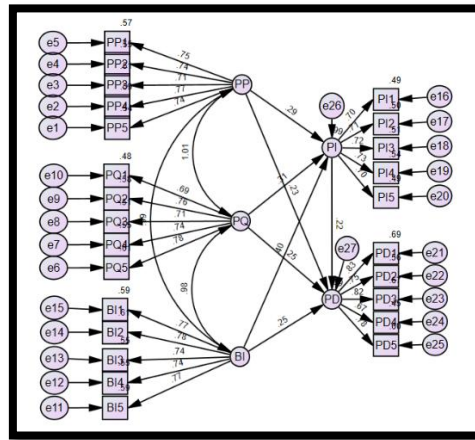


Image 4. 6 Full Model

Source: Data processed by the researcher (2025)

Table 4.13 presents the results of the full model analysis. A P-value of 0.000 indicates a lack of fit, suggesting the model is not yet suitable for the data. The GFI index also shows results that do not meet the criteria, although the RMSEA value describes some aspects of the model that are still a good fit. This finding indicates the need for model revision to improve the goodness-of-fit.

Tabel 4. 7 Results Full Model SEM AMOS

Indeks	Cut of Value	Results	Model Evaluation
P	≥ 0.05	0.000	Lack of Fit
CMIN/DF	≤ 2.00	1.481	Fitted
GFI	≥ 0.95	0.870	Lack of Fit
RMSR	≤ 0.05	0.047	Fitted
RMSEA	≤ 0.08	0.049	Fitted
AGFI	≥ 0.90	0.840	Lack of Fit
TLI	≥ 0.90	0.958	Fitted
CFI	≥ 0.95	0.963	Fitted

Source: Data processed by the researcher (2025)

Fitted Model

This section presents the fitted model illustrating the relationships between the research variables, namely price perception, product quality, brand image, purchase intention, and purchase decision. The diagram shows the interaction between each latent construct and its measurement indicators, and includes the loading factor values which represent the extent to which each item contributes to representing the measured construct.

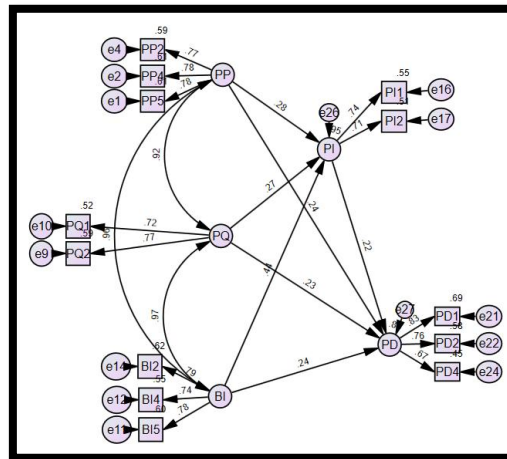


Image 4. 7 Fitted Model

Source: Data processed by the researcher (2025)

Table 4.14 presents the results of the analysis for the adjusted full model (fitted model). A P-value of 0.206 indicates that the model has a good fit. Other indices such as GFI and AGFI also meet the fit criteria, so this model can be considered a good fit. This finding indicates that the model is consistent with the data obtained.

Tabel 4. 8 Results Fitted Model SEM AMOS

Indeks	Cut of Value	Results	Evaluasi Model
P	≥ 0.05	0.206	Fitted
CMIN/DF	≤ 2.00	1.145	Fitted
GFI	≥ 0.95	0.953	Fitted
RMSR	≤ 0.05	0.039	Fitted
RMSEA	≤ 0.08	0.027	Fitted
AGFI	≥ 0.90	0.928	Fitted
TLI	≥ 0.90	0.993	Fitted
CFI	≥ 0.95	0.994	Fitted

Source: Data processed by the researcher (2025)

Tabel 4. 9 Questions Indicator Fitted Model

Name	Question
Price Perception	
PP2	I believe the price of Reddog products is appropriate for the quality of service provided.
PP4	I feel the price of Reddog products is comparable to the benefits I experience
PP5	Saya memilih Reddog karena harga produk sesuai dengan kebutuhan saya
Product Quality	
PQ1	I feel that Reddog has products with consistent quality.
PQ2	I feel that the Reddog products sold meet the promised specifications.
Brand Image	
BI2	I believe Reddog has a good reputation
BI4	I find the appearance of Reddog's store attractive and well-organized.
BI5	I look for quality when buying food products at Reddog.



Purchase Intention	
PI1	I am willing to purchase the food products offered by Reddog.
PI2	I will encourage friends and family to try buying food products at Reddog.
Purchase Decision	
PD1	I decided to purchase Reddog products because of the wide variety of menu options
PD2	I purchase Reddog products because they suit my needs
PD4	I purchase Reddog products because the reviews/ratings on GoFood, ShopeeFood, and GrabFood are positive

Source: Data processed by the researcher (2025)

Uji Hipotesis

The following are the results of the hypothesis testing:

Tabel 4. 10 Hypothesis Testing Results

Hipotesis	Independent Variable		Dependent Variable	C.R. (t-value)	p	Standardized Regression Weight	Hypothesis Testing Results
H1	Price Perception	→	Purchase Intention	14.441	***	0.280	Accepted
H2	Product Quality	→	Purchase Intention	14.441	***	0.271	Accepted
H3	Brand Image	→	Purchase Intention	5.070	***	0.440	Accepted
H4	Price Perception	→	Purchase Decision	14.441	***	0.238	Accepted
H5	Product Quality	→	Purchase Decision	14.441	***	0.231	Accepted
H6	Brand Image	→	Purchase Decision	14.441	***	0.238	Accepted
H7	Purchase Intention	→	Purchase Decision	14.441	***	0.221	Accepted

Source: Data processed by the researcher (2025)

DISCUSSION

Price Perception has a positive and significant effect on Purchase Intention (H1)

The analysis results indicate that price perception has a positive and significant effect on purchase intention, as evidenced by a CR value of 14.441 and a p-value < 0.001 , with an SRW of 0.280; therefore, this hypothesis is accepted. This finding is consistent with the study conducted by Ayub and Kusumadewi (2021), which revealed that price perception has a positive and significant effect on purchase intention. This indicates that the prices offered by Reddog are perceived as being in line with the quality received, thereby influencing consumers' purchase intention.

Product Quality Has a Positive and Significant Effect on Purchase Intention (H2)

The analysis results show that product quality has a positive and significant effect on purchase intention, as indicated by a CR value of 5.070 and a p-value < 0.001 , with an SRW of 0.271;



therefore, this hypothesis is accepted. This finding is consistent with the study conducted by Surianto et al. (2024), which revealed that product quality has a positive and significant effect on purchase intention. This indicates that the quality offered by Reddog meets consumer expectations, thereby influencing consumers' purchase intention.

Brand Image Has a Positive and Significant Effect on Purchase Intention (H3)

The analysis results indicate that brand image has a positive and significant effect on purchase intention, as evidenced by a CR value of 14.441 and a p-value < 0.001 , with an SRW of 0.440; therefore, this hypothesis is accepted. This finding is in line with the study conducted by Ihzaturrahma and Kusumawati (2021), which found that brand image has a positive and significant effect on purchase intention. This suggests that Reddog's brand image aligns with its reputation and perceived quality, thereby influencing consumers' purchase intention.

Price Perception Has a Positive and Significant Effect on Purchase Decision (H4)

The analysis results show that price perception has a positive and significant effect on purchase decision, as indicated by a CR value of 14.441 and a p-value < 0.001 , with an SRW of 0.238; therefore, this hypothesis is accepted. This finding is consistent with the study conducted by Tecoalu et al. (2021), which revealed that price perception has a positive and significant effect on purchase decision. This indicates that the prices offered by Reddog are perceived as being consistent with the quality and remain affordable, thereby encouraging consumers to make a purchase.

Product Quality Has a Positive and Significant Effect on Purchase Decision (H5)

The analysis results indicate that product quality has a positive and significant effect on purchase decision, as evidenced by a CR value of 14.441 and a p-value < 0.001 , with an SRW of 0.231; therefore, this hypothesis is accepted. This finding is in line with the study conducted by Nofrizal et al. (2023), which found that product quality has a positive and significant effect on purchase decision. This suggests that higher product quality offered by Reddog such as consistent taste, cleanliness, and food presentation encourages consumers to purchase Reddog products.

Brand Image Has a Positive and Significant Effect on Purchase Decision (H6)

The analysis results show that brand image has a positive and significant effect on purchase decision, as indicated by a CR value of 14.441 and a p-value < 0.001 , with an SRW of 0.238; therefore, this hypothesis is accepted. This finding is consistent with the study conducted by Syuhadah et al. (2024), which revealed that brand image has a positive and significant effect on purchase decision. This indicates that Reddog's strong brand image—such as being perceived as a modern, affordable, and trendy Korean restaurant—helps build consumer trust and interest in the brand. A positive brand image also conveys quality and credibility, thereby increasing the likelihood of consumers making a purchase.

Purchase Intention Has a Positive and Significant Effect on Purchase Decision (H7)

The analysis results indicate that purchase intention has a positive and significant effect on purchase decision, as evidenced by a CR value of 14.441 and a p-value < 0.001 , with an SRW of 0.221; therefore, this hypothesis is accepted. This finding is in line with the study conducted



by Komalasari et al. (2021), which found that purchase intention has a positive and significant effect on purchase decision. This suggests that the higher the consumers' intention to purchase Reddog products, the greater the likelihood that they will actually make a purchase. Purchase intention reflects an individual's mental readiness and motivation to make a purchasing decision, which is influenced by factors such as price perception, product quality, and brand image. Therefore, when purchase intention is strongly formed, the actual purchase decision is more likely to occur.

CONCLUSION

This study was conducted to examine and analyze the effects of price perception, product quality, brand image, and purchase intention on purchase decision among consumers of Korean restaurants in an increasingly competitive culinary market. Based on the results of data analysis and the discussion presented, it can be concluded that all variables in this study have a positive and significant effect on purchase decision, both directly and indirectly. Price perception has a positive effect on purchase intention, indicating that the better consumers perceive the prices offered by Reddog, the higher their intention to purchase. In addition, product quality not only influences purchase intention but also has a direct effect on purchase decision, meaning that product attributes such as taste, cleanliness, and service consistency are able to influence consumers' purchasing decisions.

Brand image was also found to have a positive effect on both purchase intention and purchase decision. A strong and positive brand image shapes favorable consumer perceptions, thereby increasing interest and confidence in making a purchase. Meanwhile, purchase intention was proven to have a significant effect on purchase decision, indicating that the higher the consumers' purchase intention, the greater the likelihood that they will actually make a purchase.

Overall, this study demonstrates that price perception, product quality, and brand image are important factors influencing consumer purchasing behavior, both through purchase intention and directly on purchase decision. Therefore, companies such as Reddog need to pay close attention to these three aspects when formulating effective marketing strategies in order to increase the conversion from purchase intention to actual purchasing behavior.

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