Effect Of Price And Food's Quality On Consumer Buying Interest Mediated By Brand Image In Culinary Tourism Kebon Ayu Village, West Lombok Regency

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Abstract . *The aim of this research is to examine and elucidate the relationship between food quality and price and customer buying interest in culinary tourism in Kebon Ayu village, West Lombok Regency, as it is mediated by brand image. The focus of this extensive study is on the statistical processing of numerical data, specifically looking at the factors that arise. The study's findings will explain how food prices and quality affect consumer purchasing interest in culinary tourism in Kebon Ayu village, West Lombok Regency, and how this is mediated by brand image.. The sample of this study was tourists who came to visit the culinary tourism of Kebon Ayu village as many as 120 people. Data collection techniques using questionnaires and data were tested and analyzed using multiple linear regression with SPSS Version 20. Based on the results of research data analysis, it can be concluded that (1) price affects buying interest (2) food quality affects buying interest (3) brand image affects buying interest (6) price affects buying interest mediated by brand image (7) food quality affects buying interest mediated by brand image.*

Keywords: Price, Food Quality, Brand Image, Buying Interest

INTRODUCTION

Lombok Island has a variety of tourism potentials, ranging from natural tourism, artificial tourism, cultural tourism to culinary tourism. One of the villages that has great potential for tourism is Kebon Ayu Village. Kebon Ayu Village is designated as one of the tourist villages by the West Lombok district government. Located in Gerung sub-district, west Lombok regency. Kebon Ayu village is known as the Cultural Village. In August 2021, Kebon Ayu Village developed tourism potential by opening a Culinary Tour with various traditional culinary processed products.

Tourist visits in Kebon Ayu Village culinary tourism since it was first opened in August 2021 have quite high potential because it has become a very popular culinary tourism in West Lombok, but has decreased in 2022 due to several factors, namely the lack of readiness in managing culinary tourism with high enough interest due to and limited knowledge of managers about culinary tourism in Kebon Ayu Village, Another cause is poor product quality and no variety or innovation of culinary products

Based on (Potter, N. N., 2012) Food quality is the aspect of food that customers may accept, including its size, shape, color, consistency, texture, and flavor. The products sold have quality in accordance with predetermined quality standards. Consumer experience in buying good or bad products will influence consumers to make repurchases or not. To achieve the expected product quality, standardization of product quality is needed, this method aims to

keep the resulting product able to meet the standards that have been set so that it is right on the intended market segmentation. If a product satisfies the demands and preferences of customers, it might be deemed to be of high quality. (Arianty et al., 2018)

Consumer buying interest is greatly influenced by price, because price is a sensitive thing to be taken into account in determining the interest in buying a product. Price is an economical sacrifice that customers make to obtain a product or service. From a marketing perspective, price is any amount of money or other measurement (such as other goods and services) that is exchanged for the right to purchase or utilize a good or service. (Pratama, 2021). According to (Ryananda et al., 2022), In addition, pricing is the most malleable component of the marketing mix; unlike dealer promises and product characteristics, prices are subject to sudden fluctuations.

Brand or Image A consumer's perception of a product might be inferred from their recollections of it, based on their feelings towards the brand. While consumers' memories and perceptions of a brand are formed by their positive or negative experiences with it. Attitudes about a brand, such as preferences and beliefs, are linked to its image. Customers are more likely to make purchases from brands they have a favorable perception of. (Setiadi, 2003)

Price

Based on (Zulaicha et al., 2016), Pricing can be seen of as a component of the function of good differentiation in marketing since price allows a seller to set his item apart from rivals. However, price is also very relative. According to (Kotler, 2016) The amount of money paid for a good or service, or the value that consumers spend to gain from possessing or utilizing a good or service, is what defines pricing.

According to the assumption of (Alma, 2016)which attaches that economic theory, the notion of price, value and utility are concepts related to pricing. According to (Kotler, 2016), Price can be defined by four factors: affordability, compatibility with benefits, price in relation to ability or price competitiveness, and price suitability with product quality.

Food Quality

Food quality is the degree of uniformity in menu quality attained by establishing requirements for goods and then examining the areas that need to be under control in order to see the desired level of quality. Correct recipe formulation and measurement, preparation, temperature, tools, product state during preparation, hygiene, serving sizes, and other elements are some of these points. Every meal menu has numerous requirements because every food product has its own standards. (Knight, J.B., Kotschevor, 2000)

Diners have long considered food quality to be the primary factor in determining a restaurant's success. According to one study, the most significant aspect of upscale eating establishments in Spain is the food quality, according to the respondents. Furthermore, a restaurant's ability to satisfy patrons may depend in part on its ability to offer good cuisine at reasonable costs, as measured by criteria like food temperature, presentation, freshness, and menu diversity. (Ramakrishnan Ramanathan, Yun Di, 2016). Qin in (Wijaya & Petra, 2017) stated that product quality in the field of Food and Beverage has 4 dimensions, namely: 1. Freshness: 2. Presentation; 3. Well cooked; 4. Variety of Food

Brand image

According to (Kotler, 2016) is how customers view the business or its offerings. He contends that a brand's image cannot be propagated through a single channel or implanted in consumers' thoughts overnight. Rather, the image needs to be communicated via all channels of communication and spread consistently since a firm cannot successfully draw in new business or hold on to its current clientele without a strong brand.

According to (Kurniawati & Kusumawati, 2014), Establishing a favorable brand image is the first step towards popularizing a brand. This will help the brand become recognized as a high-quality brand that consumers will take into account when choosing which products to purchase. (Angelina Rares, 2015) in their journal stated that brand image has three dimensions, namely attributes, benefits and evaluation

Buying Interest

Every person's purchasing interest is always concealed, making it impossible for others to know what customers want or expect. Customers achieve their inner wants in a way that uniquely defines them. A desired good or service can inspire feelings and thoughts that give rise to intention, which is a psychic activity. Consumer buying interest is a desire that they may not be aware of. (Citra Savitri, 2017). According to (Ferdinand, 2014) buying interest can be identified through the following indicators: 1. Transactional Interest; 2. Reference Interest; 3. Preferential interests; 4. Exploratory Interest

METHOD

Research design

This research design uses causality survey techniques. Causality survey research aims to examine the influence between variables, the influence of variables refers to the tendency that variations in one variable are followed by other variables. The research design can be described as follows:
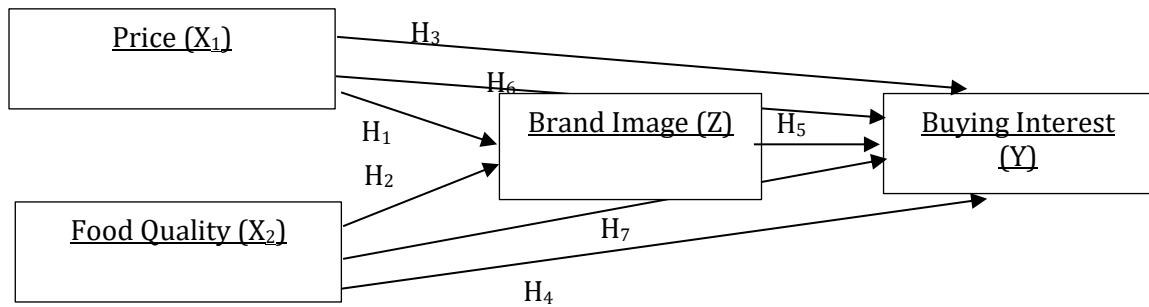
Figure 1. Reserch design

When it comes to research objectives, research subjects, research objects, data samples, data sources, and methodology (from data collection to data analysis), quantitative research is one of the approaches whose specifications are systematic, planned, and clearly structured from the start to the creation of research designs. Inferential research, which uses hypothesis testing to investigate the relationship between numerous variables, is the method employed.

In this study, quantitative analysis was utilized to examine data in the form of numbers and statistical computations using information gleaned from questionnaire responses. With the use of the SPSS (Statistical Package for Social Sciences) computer, the study employed route analysis methodologies. Path analysis is a sort of multiple regression analysis that is used to evaluate the amount of direct, indirect, or overall influence that various independent variables have on various dependent variables in a theoretical model. (Sugiyono, 2016).

RESULTS AND DISCUSSION

The statements used in the study are valid, as determined by the validity and reliability test of the questionnaire, which included 120 respondents and a significance level (α) of 5%. However, the critical value for testing with samples (df = n-2) = 120-2 =118 and a significance level < of 0.05 and a two-way test. The validity test of the 8 statement items that make up the price variable reveals that all of the items are valid when the calculation exceeds the rtable (0.179), with the validity coefficient's value falling between 0.711 to 0.791. The 15 statement items that make up the food quality variable items' validity test all pass where the calculation exceeds the rtable (0.179), with validity coefficient values ranging from 0.792 to 0.41 The brand image variable's item validity test, which included 10 statement items, revealed that all of the items were valid where the calculation exceeded the rtable (0.179), with a validity coefficient value ranging from 0.775 to 0.850. Statement items compiled in the instruments of price, food quality, brand image, and buying interest are worthy of being used for research because the validity test of buying interest variable items, consisting of 8 statement items,

reveals that all items are valid where the calculation > rtable (0.179), with validity coefficient values ranging from 0.771 to 0.858

The reliability test of the research tool has a better reliability coefficient value than the necessary Cronbach Alpha, which is 0.700, for all research variables, including variables of price, food quality, brand image, and buying interest. With a Cronbach's Aplpha value between 0.932 and 0.969, the results of the reliability test of research instruments have a high level of reliability, or it can be argued that research instruments may be relied upon as a way of gathering research data.

Analysis Results

Regression Analysis I

Regression analysis's findings the following results were derived from a study that examined the impact of price and food quality on brand image using SPSS calculations:

Table 1
Regression Equation Analysis Results I

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,665	1,996		,333	,740
	Price (X1)	,628	,113	,462	5,536	,000
	Food quality (X2)	,300	,060	,420	5,034	,000

a. Dependent Variable: Brand Image (Z)
Regression equation I as follows: $Z = 0.462 X1 + 0.420 X2$
The following model summary table shows the extent of the independent variable's impact on the dependent variable as a whole.

Table 2
Regression Coefficient of Determination I

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,837[a]	,700	,695	4,962

The results of the Regression I double determination test obtained a value of $R2 = 0.700$ or 70 %, which means that the variables of price and food quality simultaneously affect brand image by 30%.

Table 3
Regression F Test I

Model		Sum of Squares	df	Mean Square	F	Sig,
1	Regression	6724,015	2	3362,008	136,535	,000[b]
	Residual	2880,976	117	24,624		
	Total	9604,992	119			

a. Predictors: (Constant), Food quality (X2), price (X1)
b. Dependent Variable: brand image (Z)

Test F was conducted to see the significance of the effect of price variables and food quality on brand image. The test results obtained an F value of 136,535 with a sig value. (p) of

0.000 so that p < 0.05 indicates that the model is a fit between work price and food quality towards brand image

Partial hypothesis testing between the variables of price variables and food quality partially affects brand image uses a t-test with the following results

Table 4
Regression t Test Results I

No.	Variable	t	Sig, (p)	Information
1	price (X1)	5,536	,000	(Hypothesis 1 accepted)
2	Food quality (X2)	5,034	,000	(Hypothesis 2 accepted)

a. Dependent Variable: brand image (Z)

Regression Analysis II

The results of regression analysis II, which examined how the independent variables impact to dependent variable produced the following conclusions:

Table 5
Regression Equation Analysis Results II

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,967	1,490		,649	,518
Price (X1)	,247	,095	,223	2,602	,010
Food quality (X2)	,115	,049	,197	2,340	,021
Brand image (Z)	,413	,069	,506	5,982	,000

a. Dependent Variable: buying interest (Y)

Regression equation II as follows: Y = 0.223 X1 + 0.197 X2 + 0.506 Z

The following summary model table shows the extent of the independent variable's overall impact on the dependent variable:

Table 6
Regression Coefficient of Determination I

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,867[a]	,751	,745	3,703

The Regression II double determination test's findings showed an Adjusted R^2 value of 0.751, or 75.1, indicating that brand image, food quality and price have an impact on buying interest by 75.1%,

Table 7
Regression F Test I

Model	Sum of Squares	df	Mean Square	F	Sig,
1 Regression	4808,802	3	1602,934	116,878	,000[b]
Residual	1590,898	116	13,715		
Total	6399,700	119			

a. Predictors: (Constant), brand image (Z), price (X1), food quality (X2)
b. Dependent Variable: buying interest (Y)

The importance of the effects of brand image, food quality, and price determinants on buying interest. The regression equation linear test, also known as a common term. The F test

result is 116,878 with a sig value (p) of 0.000, indicating that a fit between the factors of brand image, food quality, and price on the buying interest is present (p < 0.05).

The buying interest is affected by a partial hypothesis test between the variables of price, food quality, and brand image. The following outcomes are obtained via a t-test:

Table 8

Regression t Test Results I

No.	Variable		t	Sig, (p)	Information
1	Price (X1)		2,602	,010	(Hypothesis 3 accepted)
2	Food quality (X2)		2,340	,021	(Hypothesis 4 accepted)
3	Brand image (Z)		5,982	,000	(Hypothesis 5 accepted)

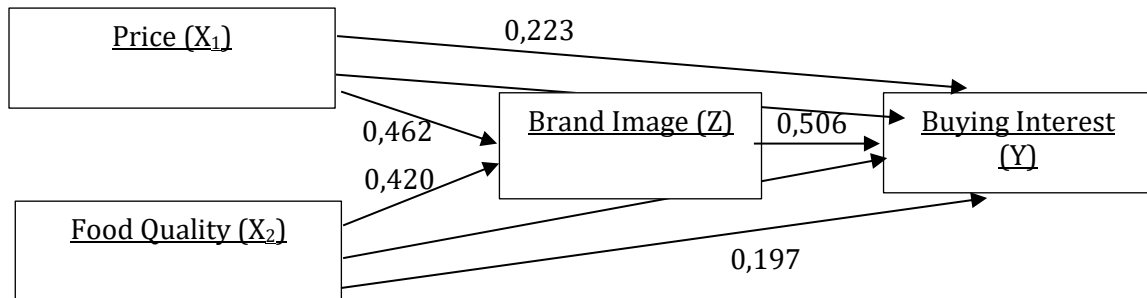a. Dependent Variable: buying interest (Y)

Mediation Test

Figure 2. Mediation impact

Based on the path analysis image, mediation tests can be carried out as follows :

a. The effect of price on buying interest with brand image as a mediating variable

Direct effect of price on buying interest = 0.223.

Indirect Influence can be explained as follows:

Price on brand image = 0.462, then brand image on buying interest = 0.506, then for indirect influence 0.462 x 0.506 = 0.234

Based on the results of the path analysis, it shows that the indirect influence of price on buying interest with brand image as a mediating variable of 0.234 is greater (>) than the direct influence of price on buying interest of 0.223, so that price affects buying interest in Kebon Ayu Village Culinary Tourism West Lombok Regency with brand image as a mediation variable, with a total influence of 0.457. This accepts the hypothesis that stated that allegedly price affects buying interest mediated by brand image in Kebon Ayu Village Culinary Tour, West Lombok Regency.

b. The Effect of Food Quality on Buying Interest with Brand Image as a Mediating Variable

Direct effect of food quality on buying interest = 0.197.

Indirect Influence can be explained as follows:

Food quality on brand image = 0.420, then brand image on buying interest = 0.506, then for indirect influence 0.420 x 0.506 = 0.213

Based on the results of the path analysis, it shows that the indirect influence of food quality on buying interest with brand image as a mediating variable of 0.213 is greater (>) than the direct influence of food quality on buying interest of 0.213, so that food quality affects buying interest in Kebon Ayu Village Culinary Tourism West Lombok Regency with brand image as a mediation variable, with a total influence of 0.410. This accepts the hypothesis stating that it is suspected that food quality affects buying interest mediated by brand image in Kebon Ayu Village Culinary Tour, West Lombok Regency.

Discussion

The results of the hypothesis test show that the price variable has a positive and significant effect on brand image. The positive influence shows that every time there is an increase in price, it will increase brand image where the t-test results obtained a value of 5.536 with a significant value of 0.000 smaller than 0.05 so that it accepts the hypothesis that states that allegedly price affects brand image in Kebon Ayu Village Culinary Tour, West Lombok Regency.

The results of the hypothesis test show that food quality variables have a positive and significant effect on brand image. The positive influence shows that every time there is an improvement in food quality, it will increase brand image where the t-test results obtained a value of 5.034 with a value of sig.0.000 smaller than 0.05 so that it accepts the hypothesis that states that allegedly food quality affects brand image in Kebon Ayu Village Culinary Tour, West Lombok Regency.

The results of the hypothesis test show that price variables have a positive and significant effect on buying interest. The positive influence shows that every time there is an increase in price, it will increase buying interest where the t-test results obtained a value of 2.602 with a value of sig.0.010 smaller than 0.05 so that it accepts the hypothesis that states that it is suspected that price affects buying interest in Kebon Ayu Village Culinary Tourism, West Lombok Regency.

The results of the hypothesis test show that food quality variables have a positive and significant effect on buying interest. The positive influence shows that every time there is an increase in food quality, it will increase buying interest where the t-test results are obtained by 2.340 with a value of sig.0.021 smaller than 0.05 so that it accepts the hypothesis that states that allegedly food quality affects buying interest in Kebon Ayu Village Culinary Tourism, West Lombok Regency

The results of the hypothesis test show that the brand image variable has a positive and significant effect on buying interest. The positive influence shows that every time there is an increase in brand image, it will increase buying interest where the t-test results are obtained by 5.982 with a value of sig.0.000 smaller than 0.05 so that it accepts the hypothesis that states that allegedly brand image affects buying interest in Kebon Ayu Village Culinary Tourism, West Lombok Regency.

The results of the hypothesis test show that the price variable is on buying interest with brand image as a mediating variable. The results of the path analysis show that the indirect influence of price on buying interest with brand image as a mediating variable is 0.234 greater (>) than the direct influence of price on buying interest of 0.223, so that price affects buying interest in Kebon Ayu Village Culinary Tourism West Lombok Regency with brand image as a mediation variable

The results of the hypothesis test show that the variable of food quality on buying interest with brand image as a mediating variable. The results of the path analysis show that the indirect influence of food quality on buying interest with brand image as a mediating variable of 0.213 is greater (>) than the direct influence of food quality on buying interest of 0.213, so that food quality affects buying interest in Kebon Ayu Village Culinary Tourism West Lombok Regency with brand image as a mediation variable.

CONCLUSION

Based on the results of research and discussion, the author draws the following conclusions:

1. Price affects Brand Image, where by increasing prices (affordable, competitive, according to quality and according to benefits), it will also increase Brand Image in Kebon Ayu Village Culinary Tour, West Lombok Regency

2. quality affects Brand Image, where by increasing the quality of food, it will also increase Brand Image in Kebon Ayu Village Culinary Tourism West Lombok Regency

3. Price affects buying interest, where the better the price provided (affordable, competitive, according to quality and according to benefits), it will also increase buying interest in Kebon Ayu Village Culinary Tour, West Lombok Regency.

4. quality affects buying interest, where with the increasing quality of food, it will also increase buying interest in Kebon Ayu Village Culinary Tourism West Lombok Regency.

5. Brand Image affects buying interest, where with the increasing Brand Image, it will also increase buying interest in Kebon Ayu Village Culinary Tourism West Lombok Regency

6. Price affects buying interest in Kebon Ayu Village Culinary Tour, West Lombok Regency with Brand Image as a mediation variable.

7. Food quality affects buying interest in Kebon Ayu Village Culinary Tour, West Lombok Regency with Brand Image as a mediation variable.

Suggestion

Based on the results of the research obtained, several suggestions can also be conveyed as follows:

1. Affordable prices and prices according to benefits obtain the lowest average index, meaning that the prices offered to visitors are estimated to be still affordable and considered according to their benefits, but from the low average index shows that the indicators of affordable prices and according to benefits have not been in accordance with the wishes of visitors. We recommend that merchants provide small special products without having to be purchased and then distributed to visitors (consumers) for free so that consumers feel they are getting free products without having to spend additional money so that visitors do not feel burdened by the amount of prices offered by merchants and get the benefit of being able to feel the product for free.

2. The quality of the food served feels crispy / crispy, and feels soft / soft (not hard) obtaining the lowest average index indicating that the texture indicator of the food offered still does not meet the elements of crispy / crispy, and feels soft / soft (not hard), because it depends on the type of food. We recommend that the merchant must pay attention to the condition of the food sold in detail by cooking with the right method so that the food sold has a texture that feels crispy / crispy, and feels soft / soft (not hard).

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