

THE INFLUENCE OF PRODUCT QUALITY AND BRAND TRUST ON CONSUMER PURCHASE INTENTION AT MIRACLE CATERING MANADO

PENGARUH KUALITAS PRODUK DAN KEPERCAYAAN MEREK TERHADAP MINAT BELI KONSUMEN PADA MIRACLE CATERING MANADO

By:

Miracle H. Rawis¹
Willem J.F. Alfa Tumbuan²
Shinta J. C. Wangke³

¹²³International Business Administration, Management Department
 Faculty of Economics and Business
 Sam Ratulangi University Manado

Email:

[¹miraclerawis55@gmail.com](mailto:miraclerawis55@gmail.com)
[²alfa.tumbuan@unsrat.ac.id](mailto:alfa.tumbuan@unsrat.ac.id)
[³shintaj@unsrat.ac.id](mailto:shintaj@unsrat.ac.id)

Abstract: This study explores how product quality and brand trust affect consumer purchase intention at Miracle Catering Manado. Using a survey of 100 respondents, the result was found that the data are valid, reliable, and normal, with no multicollinearity or heteroscedasticity issues. The analysis reveals that both product quality and brand trust significantly influence purchase intention, both partially and simultaneously, these findings confirm all the hypotheses. It is concluded that Miracle Catering Manado should focus on improving and maintaining product quality and building brand trust to boost consumer purchase intention and need to maximize the marketing communication for the business. Future research could expand on this by including a larger sample and considering additional factors like price and service quality.

Keyword: Marketing, Product Quality, Brand Trust, Purchase Intention

Abstrak: Penelitian ini mengeksplorasi bagaimana kualitas produk dan kepercayaan merek mempengaruhi niat beli konsumen di Miracle Catering Manado. Dengan menggunakan survei terhadap 100 responden, hasilnya ditemukan bahwa data valid, reliabel, dan normal, tanpa masalah multikolinieritas atau heteroskedastisitas. Analisis mengungkapkan bahwa kualitas produk dan kepercayaan merek secara signifikan mempengaruhi niat beli, baik secara parsial maupun simultan, temuan ini mengkonfirmasi semua hipotesis. Disimpulkan bahwa Miracle Catering Manado harus fokus pada peningkatan dan pemeliharaan kualitas produk dan membangun kepercayaan merek untuk meningkatkan niat beli konsumen dan perlu memaksimalkan komunikasi pemasaran untuk bisnis. Penelitian selanjutnya dapat mengembangkan penelitian ini dengan menyertakan sampel yang lebih besar dan mempertimbangkan faktor-faktor tambahan seperti harga dan kualitas layanan.

Kata Kunci: Pemasaran, Kualitas Produk, Kepercayaan Merek, Niat Beli

INTRODUCTION

Research Background

Intense competition in the business world makes every company and business actor must adjust, adapt to changes and competition, especially in the world of Food and Beverage. Food and beverage are one of business industries that offers or sells food and beverages as its main product. Currently the F and B business industry has become a very growing trend in various cities in Indonesia, reported by the Central Bureau of Statistics (BPS) on the third quarter of 2023 (c-to-c) of the Indonesian economy grew by 5.05 percent. The food and beverage industry are in second place for the sector that experienced the highest growth, the highest growth was transportation and warehousing at 15.30 percent followed by accommodation and food or drinking at 10.77 percent and other services by 10.65 percent.

Food and beverage have several types of businesses one of them is Micro Small Medium Enterprises (MSMEs) are defined as small businesses with a specific level of wealth and income that are managed and owned by a single person or by a small group of people (ESB, 2023). MSMEs play a vital role in driving a nation's

economic advancement. They represent a cornerstone of the grassroots economy that Indonesia aims to nurture. Given their capacity to generate significant employment opportunities, MSMEs are expected to foster income growth, thereby facilitating the fulfillment of people's essential requirements (Windusanco, 2021). according to statistics from the Ministry of Cooperatives and Small and Medium Enterprises (KemenkopUKM) in March 2021, the total of MSMEs reaching at 64.2 million. that means MSMEs in Indonesia make a big contribution.

Catering business is a type of home-based business that applies a practical and time-efficient way for those who need a variety of foods without managing it themselves or providing event equipment because it requires a lot of energy, funds and time (Rawis, Panelewen, and Mirah, 2016). Catering is one of type of business that well known in the community especially in North Sulawesi there are many business owners that run the same type of business especially Manado city, one of them is called Miracle Catering. This business has been established since 2014 until now located in Paal IV Tikala, selling and serving food was the main purpose of this catering business. The food service industry or catering business is currently growing very rapidly (YY Ratnasari, 2018). Catering businesses are becoming more and more competitive in urban areas, and as a result, they need strong management skills in two areas: production (using labor, raw materials, and management skills) and marketing (quality of food or product and service).

Kotler and Armstrong (2016:97) define product quality as everything that can be put on the market to attract customers, be purchased, used, or consumed, and meet needs or wants. When it comes to consumers choosing a product, product quality is a crucial factor. The product that is being supplied needs to have undergone extensive testing to ensure that it meets their standards for quality, since this is what matters most to them. In addition, the company must be able to keep maintaining the quality of the product so the business will have a trust from the customer or it called brand trust.

The propensity of the typical consumer to rely on consumers' abilities to carry out brand functions is known as brand trust (Chaudhuri and Holbrook, 2001). Consumer's propensity to put their faith in brands to provide favorable outcomes based on past performance or the brand's own honesty, politeness, and integrity is known as brand trust. Similar to how marketing is crucial in the business world, brand trust and product quality are crucial for businesses to market their products.

In order to optimize business earnings, marketing is the act of determining, producing, and communicating value in addition to upholding happy customer connections (Hasan, 2019). Because consumers now have more options to select the products in a competitive and changing business environment, marketers must now understand how to persuade consumers to buy their products (Choi, Qiao, and Wang, 2020). They all have a role to influence customer purchase intention. Individual perceptions about personal preferences and unanticipated events indicated the factors that alter the intention to purchase (Kotler, 2003). One of the things that business owner must figure out is how to get customer purchase intention, how importance that customer purchase intention in a business. To completely understand the impact that brand trust and product quality have on consumers' buying intentions, this study would like to examine the influence of product quality and brand trust on consumer purchase intention on miracle catering Manado.

Research Objectives

1. To determine how product quality influence consumers purchase intentions in Manado on MSMEs at Miracle Catering Manado
2. To determine how brand trust influence consumer purchase intention in Manado on MSMEs at Miracle Catering Manado.
3. To determine how product quality and brand trust influence consumer purchase intention in Manado on MSMEs at Miracle Catering Manado.

THEORITICAL FRAMEWORK

Marketing

Marketing involves companies generating value, effectively conveying and providing this value to customers, and fostering strong customer relationships, ultimately leading to mutual benefits for both parties (Sumantri, Kindangen, and Tumewu, 2024). According to Kotler and Keller (2013), marketing is defined as a crucial component of organizational operations that includes processes meant to create, convey, and provide value to customers as well as managing customer relationships in ways that benefit the company and other relevant stakeholders.

Purchase Intention

Nasim and Hosein (2012) classified purchase intention, which expresses a person's desire to purchase a specific brand or item, as a component of the consumer's cognitive attitude. While purchase intention was defined as a consumer's prospective propensity to make more purchases (Rahmaningtyas, Hartono, and Suryantini, 2017). It describes how buyers respond to products, indicating their propensity to purchase (Kotler and Keller, 2013).

Product Quality

In a world of business product quality is important especially in F&B sector, when business can maintain and improving their quality of product of course it will see by the customer as a point plus in their business. Kotler and Keller (2013) define product quality as the ability of a good or service to fulfill its promises to customers or to make additions to meet their demands. Eight dimensions of quality were created by Garvin (1984), including customer perceived quality, performance, features, conformity, reliability, durability, and serviceability.

Brand Trust

The propensity of customers to rely on a brand's reputation to achieve its stated goals is known as brand trust (Chaudhuri and Holbrook, 2001). Likewise, brand trust is having faith in the brand; this is the conviction that the brand will always provide the customer with dependability and satisfaction (Delgado-Ballester, Munuera-Aleman, and Yague-Guillen, 2003).

Micro Small Medium Enterprises

An MSME is a venture characterized by a limited market reach, a small number of employees, and ownership and management by the business proprietor (Simmons, Armstrong and Durkin, 2008). MSMEs are business owned by individuals or collectives with a limited number of employees and self-management.

Empirical Studies

Nazarani and Suparna (2021) aimed to explain the effect of luxury brands, brand image, and product quality on consumer purchase intentions of Zara products. This research was conducted on Zara Beachwalk product consumers who live in Denpasar City. The sample size was taken as many as 144 people with purposive sampling method. Data were collected using a questionnaire that uses a 5-point Likert scale to measure 16 indicators. The analysis technique used is multiple linear regression analysis. The results showed that luxury brands, brand image, and product quality had a positive and significant effect on purchase intention. This shows that the stronger the consumer's perception of the influence of luxury brands, brand image and product quality, will increase purchase intention at Zara.

Cuong (2020) examined the influence of brand trust, perceived value on brand preference, and purchase intention for branded phones. The samples were gathered by a convenient sampling method. We collected data from 285 consumers who were visiting electronic supermarkets in Ho Chi Minh City, Vietnam. The measurement used a 5-point Likert scale ranging from 1=completely disagree, and 5=completely agree. PLS-Partial Least Squares method was performed to analyze the measurement model and the structural model. The study model was proposed from prior research. We had assessed the reliability of the scales through Cronbach's alpha and composite reliability. As well, we also had evaluated discriminant validity through the Fornell-Larcker criterion. The findings of the study demonstrated that brand trust had a significantly positive influence on brand preference. Likewise, the findings of the research also stated that brand trust had a positive impact on purchase intention. The results revealed that perceived value had a positive effect on brand preference. Furthermore, the outcomes show that perceived value had a positive influence on purchase intention as well. Furthermore, the findings of the research showed that brand preference had a positive effect on purchase intention.

Amri and Prihandono (2019) aimed to examine the direct and indirect effects of lifestyle, consumer ethnocentrism, product quality, and purchase intention as an intervening variable in the purchase decision. The population this research that consumers Batik Unggul Jaya in Kota Pekalongan. The total sample of 116 respondents with purposive sampling technique through a Likert scale questionnaire. Analysis of data using descriptive percentage and path analysis, The results showed that lifestyle has a significant positive effect on purchase decision, customers ethnocentrism has a significant positive effect on purchase decision, product quality has a significant positive effect on purchase decision, and purchase intention have a significant positive effect on purchase decision, as well as the mediating influence of lifestyle, consumer ethnocentrism, and product quality of the purchase decision.

Conceptual Framework

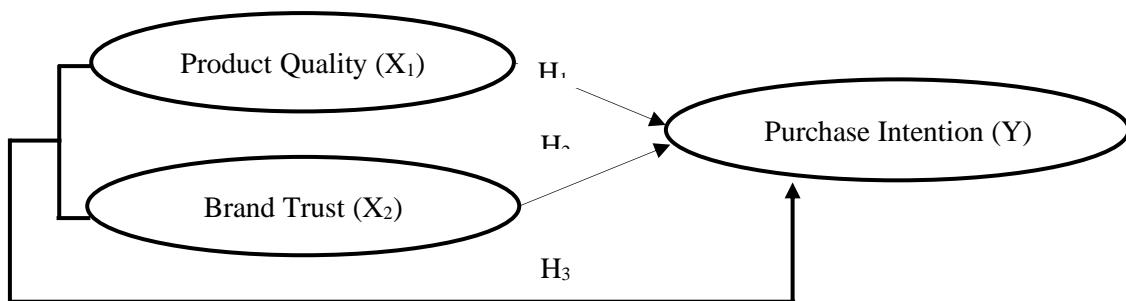


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

H₁: Product Quality has a significant impact on Consumer Purchase Intention, partially.

H₂: Brand Trust has a significant impact on Consumer Purchase Intention, partially.

H₃: Product Quality and Brand Trust have a significant impact on Consumer Purchase Intention, simultaneously.

RESEARCH METHOD

Research Approach

This research using quantitative approach because quantitative research as a positivist-based research methodology that satisfies the requirements of science by being concrete or factual, objective, measurable, rational, and methodical. That is why quantitative research is considered a scientific technique. In quantitative research, a sample of people or respondent is asked to answer a series of survey questions in order to determine the frequency and percentages of their responses, using the scientific calculation. In order to determine the impact of independent variable (X) such as Product Quality and Brand Trust on Consumer Purchase Intention as dependent variable (Y).

Population, Sample, and Sample Technique

Population referred to this study is the consumer that looking for food catering or already purchase food catering in North Sulawesi especially Manado City. With the calculation of sample size using unknown sample by Cochran Formula and get that the minimum sample of this research is 96 respondents, but the researcher targets to get 100 respondents.

Data Collection Method

This study utilized quantitative data, specifically primary data sources. The primary data were collected through questionnaires, which are research tools containing a series of questions to gather information. Questionnaires were distributed using Google Forms for convenience, time efficiency, cost-effectiveness, and to reach a broader range of respondents. This questionnaire will distribute to the population of sample that are included in the criteria.

Operational Definition and Measurements of Research Variables

The variable in this research divided into variables, as follows:

Table 1. Operational Definition of Research Variables

Variable	Definition	Indicators
Product Quality (X ₁)	Quality as the sum of a product or service's characteristics that determine its capacity to satisfy explicit or implicit needs.	1. Taste 2. Freshness 3. Food Innovation
Brand Trust (X ₂)	Brand trust is described as the consumer's readiness to rely on a brand, despite uncertainties, with the expectation of positive results	1. Brand Credibility 2. Brand Preference 3. Brand Reputation

Purchase Intention (Y)	Purchase intention involves customers thinking about their needs, looking for solutions, considering options, and deciding which product to buy.	1. Customer Interest 2. Customer Willingness 3. Customer Desire
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To determine the response score, this study uses a 7 Likert scale. The questionnaire used is a multiple choice questionnaire and there are 7 preference choices for each item. With the following measurement results: 1) Strongly Agree, 2) Agree, 3) Partially Agree, 4) Neutral, 5) Partially Disagree, 6) Disagree, 7) Strongly Disagree.

Testing of Research Instruments

The objective of testing the instrument is to ascertain its validity and reliability, thereby assessing its suitability for data collection in this analysis. Such as Validity Test and Reliability Test.

Data Analysis

Test of Classical Assumption

According to Ghazali (2018:159), it is important to test particular classical assumptions such as the normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. To establish the precision of a model, it is important to test several classical assumptions such as the normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. In this research, researcher used normality test, multicollinearity test, heteroscedasticity test.

Normality Test

To see if the residual values are normally distributed or not, this research using the one sample Kolmogorov-Smirnov test with the *Monte Carlo* approach is used. These are the criteria: If the significance value (Asym Sig 2 tailed) > 0.05 , then the data is normally distributed or if the significance value (Asym Sig 2 tailed) < 0.05 , then the data is not normally distributed.

Multicollinearity Test

To detect multicollinearity, the Variance Inflation Factor (VIF) value test can be carried out. If the VIF value is below 10 then it can be concluded that multicollinearity is not a concern.

Heteroscedasticity Test

To test heteroscedasticity, there are several types of tests, namely the Park test, Glesjer test, graph plot (Scatter Plot), and Spearman correlation coefficient test. And in this research, the Glesjer test was used. The basis for decision making with the Glesjer test is: 1) If the significance value is > 0.05 then the data does not occur heteroscedasticity, 2) If the significance value is < 0.05 then the data occurs heteroscedasticity.

Multiple Linear Regression Analysis

Thus, the multiple linear regression will be applied by researchers in order to predict the status of observed variables (increase and decrease) or if the number of independent variables carried out in multiple linear regression is at least two (Sugiyono 2018:307). This method can also get the direction of the relationship among each variable, namely whether the relationship that appears is positive or negative and can be used to estimate the value of the independent variable will increase or decrease based on the data used and utilizing statistics (Adiguno et al., 2022). The equation formula that is applied in multiple linear regression analysis is :

$$Y = a + b_1x_1 + b_2x_2 + e$$

- Y = Purchase Intention
- X1 = Product Quality
- X2 = Brand Trust
- a = Constant Value
- b = Multiple linear coefficient
- e = error term

Hypothesis Testing

Partially (T-Test)

The T-test is one of the statistical methods used to examine whether there is a significant difference between two sample means taken randomly from the same population (Sudjiono, 2010). The outcome derived

from the calculation is referred to as t_{count} , which is later compared with t_{table} at the significance level of 0.05 or 5%. The decision-making process based on this test is conducted using the following criteria:

- When the significance value is greater than $a = 0.05$ it means that the independent variable has no partial influence towards the dependent Variable
- When the significance value is lower than $a = 0.05$ it means that the independent variable has significant influence towards the dependent variable.

Simultaneously (F-Test)

The F-test is used to observe the impact of all independent variables collectively on the dependent variable. With a significance level of 5%, if the sig value of $F < 0.05$, it indicates a collective influence of the independent variables on the dependent variable (Ghozali, 2016). The assessment of the results of this test is conducted by examining the F value in the ANOVA table, using a significance level of 0.05. There are specific provisions for the F-test (Ghozali, 2016):

- $F_{count} < F_{table}$ then H_0 is accepted and H_2 is rejected, meaning that the variation of the regression model successfully explains that the cost of goods sold together (simultaneously) has no significant effect on net profit margin.
- $F_{count} > F_{table}$ then H_0 is rejected and H_2 is accepted. This means that the variation of the regression model successfully explains that general administrative expenses together (simultaneously) have a significant effect on net profit margin.

RESULT AND DISCUSSION

Result

Validity and Reliability Test

Table 2. Validity Test

Variable	Statements	Pearson Correlation	Description
Product Quality (X ₁)	X1.1	0,865	Valid
	X1.2	0,867	Valid
	X1.3	0,844	Valid
	X1.4	0,893	Valid
	X1.5	0,815	Valid
Brand Trust (X ₂)	X2.1	0,873	Valid
	X2.2	0,903	Valid
	X2.3	0,854	Valid
	X2.4	0,870	Valid
	X2.5	0,877	Valid
Purchase Intention (Y)	Y.1	0,803	Valid
	Y.2	0,804	Valid
	Y.3	0,877	Valid
	Y.4	0,876	Valid
	Y.5	0,865	Valid

Source: Data processed, SPSS 27 (2024)

Based on the data above, it shows that all statements of indicator from Product Quality (X1), Brand Trust (X2), and Purchase Intention (Y) variables have a Pearson correlation value greater than the r table (0.3008). Therefore, it was concluded that all statements from each indicator were valid.

Table 3. Reliability Test

Variable	Cronbach Alpha	Information
Product Quality (X1)	0,893	Reliable
Brand Trust (X2)	0,923	Reliable
Purchase Intention (Y)	0,895	Reliable

Source: Data processed, SPSS 27 (2024)

Based on this table, it shows that Product Quality (X1), Brand Trust (X2), and Purchase Intention (Y) variables have a Cronbach's alpha value greater than 0.6, that means all the measurement instrument are reliable.

Classical Assumption Test

Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}		.0000000
Mean		
Std. Deviation		.52497894
Most Extreme Differences		
Absolute		.084
Positive		.082
Negative		-.084
Test Statistic		.084
Asymp. Sig. (2-tailed) ^c		.080
Monte Carlo Sig. (2-tailed) ^d		.083
Sig.		
99% Confidence Interval		
Lower Bound		.076
Upper Bound		.090

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 926214481.

Source: Data processed, SPSS 27 (2024)

From the data shows, the sig (2-tailed) value is 0.080 > 0.05, so the data is declared normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1	(Constant)	.927	.386	2.402	.018		
	Product Quality	.220	.079	.220	2.787	.006	.539 1.854
	Brand Trust	.620	.074	.657	8.336	<.001	.539 1.854

a. Dependent Variable: Purchase Intention

Source: Data processed, SPSS 27 (2024)

As the results in the table 5, it shows that the tolerance value of X₁ (Product Quality) is 0,539 and X₂ (Brand Trust) is 0,539, and the VIF value of X₁ (Product Quality) is 1,854 and X₂ (Brand Trust) is 1,854. From the results of the tolerance and VIF values, it can be concluded that there is no multicollinearity because the tolerance value is greater than 0.100 and the VIF is less than 10.00

Heteroscedasticity Test

Based on table 6, the significance value of X₁ (0.082) and X₂ (0.814) is greater than the significance value of 0.050, so it can conclude that are no heteroscedasticity in this regression model.

Table 6. Heteroscedasticity Test

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.		
	B	Std. Error					
1	(Constant)	1.021	.252	4.056	<.001		
	Product Quality	-.091	.051	-.235	-1.759	.082	
	Brand Trust	-.011	.049	-.032	-.236	.814	

a. Dependent Variable: ABS_RES

Source: Data processed, SPSS 27 (2024)

Multiple Linear Regression**Table 7. Multiple Linear Regression**

Model	Coefficients ^a		
	B	Unstandardized Coefficients	Standardized Coefficients Beta
1	(Constant)	.927	.386
	Product Quality	.220	.079
	Brand Trust	.620	.074

a. Dependent Variable: Purchase Intention

Source: Data processed, SPSS 27 (2024)

From the data above, the multiple regression equation can be written as follows:

$$Y: 0.927 + 0.220X_1 + 0.620X_2$$

From the multiple linear regression equation above it can be interpreted as follows:

1. The preceding regression analysis's constant value, 0.927, explains why the purchase intention (Y) is 0.927 if the variables for brand trust (X2) and product quality (X1) are both 0.
2. Positive regression coefficient 0.220 is found for the Product Quality (X1) variable. The data indicates a positive relationship between Product Quality (X1) and Purchase Intention (Y). Specifically, if Product Quality (X1) increases by 1 and Brand Trust (X2) remains constant, Purchase Intention (Y) will change by 0.220.
3. Purchase Intention (Y) is positively influenced by Brand Trust (X2), as indicated by the positive regression coefficient of 0.620. If Brand Trust (X2) increases by 1 while Purchase Intention (Y) is assumed to remain constant, Purchase Intention (Y) will change by 0.620.

Coefficient of Determination Analysis (R^2)**Table 7. R and R Square Table**

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822 ^a	.675	.669	.5304

a. Predictors: (Constant), Brand Trust, Product Quality

b. Dependent Variable: Purchase Intention

Source: Data processed, SPSS 27 (2024)

The result above shows that R^2 is 0.675 which mean the independent variable (Product Quality and Brand Trust) affecting the dependent variable (Purchase Intention) with 67,5%.

Hypothesis Testing**Partial (T-Test)****Table 9 T-Test Table**

Model	Coefficients ^a			t	Sig.
	B	Unstandardized Coefficients	Standardized Coefficients Beta		
1	(Constant)	.927	.386	2.402	.018
	Product Quality	.220	.079	.2787	.006
	Brand Trust	.620	.074	8.336	<.001

a. Dependent Variable: Purchase Intention

Source: Data processed, SPSS 27 (2024)

From the data at table 9 that:

1. The t count of Product Quality (X_1) variable is 2.787 and the t table value is 1.98447, which means that t count is greater than t table. This explains that the independent variable namely Product Quality (X_1) partially have a significant effect on the dependent variable Purchase Intention (Y)
2. The calculation of t value of Brand Trust (X_2) variable is 8.336 and the t table value is 1.98447, which means

that the calculation of t count is $>$ then t table. This means that the independent variable of Brand Trust (X_2) partially has a significant effect on the dependent variable Purchase Intention (Y).

Simultaneous (F-Test)

Table 10. F-Test Table

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.723	2	28.361	100.828	<.001 ^b
	Residual	27.285	97	.281		
	Total	84.008	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Brand Trust, Product Quality

Source: Data processed, SPSS 27 (2024)

From the data above, the calculated F count in the above table is 100.828 while the F table is 3.939; this indicates that the calculated F count is more than the F table and that the sig value is $0.001 < 0.05$. Therefore, H3 is acceptable since it can be concluded that the variables of Brand Trust (X_2) and Product Quality (X_1) have a simultaneous, positive, and significant impact on Purchase Intention (Y).

Discussion

Product Quality Influences Consumer Purchase Intention

The result show that product quality is partially influencing consumer purchase intention. This demonstrates that customers consider a product's quality before making a purchase, particularly in the food and beverage sector as customers are constantly searching for caterers that can meet their needs and preferences. The findings of this study are corroborated by Nazarani and Suparna (2021) that product quality had a positive and significant effect on purchase intention. Tudor and Zheng (2014) discovered that customers' buying intentions increased when they saw higher-quality products compared to similar products from other companies. This suggests that higher-quality products will pique consumers' interest in making a purchase. According to Basha et al. 2015), product quality is the primary motivator for purchase intention and has a substantial impact, from the result above show that the indicator or variable such as taste, freshness, and food innovation is affecting on how consumer see for the quality or a product. This means that businesses need to continuously improve the quality of their products because it is one of the factors that drives customers to make a buy. From the result above show that the indicator or variable such as taste, freshness, and food innovation is affecting on how consumer see for the quality or a product. This means that businesses need to continuously improve the quality of their products because it is one of the factors that drives customers to make a buy.

Brand Trust Influences Consumer Purchase Intention

The result show that Brand Trust are partially influencing consumer purchase intention, with the indicator from brand trust itself such as brand credibility, brand preference, and brand reputation that illustrate what is customer see for a brand before they make a purchase. Cuong (2020) indicates that brand trust positively impacts consumers' intentions to acquire a product. The same research indicates that brand trust significantly and favorably influences consumer purchase intentions. According to earlier studies, there is a positive relationship between consumer purchase intentions and brand trust. This suggests that as brand trust grows, so will the rate at which consumers make purchases (Sanny et al., 2020). That justification makes it possible to conclude that when a company's brand becomes more trusted, the likelihood that a customer will want to buy a product will increase. According to the findings from Takaya (2019), there is a relationship between brand trust and buy intention; that is, if brand trust has grown, so will the purchase intention's worth. As per Limbu, Wolf, and Lunsford (2012), business owners can leverage marketing communication to establish a favorable correlation between brand trust and purchase intention. This will encourage customers to notice the brand or product.

Product Quality and Brand Trust Influences Consumer Purchase Intention

From the result, we can see that product quality and brand trust are simultaneously influencing consumer purchase intention, that means the both variables if bring up together with all the indicator can have an impact or have an influence on consumer purchase intention. The present study's outcome differed from that of Then and Johan (2021), who found that while product quality did not significantly and favorably influence consumer

purchase intention, brand trust did. As a result, consumers' intention to purchase the SK-II product was positively increased. In addition, they stated that a product's perceived quality indicates the value or benefit it offers to customers; if a product's quality components align with customers' needs and wants, purchase intention would rise. In contrast, Yupeng (2019) findings indicated that Chinese consumers' intentions to purchase Chinese-brand automobiles were influenced by brand trust, and similarly, Chinese consumers' perceptions of product quality were found to have an impact on their intentions to purchase Chinese-brand automobiles. These findings suggest that both brand trust and perceived product quality have a noteworthy and favorable influence on consumers' inclinations to purchase Chinese-brand automobiles. This leads one to the conclusion that Miracle Catering Manado will benefit if its owner continues to improve the quality of their products and cultivates consumer trust in their brand. This will also influence consumers' propensity to make purchases, especially when combined with effective marketing strategies.

CONCLUSION AND RECOMMENDATION

Conclusion

Conclusions are drawn based on the results of this research are as follows:

1. The result show that product quality is partially influencing the consumer purchase intention on Miracle Catering Manado, which means that when business can maintain and develop their product quality it will have an impact on consumer purchase intention to buy the product, especially in the world of F&B industry where the quality of product is important because that is what costumer see before their purchase it.
2. The result show that brand trust is partially influencing the consumer purchase intention on Miracle Catering Manado, which means that company or business owner need to explore more how to build a good trust for their brand from customer, so it will have a brand trust for their business.
3. The result show that product quality and brand trust is simultaneously influencing and have an impact on consumer purchase intention on Miracle Catering Manado, which means that when business owner can keep maintain the product quality and build a good trust for their brand so it will have an impact on consumer purchase intention.

Recommendation

1. Business owner of Miracle Catering Manado can maintain and improve what is the needs of the business itself. Keeping the product quality maintain and improving the quality or menu can make consumer have an interest to purchase the product itself, because F&B industry is cannot be separated from product quality. While brand trust, company need to build a good trust for their brand so that customer can have an interest and will willingly purchase. From all of that company must see the important of marketing communication to because marketing is the one factor that important and help business to grow. Business must also be adapted of the change in the industry may be from changes in buying interest, changes in taste interest, existing trends, and changes in customer behavior to buy.
2. Further researcher or people who are looking information about product quality and brand trust on consumer purchase intention is expected that to conducted this study and more develop find out the variables.

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