



## The Influence of Food Quality, Price, and Perceived Authenticity on Purchasing Decisions for Mangrove Rempeyek on Osi Island: An Empirical Study

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### ABSTRACT

This Study analyze influence quality food, price, and perceived authenticity of decision purchase Mangrove Rempeyek on the Island Osi, Maluku. Products innovative This use mangrove leaves as material standard, but its sales Still fluctuating. Using approach quantitative with analysis regression multiple with help JASP application, research This find that quality food, reasonable price with quality, and perception to authenticity product influential positive and significant to decision purchase. Good quality, reasonable price, and authenticity products that reflect identity culture local influence decision purchase consumers. Research results This give outlook important for development of local MSME marketing strategies in increase Power competition product based potential nature and culture local.

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## **INTRODUCTION**

Indonesia is an archipelagic country with diversity source Power nature and culture that encourage development various product food traditional food traditional No only functioning as consumption every day, but also has mark high social, cultural and economic (Mir et al., 2025) . On many area, business Micro, small and medium enterprises (MSMEs) are an important pillar in process material food local become product worth plus so that capable increase income society and create opportunity business news so that created superiority isolated (Christianty, Restia; Tabelessy, 2025) . One of the areas experiencing development the is Island Osi, in West Seram Regency, Maluku. This area known as village tour with extensive mangrove ecosystem as well as activity economy public developing coast from sector fishery until culinary local.

One of innovation emerging culinary from public Island Osi is Mangrove Rempeyek, a form rempeyek that utilizes mangrove leaves as material standard additional. Innovation This started from effort public local and MSME groups for create product characteristic that reflects identity area as well as optimize mangrove potential in general sustainable. Different from rempeyek in general which uses leaf oranges, nuts, or anchovies, Mangrove Rempeyek has unique taste that becomes Power pull alone for traveler and public around.

Even though Thus, the results observation beginning and description MSME actors show that sale Mangrove Rempeyek still nature fluctuating and not yet stable. Some factor the cause including limitations capacity production, lack of standardization quality, competition with peanut brittle commercial from outside area, as well as low level introduction public to the benefits and uniqueness of mangroves as material food. On the other hand, many tourists who visit Island Osi tend choose product snacks that have been common and well-known wide, such as peanut brittle leaf oranges and rempeyek peanuts, so that Mangrove Rempeyek needs a better marketing strategy effective in order to be able to compete.

In context marketing, understanding about behavior consumer becomes very important. Buying decision influenced by various factors, good rational and emotional (Achar et al., 2016) . Quality food is one of the the most determining variable interest and satisfaction consumer ( Tabelessy, 2023) . Quality rempeyek, such as level crispiness, consistency of taste, aroma, color, and cleanliness products, often become reason main consumer do purchase. If the quality food No consistent, then consumer will divert choice to product perceived competitors Better.

Besides quality food, prices also become factor main in the evaluation process consumer (Fatunlebit et al., 2025) . Traveler and public local will consider whether price Mangrove Rempeyek reflects the value obtained. In some point sales, price peanut brittle from outside area cheaper and more packaged more interesting, so that product local must capable compete through fair price and better value strong.

However, the factors that are increasingly get attention in literature modern marketing is perceived authenticity or perceived authenticity consumer (Papadopoulou et al., 2023) . Product traditional like Mangrove Rempeyek is actually own mark culture, uniqueness material standard local, and related

with community the maker. Characteristics This can increase perception consumer to authenticity products, which in turn influence pride, emotions, and decisions purchase. Product considered authentic if reflect mark traditional, made by the community local, using distinctive ingredients area, and processed with the way that is not Far from tradition original (Meyerding & Trinh, 2025) . In context Island Osi, perceived authenticity has the potential become a significant selling point because mangroves are symbol ecosystem local and section from identity public coast.

However, until now, research about How quality food, price, and perceived authenticity influence decision purchase Mangrove Rempeyek on the Island Osi still very limited. Research previously more Lots discuss peanut brittle in a way general or food traditional in other areas (Erlangga Aditya Pratama et al., 2025; Machfudlotin, 2020) , but Not yet in a way specific evaluate product mangrove- based in the coastal areas of Maluku. In fact, understanding about factors it is very important Not only for MSMEs, but also for government area in formulate development strategies business based potential local and tourism.

Based on condition increasing market competition strict, important for do research that provides description empirical about factors that influence decision purchase Mangrove Rempeyek on the Island Osi. Research This aim for identify various factors, such as quality food, price, and perceived authenticity, which can influence choice consumers. Therefore that, research This aim for explore influence quality food, price, and perceived authenticity of decision purchase Mangrove Crackers.

## LITERATURE REVIEW

### *Relationship Between Quality Food with Purchasing Decision*

Quality food is one of the factor main influencing factors behavior consumers in context industry food and drink. According to (Petrescu et al., 2022) , quality food is perception consumer to superiority something products, which are formed from attribute such as taste, aroma, freshness, texture, and appearance. In sector culinary, quality food no only covers aspect sensory, but also security food, presentation, and consistency product (Fernqvist et al., 2024) . Perception positive to quality food push formation satisfaction the beginning that became base attachment consumer to something product or brand.

Connection between quality food with decision purchase proven through Lots research that shows that attribute quality own influence significant to intention buy and purchase repeat. According to (Lee & Hwang, 2016) , quality high food increase trust consumers and perceptions value, so that push decision purchase. Factors sensory as the taste and aroma are proven own impact direct to satisfaction and formation preference consumer (Shariati et al., 2025) . Besides that, quality consistent food make consumer evaluate product more reliable so that minimize risk in the process of taking decision (Joya & Orth, 2025) .

More far, in the behavioral model consumers, quality food play a role as determinant main former perceived value, which in the end influence interest

purchase and decision purchase real in the field (Reitano et al., 2024) . (de Araújo et al., 2022) state that decision purchase influenced by perception benefit compared to sacrifice, and on the product food, benefits the biggest come from quality food That alone. Therefore that, business culinary must guard standard material raw materials, processing, taste, and appearance products to be able to push decision purchase. In consistent, diverse study confirm that the taller perception consumer to quality food, more and more big possibility they for do purchasing, recommending, and return buy product them.

Based on review libraries and research previously, can concluded that quality food owns significant influence to decision purchase consumers. Consumers tend choose food that is considered quality tall Because feel that to feed the will give benefit more, like better performance good, power longer lasting, and more satisfaction big. Therefore that, the company need ensure that food produced fulfil standard the quality expected by consumers, to push decision positive and enhancing purchases Power competitive in the market.

H1: There is Relationship Between Quality food with Purchasing Decision

#### *The Relationship Between Price and Purchasing Decisions*

Price is one of the factors important in influence decision purchase consumers. As one of the element main in mix marketing, price is indicator mark from product or services offered to consumer (Cakici & Tekeli, 2022) . According to (Xia et al., 2021) , price is amount of money paid consumer For get product or services. In addition become barrier or trigger In the purchasing process, the price also reflects quality food or associated brands with product the (Kurz et al., 2023) . Therefore that, the relationship between price and decision very important purchase for understood in marketing strategy.

Price can be influence decision purchase consumer through perception perceived value. Consumers often evaluate price No only based on costs incurred, but also benefits or quality obtained from product the (Shirai, 2015) . When the price considered in accordance with quality offered to consumers more tend for do purchase. on the other hand, if price considered too tall compared to with value received, consumers Possible will cancel intention purchase. With Thus, the price play role double, good as tool for interesting consumer and as determinant perceived satisfaction and value.

Study previously show that price own influence significant to decision purchase in various context. (Vomberg et al., 2024) explain that consumer evaluate price not only from nominal side, but also comparable with benefits received. When the benefits are felt bigger than price paid, decision purchase become more positive. Meanwhile that, (Dwivedi & McDonald, 2025) disclose that in category premium products or luxury, higher price tall often viewed as indicator better quality well, which is precisely increase decision purchase. On the other hand, (Töytäri et al., 2015) emphasize that price functioning double as barriers and openers opportunities, where consumers more tend buy product with the price they consider comparable with the quality provided. In overall, the findings this show that the price considered in accordance with perceived value consumer can increase decision purchase, good in a very sensitive market to price and in the premium linking market price with quality.

From the review libraries and research previously, can concluded that price influence decision purchase consumer in various way. The price is too tall can reduce Power pull products, especially If consumer feel accepted value No comparable with price paid. On the contrary, prices are low can increase decision purchase If consumer feel get mark more. However, in a number of cases, especially for premium products, high prices precisely can increase decision purchase Because consumer link it with better quality good. Therefore that, deep understanding about perception price and perceived value by consumers are very important for company in establish an effective pricing strategy.

## H2: There is The Relationship Between Price and Purchasing Decisions *The Relationship Between Perceived Authenticity and Purchasing Decisions*

Perceived authenticity or perception authenticity refers to the extent to which consumers believe that something product or brand reflect values, traditions, or original and not fake quality distorted (Rodrigues et al., 2024) . In context marketing, perception authenticity become the more important, especially for product or brands that have root culture or strong history, such as product craft hands, food local, or goods luxury. Consumers often look for products that are considered original Because believe that product the offer mark better in matter quality and experience deep emotional (Sansome et al., 2025) .

Buying decision is a process that is gone through consumer when choose product or service for purchased. This decision influenced by various factors, including quality, price, and trust consumer to mark product. In a number of category products, such as related items with culture or legacy, perceived authenticity can become very determining factor in decision purchase (Dong & Li, 2025) . Products that are considered authentic can build trust self and satisfaction consumers, which ultimately increase possibility For buy product the (Monfort et al., 2025) .

Perceived authenticity is related close with draft mark emotions felt by consumers to products. Products that are considered authentic can trigger experience more emotional deep, which often increases decision purchase (Vrtana & Krizanova, 2023) . With thus, products that have origin or authentic stories can creating a sense of trust and connectedness emotional driving consumer for choose product said, although Possible There is more alternatives cheap or more practical (Wang et al., 2025) . This reflects that in a number of category products, especially those related to with inheritance or culture, authenticity considered more valuable than factor rational like price or comfort.

A number of studies show that perceived authenticity can increase decision purchase consumers, especially in product markets that have connection culture or strong emotional. Products that are considered authentic No only fulfil need functional, but also provides more experience in, which pushes consumer for choose it. In research by (Chen et al., 2020) , found that consumer more tend buy products that are considered original Because believe product the offer more Lots value, good from side quality and values the culture contained therein. This is also proven by research (Kim & Song, 2020)

which shows that consumer more Like buy product from the brands they consider authentic Because product the offer more experience sincere and appropriate with identity they. Besides that, research by (Pelet et al., 2020) in context goods luxury also found that products that are considered authentic often viewed as more products worth, so that increase decision purchase, because consumer feel more connected with quality and the story behind product them.

From the review libraries and research previously, can concluded that perceived authenticity has influence significant to decision purchase consumers, especially in category related products with culture, heritage, or product luxury. Products that are considered authentic no only give mark functional, but also offers mark deep emotions for consumers, which increases possibility they for buy product said. Therefore that, the company that wants to increase Power pull product they need consider aspect authenticity, because products that are considered authentic can create connection strong emotions with consumers and strengthen decision purchase.

H3: There is the Relationship Between Perceived Authenticity and Purchasing Decisions

As illustration, below This served framework think research that describes connection between variables to be researched, as well as give description clear about focus research that will be done.

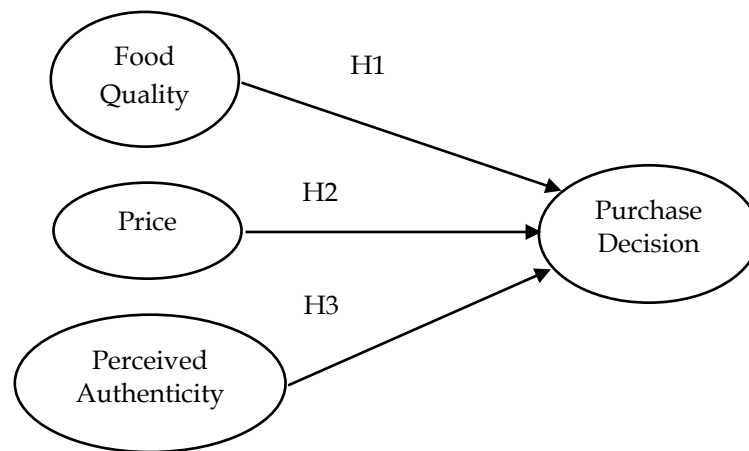


Figure 1. Framework Think Study

## METHODOLOGY

Study This use type study quantitative with approach survey. Approach quantitative chosen For test influence variables independent (quality food, price, and perceived authenticity) towards variables dependent (decision purchase) through numerical data collection and analysis statistics (Ghanad, 2023) .

Quality food measured through indicators that have been customized from (Al-Tit, 2015) . Price is measured through indicators that have been customized from (Hamdani, 2023) . Perceived Authenticity is measured through indicators that have been customized from (Tablelessy, 2025) .

Meanwhile, Purchase Decisions measured through indicators that have been customized from (Ali et al., 2022) .

Population in study This is all over consumers who buy mangrove rempeyek on the island Osi. Technique of taking samples used is random sampling, with choose consumers who have buy deep mangrove crackers period certain. Determination amount sample in study This done with use G-Power application, designed for help researchers in count size proper sample based on various statistical parameters (G\*Power, 2023) . Based on calculation said, obtained amount sample as many as 119 respondents, with notice level errors that can occur accepted in analysis. Approach this ensure that size samples used Enough representative for reach valid and reliable results reliable.

Questionnaire used for data collection will developed based on a review of existing literature about variables related (quality food, price, perceived authenticity, and decision purchase). Instrument This will test validity and reliability through trials on samples limited before distributed in a way wide. Every statement in questionnaire will use Likert scale 1-5 for measure attitudes and perceptions consumer to every variable studied.

Data analysis techniques used in study This is analysis regression multiple regression model This used for seem to what extent is the quality food, price, and perceived authenticity influence decision purchase. For matter said, data processing in research this use application JASP (Just Another Statistical Program) statistics is device soft easy statistics used, designed For make things easier data analysis without need skills programming (Love et al., 2019) .

## RESULT AND DISCUSSION

Of the 119 respondents involved in study this, the majority is men (55%) with group age most are in the 25–34-year age range (35%). Most of them respondents' own income monthly under Rp. 5,000,000 (75%), with majority working in the sector trade and services (40%), followed by power professionals (25%) and entrepreneurs (20%). Education level respondents' part big is bachelor's degree (S1) (50%), followed by education medium above (35%) and post bachelor (10%). Only about 5% have Elementary/Middle School Education. Demographics This show that product Mangrove Rempeyek more Lots in demand by consumers age productive with income medium, which is generally own education high and work in a more flexible in consume product local. With thus, marketing strategy product This should customized with preference consumer young educated high and with Power buy limited.

In study in this case, various tests were carried out for ensure that instrument measurements used can provide valid and reliable data. Reliability test used for measure consistency the scale applied to the variables main like quality food, price, perceived authenticity, and decision purchase. In addition, that, validity test done for ensure that each item in scale the truly describe the construct in question. Not only that, for ensure that the regression model used in analysis This can reliable, assumption tests are also carried out classic. This test aim for inspect what is the regression model fulfil criteria basic, such as residual normality, homoscedasticity, and multicollinearity, which are very

important for the results analysis regression can accountable and relevant (Flatt & Jacobs, 2019) .

Can described in Table 1, all tested scale (quality food, price, perceived authenticity, and decision purchase) has Omega value above 0.7, which indicates that fourth scale the reliable or consistent in the measurement (Malkewitz et al., 2023) .

Table 1. Summary Reliability

Scale	Omega ( $\omega$ )	Category
Food Quality (FQ)	0.854	Reliable
Price (PRI)	0.767	
Perceived Authenticity (PA)	0.880	
Purchase Decision (PD)	0.722	

Source: JASP Processed, 2025

Based on the results shown in Table 2, can explained that all items in tested scale (quality food, price, perceived authenticity, and decision purchase) is declared valid, because each item has mark more correlation big from 0.3. Criteria This used as minimum limit for ensure that each item has sufficient relationship significant with constructs being measured (Marar et al., 2023) . Therefore, that does not there are items that need to be deleted, because all fulfil standard validity that has been set.

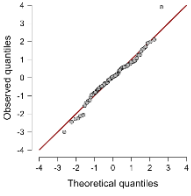
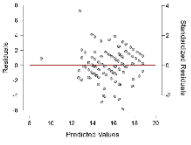
Table 2. Summary Item Validity

Item	Correlation	Category
FQ1	0.742	Valid
FQ2	0.569	Valid
FQ3	0.727	Valid
FQ4	0.791	Valid
FQ5	0.593	Valid
PRI1	0.647	Valid
PRI2	0.515	Valid
PRI3	0.533	Valid
PRI4	0.595	Valid
PA1	0.802	Valid
PA2	0.710	Valid
PA3	0.769	Valid
PD1	0.610	Valid
PD2	0.585	Valid
PD3	0.585	Valid
PD4	0.302	Valid

Source: JASP Processed, 2025

Can explained in table 3, the regression model tested has fulfil assumptions the basic requirements, namely residual normality, homoscedasticity, and no There is multicollinearity. This increase reliability and validity of the regression model used.

Table 3. Assumption Test Classic Multiple Linear Regression

Assumptions	Indicator	Output Results	Interpretation
Residual Normality		The residual points follow the diagonal line	Residuals are close to normal
Homoscedasticity		Random and even distribution of residuals	No There is heteroscedasticity
No Multicollinearity	VIF < 5 and Tolerance > 0.2	FQ: VIF 1.905; PRI: 1,546; PA: 2,028. FQ: Toll. 0.525; PRI: 0.647; PA: 0.493.	No There is multicollinearity

Source: JASP Processed, 2025

Based on the results of the hypothesis test carried out in Table 4, the decision against each hypothesis tested with compare p-value against the cut-off value of 0.05. If the p-value is smaller from 0.05, then hypothesis zero rejected, which indicates existence connection or significant difference. On the other hand, if p-value is greater big of 0.05, hypothesis zero No can rejected, which means no There is sufficient evidence For support hypothesis alternative (Nanere et al., 2025) .

1. FQ → PD: Hypothesis 1 is accepted, because the p-value = 0.035 < 0.05, which indicates that FQ has influence significant positive against PD.
2. PRI → PD: Hypothesis 2 is accepted, because the p-value < 0.001, which is highly significant, indicates that PRI is influential positive against PD.
3. PA → PD: Hypothesis 3 is accepted, because the p-value = 0.014 < 0.05, which indicates that PA has influence significant positive against PD.

With thus all the proposed hypothesis (FQ → PD, PRI → PD, PA → PD) is accepted, which means third variables the influential positive in a way significant against PD.

Table 4. Hypothesis Test Results

Variables	b (Unstd.)	β (Std.)	t	p	Decision
FQ → PD	0.130	0.205	2,128	0.035	Accepted
PRI → PD	0.320	0.326	3,747	< ,001	Accepted
PA → PD	0.215	0.248	2,493	0.014	Accepted

Source: JASP Processed, 2025

### **Influence Quality Food on Purchasing Decisions**

Quality food in mangrove rempeyek, which includes freshness, taste, nutrition, variety, and aroma have an effect direct towards the decision-making process purchase consumers. Freshness and enticing aroma appetite form basic conditions that make consumer evaluate that product safe and decent consumed. Delicious and distinctive taste increase opportunity for consumer for try and buy back. Meanwhile that, value nutrition from mangrove materials and variation choice of flavors and types product push consumer for evaluate product in a way positive in stage set of activities, such as compare, assess, and choose product in accordance preferences.

Next, all indicator quality food the contribute to evaluation consumer related Benefits and costs. Fresh, delicious, nutritious, varied mangrove crackers with an enticing aroma. assessed give more benefits big compared to costs incurred. This is strengthened trend consumer for make decision purchase and upgrade possibility purchase repeat. With Thus, the quality food plays a role important in form perception value and determine decision purchase Mangrove rempeyek. Research results This in line with study previously by (Lee & Hwang, 2016) , (Shariati et al., 2025) , and (Joya & Orth, 2025) .

#### *The Influence of Price on Purchasing Decisions*

Price has influence significant to decision purchase consumer rempeyek on the island Osi, which can see from connection between indicators price and decision purchase. Reach price influence condition base, where the rempeyek with an affordable price more Possible fulfil need base consumers on the island Osi, like budget and taste preferences. Suitability price with quality food or service relate with a series activities carried out by the taker decision, because consumer will evaluate whether price peanut brittle in accordance with the quality of taste, texture, and durability that they accept, which affects the search process information and evaluation alternative product similar. Compatibility price with benefit influence opportunity, where the price suitable rempeyek with desired benefits, such as good taste and long - lasting packaging, provide opportunity for consumer for buy product them.

Power competition price, which reflects price more rempeyek Good compared to with competitors, related with a series benefits and costs from combination decision base, where prices are competitive give mark more for consumers, with perceived benefits comparable with costs incurred. In general overall, price affordable rempeyek, suitable with quality and benefits, as well as competitive on the Island Osi, will enlarge possibility consumer for do purchase, which is the end influence decision purchase in a way positive. Research results This in line with study previously by (Vomberg et al., 2024) , and (Dwivedi & McDonald, 2025) .

#### *The Influence of Perceived Authenticity on Purchasing Decisions*

Perceived authenticity has influence significant to decision purchase rempeyek on the island Osi, which can see from connection between indicators authenticity, namely objective, constructive, and existential, with indicators decision purchase. Authenticity objective, such as material standard original and method manufacturing traditional, influencing condition base consumers, because authentic rempeyek considered fulfil hope base consumers on the

island Osi related quality and authenticity product. Authenticity constructive, which includes values contained culture and traditions in manufacturing rempeyek, open opportunity for consumer for buy product the Because feel connected with identity local or inheritance culture Island Osi. Besides that, authenticity existential, which provides meaning emotional through experience typical food, enriching a series activities carried out consumer in taking decision, because more active look for suitable rempeyek with taste preferences and values culture they.

In evaluation benefits and costs, rempeyek is considered authentic, good in a way objective, constructive, and existential, considered give benefit more big compared to costs incurred, because consumer feel that peanut brittle the offer mark more through authentic taste and experience culture contained therein. By Overall, the authenticity felt in rempeyek on the Island Osi enlarge possibility consumer for choose and buy product said, with reason that product the more fulfil hope they from aspect quality, identity culture and satisfaction emotional. Research results This in line with study previously by (Chen et al., 2020) , (Kim & Song, 2020) , and (Pelet et al., 2020) .

## **CONCLUSIONS AND RECOMMENDATIONS**

Study This show that quality food, price, and perceived authenticity have significant influence to decision purchase Mangrove Rempeyek on the Island Osi. Consumer tend choose products that have quality good, reasonable price with accepted values, and considered authentic, which reflects identity culture local. Third factor this is very important in interesting interest consumers and increase decision purchase, good from traveler and public local. Therefore that, a strategy that focuses on increasing quality products and understanding to perception authenticity can strengthen Power competition Mangrove Rempeyek at the market.

MSMEs on the Island Osi should focus on improvement quality product Mangrove Crackers with ensure good consistency of taste, freshness and aroma through training and supervision quality. Better marketing strategies directed is also necessary developed, with highlight authenticity products that reflect culture local, as well as utilizing social media for expand market reach. In addition, that, the determination competitive and flexible prices, based on market research, will help interesting various segment consumers, both local and tourists. Diversification product with variety of flavors or attractive packaging is also important for increase Power competitiveness. Finally, MSMEs must weave collaboration with sector tourist local for promote Mangrove Rempeyek as a typical souvenir that can be introduced to tourists, so that increase market awareness and demand.

## **FURTHER STUDY**

Based on limitations in study this research furthermore recommended for explore other factors that influence decision purchases, such as promotion, packaging, and factors social culture local. Further research wide in various location with different market characteristics are also important for test

consistency results. Besides that, approach a mixture that combines method quantitative and qualitative, such as interview deep, can give outlook more in about perception consumers. Finally, research furthermore can study impact term long from marketing strategy to loyalty consumers and the development of MSMEs based on product local, such as Mangrove Crackers.

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