The Effect of Product Quality and Price on Purchase Intention with Perceived Value as Moderating Variables for Seafood Tomato Udon Products at Marugame Udon

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A B S T R A C T

A R T I C L E I N F O

Marugame Udon is a restaurant that serves Japanese fried udon and tempura dishes in Indonesia. This research aims to analyze the role of product quality and price with perceived value as a moderating variable on purchase intention toward seafood tomato udon product at marugame udon restaurant in Jakarta. The research method used in this study is a quantitative method using multivariate data analysis model, including Partial Least Square Structural Equation Modelling (SEMPLS), which samples from 150 respondents of Marugame Udon customers in Greater Jakarta. This research uses questionnaires with likert scale. Results of this research show that Product Quality has a positive effect and significant on Purchase Intention, Perceived Value has a positive effect and not significant on Purchase Intention, Perceived Value has moderated a positive effect on Price and Purchase Intention, Price has a positive effect and significant on Purchase Intention, and Product Quality has a positive effect and significant on Price. For further research, academics can explore these topics within other food companies. Another recommendation for future studies is to employ different sampling methods, such as stratified random sampling or systematic random sampling, to achieve a more diverse respondent pool. Increasing the number of research samples can lead to more precise findings and expanding the sampling locations can help capture a broader range of customer characteristics. For management, it is necessary to consider the time for launching food products in accordance with the targeted segment. For example, during a period when the number of customers is declining or it's a low season, management is expected to introduce products that are likely to be accepted by all market segments

INTRODUCTION

The food and beverage industry are among the priority sectors for development, especially with initiatives to implement Industry 4.0 technology. This industry plays a crucial role in supporting the performance of the non-oil and gas manufacturing sector. Digital transformation in this area is anticipated to positively impact investment growth, productivity in the industrial sector, and the development of a skilled workforce. According to the Ministry of Industry (2021), the food and beverage industry's performance from 2015 to 2019 showed an average growth of 8.16%, outpacing the non-oil and gas processing industry's average of 4.69%. Despite the pandemic impact, in the fourth quarter of 2020, while the non-oil and gas industry contracted by 2.52%, the food and beverage sector still achieved growth of 1.58% for the year. However, when comparing growth data between the food and beverage sector and the overall gross domestic product, a decline is evident due to the Covid-19 pandemic, as illustrated in the following data.
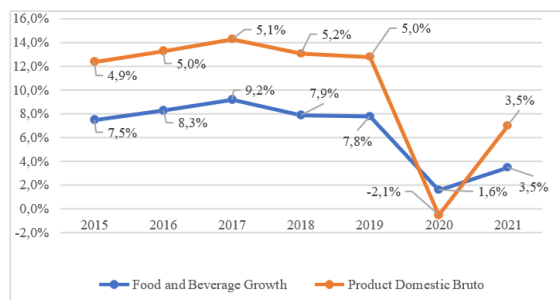

Figure 1. Comparison of F&B Growth and GDP in Indonesia (2015-2021) Source: Central Bank of Indonesia (2021)

A closer look reveals that DKI Jakarta has the highest density of businesses in Indonesia's food and beverage sector. Based on data from the Central Bureau of Statistics (2021), there were 11,223 food and beverage businesses nationwide in 2020. Of these, 8,042 businesses (71.65%) were restaurants or diners, 269 businesses (2.40%) were catering services, and the remaining 2,912 businesses (25.95%) belonged to other categories. The details are shown in the following figure.
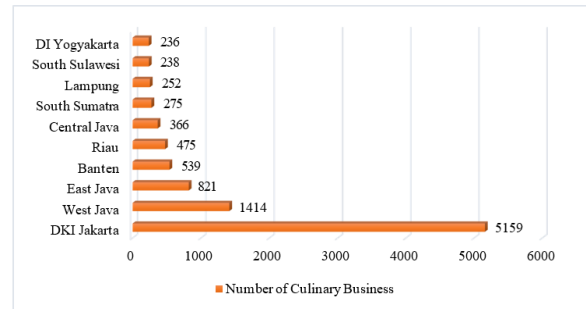

Figure 2. Top 10 Province with Number Food and Beverage Businesses In Indonesia Source: Central Bank of Indonesia (2021)

According to Figure 2, DKI Jakarta holds the province with the highest number of culinary businesses in Indonesia, totaling 5,159 in 2020. This figure is significantly higher than other provinces, nearly four times greater than West Java (1,414 businesses) in 2020. The digital era provides marketers with new and easy ways to learn about consumer behavior, and what products, brands, and services match the needs and desires of customers. The digital era has changed the old habits of being completely offline into online. Nowadays communication, advertising and building a relationship can be done easily by utilizing technology such as image and video sharing, and so on. In addition to utilizing technology, it is also necessary to have the right marketing strategy, so the product can sell well in the market.

Furthermore, based on Central Bureau of Statistics (2021) revealed that 85.55 percent of culinary businesses have provided online sales services. Even though the percentage of online sales is 23.70 percent, online sales are considered prospective along with massive digital transformation, especially due to Covid-19 pandemic. As for ordering services from third parties such as GoFood, GrabFood, ShopeeFood, they are most used online sales by culinary entrepreneurs with a percentage of 61.69 percent. Meanwhile, 49.69 percent of entrepreneurs sell online through social media and the remaining 17.62 percent through websites.

According to Adiwidjaja (2017), consumers have several options when deciding to purchase a product. In Indonesia, buying food has evolved from a mere desire to an essential need, prompting companies to continuously innovate their offerings. As stated by Ayuniah (2017), two main factors price and product quality can influence purchasing

decisions. When deciding to buy, consumers assess the product's price, which plays a key role in their evaluation. Research by Puspita & Suryoko (2016) indicates that price has a significant positive impact on purchase decisions. Thus, price can serve as a key reference point for consumers when evaluating a product. If a product's price meets consumer expectations, it can increase their interest in making a purchase. Consumers generally seek an optimal price range; if the price is too high, they may hesitate, while a price set too low might lead them to question the product's quality. According to Adiwidjaja (2017), price positively influences purchasing decisions, as consumers often compare product prices before making a final choice.

Product quality is also a crucial factor influencing purchasing decisions. With an abundance of food and beverages available on the market, consumers assess product quality to determine if it meets their expectations. High-quality products tend to encourage consumer confidence in making a purchase. Previous studies, such as that of Yulindo (2013), show a significant impact of product quality on purchasing decisions. Companies aiming to compete effectively and fulfill consumer needs and desires must prioritize quality in their products (Habibah & Sumiati, 2016). This perspective is further supported by Habibah & Sumiati (2016), who found that both price and product quality have a combined effect on purchasing decisions. Today, consumers are more discerning about products they buy, and a product is perceived as high quality when it aligns with their expectations.

Marugame Udon is a restaurant in Indonesia specializing in Japanese udon and tempura dishes. It first opened on February 14, 2013, in Jakarta. The restaurant's menu includes udon, tempura, rice dishes, and more. Udon is the main offering, with several variations like Spicy Beef Karubi Udon and Seafood Tomato Udon. The Spicy Beef Karubi Udon features udon noodles with Miso sauce, Jiang Chili soup kake dashi, and imported sukiyaki beef, while the Seafood Tomato Udon combines udon noodles with tomato sauce, shrimp, and chikuwa. Marugame Udon data indicates a demand imbalance between these two dishes, as shown in the following chart.
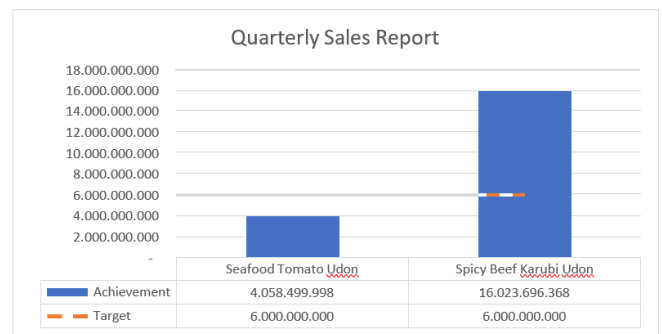

Figure 3. Quarterly Sales Report Source: Primary Data (2021)

Based on the graph, it shows that the product sales performance is very different even though they have the same sales target. This shows that spicy beef karubi udon is more desirable than seafood tomato udon, even though in terms of product prices, both have the same product price. In terms of product content and nutrition, seafood tomato udon has better nutrition than spicy beef karubi udon. This is a concern for Marugame Udon to be able to determine whether a product will continue to be sold or replace the product with another new product. Several previous studies have discussed the role of product quality and price on purchase intention. As conducted by Konuk (2019) that discussed the influence of Perceived food quality, price fairness, perceived value and satisfaction on customer's revisit and word of mouth intention toward organic food restaurant. Research by Agusra (2018) discussed about the effect of product and price toward purchase decision Mamasuka Mixed flour. Research conducted by (Suttikun & Meeprom, 2021) discussed about the effect of perceived quality of authentic souvenir product, perceived value, and satisfaction on customer loyalty. Based on these findings, the author finally decides on writing a research about the role of product quality and price with perceived value as a moderating variable on purchase intention toward seafood tomato udon product at marugame udon restaurant in Jakarta.

LITERATURE REVIEW
a. Product Quality
In running a business, it is essential that the products and services offered are of good quality and match their price. To remain competitive, especially in terms of quality, businesses need to continuously enhance the quality of their offerings. Improving product quality can lead to greater customer satisfaction and encourage repeat purchases. Kotler & Keller (2021) define a product, in a broad sense, as anything provided to fulfill a need or desire. The product concept suggests that consumers will prefer products that deliver superior quality, performance,

and features (Sagita & Alam, 2025) & Lestari et al., 2025)

b. Price

Price is a key component in marketing a product and one of the primary considerations for potential buyers. According to Kotler & Keller (2021), price is the monetary amount charged for a product or service, or the value exchanged by consumers to gain benefits from owning or using it. Tjiptono (2015) suggests that price is the only element in the marketing mix that generates revenue for a company; other elements merely represent cost. Unlike product features and distribution channels, price is one of the most flexible marketing mix components and can be adjusted quickly. Pricing and price competition are central challenges for marketing departments. Stanton (2012) defines price as a monetary unit or other measure (including goods or services) exchanged to acquire ownership or usage rights of a product, implying that price reflects the funds or resources needed to obtain a product and its associated utilities or benefits.

c. Perceived Value

Perceived value arises when an individual believes that a product is worth purchasing (Longxiu, 2025). This perception is shaped by societal opinions and the benefits consumers experience when making a purchase. A positive perception formed by consumers toward a product or service can boost sales, as it is reinforced by consumer expectations of the product. As defined by Kotler & Keller (2021), perception is a process of selecting, organizing, and translating information input to create perceptions that do not only focus on physical stimuli but also interpersonal stimuli and the surrounding environment. In addition, the perceived value felt by the customer is the difference between the benefits he receives and the cost of offering the alternative (Ghozi et al., 2025).

d. Purchase Intention

According to Kotler & Keller (2021), Purchase Intention is a type of consumer behavior where individuals express a desire to buy or select a product based on their experiences, usage, and desire for that product. Stevina et al (2015) describe Purchase Intention as the inclination to purchase a brand, generally based on the alignment between purchase motives and the attributes or characteristics of the brand. Purchase Intention can be evaluated through the Preference dimension, which includes the consumer's plan to purchase a product, their strong desire indicating certainty about a product and the likelihood of buying it (Wijaya & Alfonsius, 2025). Bimantari (2019) defines Purchase Intention as an intention driven by a consumer's motivation, involving conscious feelings or plans to engage in specific behaviors.

RESEARCH METHOD

Based on background, research problems, and theoretical framework, this study utilizes both descriptive and causal research methodologies. This approach is selected to analyze the relationships between variables and to present the research findings. Sugiarto (2017) describes descriptive analysis as a process of thorough detailing or presenting data, allowing it to be illustrated in various forms. Rochaety et al (2019) defines descriptive research as research aimed at determining the value of one or more independent variables without making comparisons or linking them to other variables. Indrawati, (2018) explains that causal research is used when the goal is to identify the cause of a problem, which can be done using either experimental or non-experimental methods.

The research methodology employed in this study is a quantitative approach using multivariate data analysis, specifically Partial Least Squares Structural Equation Modeling (SEM-PLS). The data collected for this study is quantitative. According to Creswell & David Creswell (2018), quantitative data refers to data obtained by measuring quantitative variables, which are those whose values are determined numerically. In this study, the quantitative data is derived from respondents' scores on the questionnaire. The questionnaires consist of closed-ended questions using a five-point Likert scale, ranging from 'strongly disagree' (1) to 'strongly agree' (5).

This research uses non-probability sampling techniques. Data will be collected by distributing questionnaires to individuals residing and working in the Jakarta area (including West Jakarta, East Jakarta, Central Jakarta, North Jakarta, and South Jakarta). Researchers determine the number of samples using the Lameshow equation as follows

$$n = \frac{Z^2 pq}{d^2}$$

Table 1. Notation and description

Notation	Description
n	Number of samples
Z	Measure that determines how far a value is from the average in standard deviation units (in this study using a 95% confidence level (α) then Z = 1.96)
p	Proportion of subjects taken from previous research = 7.285%)
q	Remainder of the proportion of subjects taken from the previous study (1-p = 1 – 0.07285 = 0.92715)
d	level of precision used (1- α = 1 – 95% = 5% or 0.05)

According to Lameshow's sample determination method, with an unknown population, 105 participants are required. However, to account for potential outliers, the sample size will be increased to 150 participants to ensure data reliability and avoid the need for re-sampling.
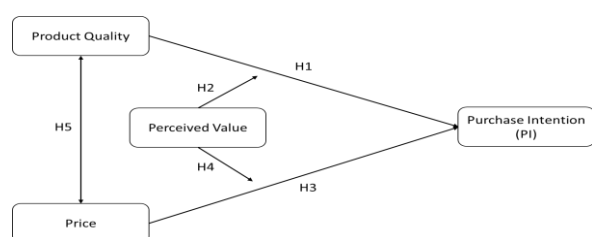

Figure 4. Research Framework Source: Primary Source: Primary Data (2021)

The development of a hypothesis within a research framework involves establishing a testable prediction based on theoretical insights and previous studies, guiding the study's design and data collection to either support or refute the proposed relationships. Numerous research works have explored the relationship between intrinsic and extrinsic cues, evaluation of product quality, and their impact on the consumer's purchasing decision. Moreover, a study conducted by Chinomona et al (2013) has shown that intrinsic cues play a vital role in the assessment of product quality and the buying decisions of consumers.

H1: Product Quality (PQ) has a significant effect on Purchase Intention (PI)

Rintamäki et al (2006) suggested that creating and delivering perceived value is essential for businesses to thrive and sustain themselves in an increasingly competitive environment. Therefore, it is crucial to gain a deeper understanding of how perceived value impacts purchase intention, particularly in the context of food and beverages. Several studies, such as those by Gan & Wang (2017) have explored the connection between perceived value and purchase intention.

H2: Perceived Value (PV) moderate the relationship between Product Quality (PQ) and Purchase Intention (PI)

The price of a product can significantly affect consumer purchase intention (Molinillo et al., 2020). Consumers' willingness to pay a premium price for healthy food is often determined by their environmental concerns and social identity, as observed in studies by Kang et al. (2012) and Witzel and Zielke (2017). Despite this, high prices can be a barrier to purchase intention, as noted in previous research (Agustra, 2018; Mahriasari, 2020). Various studies have examined the relationship between price and purchase intention, such as Levrini et al, 2021. Thus, in this study, the following hypotheses can be proposed:

H3: Price (P) has a significant effect on Purchase Intention (PI)

Rintamäki et al. (2006) asserted that establishing and delivering perceived value is essential for businesses to survive and grow in a highly competitive environment. Therefore, it is important to gain a deeper understanding of how perceived value influences purchase intention, particularly within the food and beverage industry. Several studies, including those by Gan & Wang (2017), have examined the link between perceived value and purchase intention. Based on this, the following hypotheses can be proposed in this study:

H4: Perceived Value (PV) moderate the relationship between Price (P) and Purchase Intention (PI)

Product Quality (PQ) has a mutually significant effect on Price (P) (Oktavian, 2022). Consumers' willingness to pay a premium price for healthy food is often determined by their environmental concerns and social identity, as observed in studies by Kang et al. (2012) and Witzel and Zielke (2017). Despite this, high prices can be a barrier to purchase intention, as noted in previous research (Agustra, 2018; Mahriasari, 2020). Various studies have examined the relationship between price and purchase intention, such as Levrini et al, 2021.

H5: Product Quality (PQ) have a mutually significant effect on Price (P)

RESULT & DISCUSSION

This study employs a quantitative research method using a multivariate data analysis model, including Partial Least Squares Structural Equation Modeling (SEM-PLS). The sample consists of 150 respondents who are customers of Marugame Udon in the Greater Jakarta area. The table below presents the descriptive data from the research.

Table 2. Descriptive Data

Characteristics	Category	Amount	Frequency (%)
Gender	Male	87	58
	Female	63	42
Age	17 - 25 years	19	13
	26 - 35 years	46	31
	36 - 45 years	59	39
	46 - 55 years	26	17
Education	Diploma Degree	12	8
	Bachelor's degree	122	81
	Master's degree	16	11
Status	Married	117	78
	Single	33	22
Profession	Employees	104	69
	Entrepreneur	18	12
	None	28	19
Income/month	< IDR 5.000.000	15	10
	IDR 5.000.000 - IDR 10.000.000	48	32
	IDR 10.000.000 - IDR 20.000.000	91	61
	> IDR 20.000.000	11	7

The final outer evaluation of this study reveals that the variable "product quality" is represented by 7 indicators, "price" by 4 indicators, "perceived value" by 4 indicators, and "purchase intention" by 5 indicators. Outer loadings, or loading factors, are used to assess convergent validity. An indicator is considered to meet convergent validity in the "good" category if its outer loading is greater than 0.70. Below is the outer loading value for each indicator related to the research variables.

Table 3. Loading Factors

Variable	Indicator	Loading Factor	Detail
Perceived Value	PV1	0,766	*Valid*
	PV2	0,905	*Valid*
	PV3	0,918	*Valid*
	PV4	0,822	*Valid*
Price	P1	0,771	*Valid*
	P2	0,816	*Valid*
	P3	0,887	*Valid*
	P4	0,701	*Valid*
Product Quality	PQ1	0,819	*Valid*
	PQ2	0,713	*Valid*
	PQ3	0,701	*Valid*
	PQ4	0,726	*Valid*
	PQ5	0,735	*Valid*
	PQ6	0,785	*Valid*
	PQ7	0,795	*Valid*
Purchase Intention	PI1	0,718	*Valid*
	PI3	0,759	*Valid*
	PI4	0,702	*Valid*
	PI5	0,775	*Valid*

Discriminant Validity can be known through the Average Variance Extracted (AVE) method for each variable having criteria > 0.5 to be said to be valid.

Table 4. Averance Varianced Extracted

Variable	Average Varianced Extractred (AVE)	Detail
Perceived Values	0,731	*Valid*
Price	0,625	*Valid*
Product Quality	0,566	*Valid*
Purchase Intention	0,571	*Valid*

Based on the data in the table above, it can be seen that the AVE value of the Perceived Value variable is > 0.5 with a value of as big as 0,731, the value of the Price variable > 0.5 with a value of 0,625, the value of the Product Quality variable > 0.5 with a value of 0,566, the value of the Purchase Intention variable > 0.5 with a value of 0,571. This shows that each variable has had discriminatory validity that meets the requirements.

Composite Reliability is the part used to test the reliability of variable indicators. Variable can be said to meet the requirements of composite reliability if the value the composite reliability of each variable is > 0.70. The following is the Composite Reliability value of each variable :

Table 5. Composite Reliability and Cronbach's Alpha Output

Variable	Composite Reliability	Detail	Cronbach's Alpha	Detail
Perceived Values	0,915	*Reliable*	0,875	*Reliable*
Price	0,869	*Reliable*	0,797	*Reliable*
Product Quality	0,901	*Reliable*	0,872	*Reliable*
Purchase Intention	0,869	*Reliable*	0,814	*Reliable*

Based on the data in the table above, it is evident that the composite reliability values for the Perceived Value variable (0.915), the Price variable (0.869), the Product Quality variable (0.901), and the Purchase Intention variable (0.869) are all greater than 0.7. These composite reliability values can be further validated by considering the Cronbach's Alpha values. A variable is considered reliable if its Cronbach's Alpha is greater than 0.70. Below are the Cronbach's Alpha values for each variable. Based on the data in the table above, it can be seen that the cronbach's alpha value of the Perceived Value is > 0.7 with a

value of as big as 0.875, the value of the Prive variable > 0.7 with a value of 0,797, the value of the Product Quality variable > 0.7 with a value of 0,872 and the value of the Purchase Intention variable >0.7 with a value of 0,814. The evaluation of this model is performed using the Coefficient of Determination (R^2), the Goodness of Fit Test, and Hypothesis Testing (Direct and Indirect Effects), Below is a schematic representation of the proposed PLS program model,
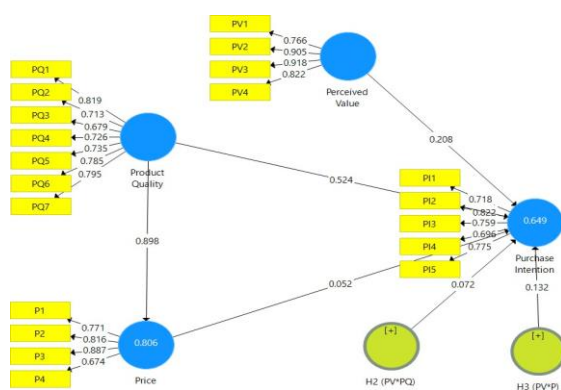
Figure 5. Full Model Result

The R-square value measures the extent to which the dependent variable is influenced by other variables, According to Chin, an R2 value of 0,67 or higher for the dependent latent variable in a structural model indicates that the influence of the independent variable(s) on the dependent variable

falls into the good category, If the R2 value is between 0,33 and 0,67, it is considered medium, and if it is between 0,19 and 0,33, it is categorized as weak, Based on the data processed using SmartPLS 3,0, the R-Square values obtained are as follows:

Table 6. Value of Determination Coefficient

Variable	R Square (R^2)	R Square Adjusted
Purchase Intention	0,649	0,628

Table 6 indicated that Purchase Intention variable has an R2 value of 0,649 and it implies that 64,9% of variation in Purchase Intention can be explained by Price, Product Quality, and Perceived Valude, while the remaining 35,1% is attributed by other variables that are not included in this research.

The model's fit can be evaluated using the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI). A model is deemed appropriate if the SRMR value is below 0.1. Furthermore, an NFI value closer to 1 suggests a better fit, as stated by Hu and Bentler (1999). Hte following table presents the model fit for this research.

Table 7. Model Fit

Variable	Saturated Model	Estimated Model
SRMR	0,014	0,015
NFI	0,331	0,331

Based on the table, the SRMR value is 0.014 (< 0.10), indicating that the model can be considered fit. Meanwhile, the NFI value of 0,331 suggests that the model is improving. Therefore, it can be concluded that the structural model is reasonably suitable or fit and is fairly good.

Table 8. Result

	Path Coefficient	Result	T Statistic	Result	P Values	Result
Product Quality (PQ) → Purchase Intention (PI)	0,524	Positives	2,102	Significant	0,019	Significant
Perceived Value (PV) x Product Quality (PQ) → Purchase Intention (PI)	0,072	Positives	0,522	Not Significant	0,301	Not Significant
Price (P) → Purchase Intention (PI)	0,052	Positives	1,993	Significant	0,034	Significant
Perceived Value (PV) x Price (P) → Purchase Intention (PI)	0,132	Positives	0,907	Not Significant	0,183	Not Significant
Product Quality (PQ) → Price (P)	0,898	Positives	2,221	Significant	0,0001	Significant

The following analysis results are processed data using Importance-Performance Matrix Analysis which is shown in the following figure.
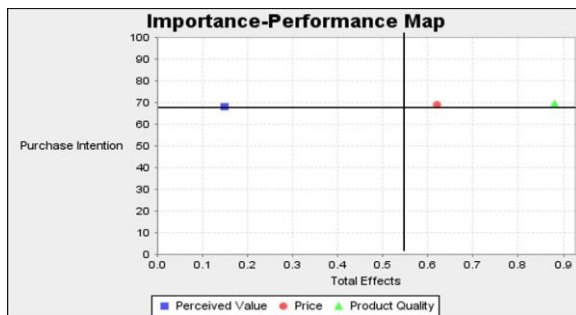

Figure 6. Importance-Performance Matrix

The effect of Product Quality on Purchase Intention

The results of the analysis show that Product Quality has an positive effect and significant on Purchase Intention. Because the result of t-value of 2,102 (t-value > 1,967) and a P value of 0,019 (P value < 0.05) both demonstrate a significant effect or relationship. Consequently, H1: Product Quality has a positive effect on Purchase Intention is accepted. So these results are in accordance with research conducted by Magbanua et al. (2023), Cuong (2022), and Farid et al (2023), which shows that there is a positive and significant influence between Product Quality on Purchase Intention. Products with high quality tend to provide greater satisfaction to consumers. When consumers are satisfied with the quality of a product, they are more likely to trust the brand and repeat purchases in the future. This trust contributes to increased purchase intention.

The indicator with the highest value PQ1 ("The product has several portions option") with a value of 22.376, followed by PQ7 ("The product presented in a neat and attractive appearance") with value of 22.206. From this result indicates that customer can have more diverse options which can increase the chances of purchasing food. This inclusivity can increase the likelihood that more customers will find an option that suits them, thereby enhancing overall purchase intention. On the other hand, the visual presentation of food products is a powerful factor that can significantly influence purchase intention. A neat and attractive appearance can make food products more appealing, leading to higher consumer interest and increased sales.

The effect of Perceived Value as Moderating Variable between Product Quality and Purchase Intention

The results of the analysis show that Perceived Value has an positive effect and not significant on Purchase Intention. Because the result of t-value of 0,522 (t-value > 1,967) and a P value of 0,301 (P value < 0.05) demonstrate positives and not significant effect. Consequently, H2: Perceived Value has moderate a positive effect on Product Quality and Purchase Intention is accepted. So these results are in accordance with research conducted by Gan & Wang (2017b) and C. Wang et al (2023) which shows that there is a positive and not significant influence Perceived Value as Moderating Variable between Product Quality and Purchase Intention. When the product quality is already perceived as very high, it might strongly drive purchase intention regardless of the perceived value. In such cases, the influence of Perceived Value as a moderator might be minimized, leading to a non-significant interaction effect. Consumers may feel that the quality itself justifies the purchase, making the perceived value less critical in their decision-making.

The indicator with the lowest value PV1 ("The product gives a good sense of social acceptance by a certain reference group") with a value of 14.447. This suggests that the consumers who participated in this study are not sensitive to social acceptance by a certain reference group. Based on the questionnaire result in this research regarding occupation that show respondents with the type of work as employees have the largest percentage, which is equal to 69% or 104 respondents. Respondents with this type of work as entrepreneur have a percentage of 12% or 18 respondents. Respondents who did not answer or were none have a percentage of 19 or 28 respondents. Occupations often involve interactions with colleagues, clients, or industry peers. From this, it can be seen that certain reference group is no longer the primary consideration for consumer when buying the product.

The effect of Price on Purchase Intention

The results of the analysis show that Price has an positive effect and significant on Purchase Intention. Because the result of t-value of 1,993 (t-value > 1,967) and a P value of 0,034 (P value <

0.05) demonstrate a significant effect or relationship. Consequently, H3: Price has a positive effect on Purchase Intention is accepted. So these results are in accordance with research conducted by Levrini & Jeffman dos Santos (2021b) and Yeoman (2023) which shows that there is a positive and significant influence between Price on Purchase Intention. Consumers often use price as a proxy for quality. If a product is priced higher, they might infer that it is of higher quality or provides better value, which can positively influence their intention to purchase. For certain types of products, especially in the food and beverage sector, consumers might be willing to pay more for specific attributes such as organic, gourmet, or specialty ingredients. This willingness can lead to a significant positive effect on purchase intention. Moreover trends and consumer behavior can shift, making higher-priced products more attractive if they align with current consumer values or preferences, such as health consciousness or sustainability.

The indicator with the highest value P3 ("The price of the product is in accordance with the quality obtained") with a value of 31.028. This suggests that the consumers who participated in this study are sensitive if price accordance with the quality obtained. Based on the questionnaire result in this research regarding the age group of 36-45 years have the highest percentage, 39% or 56 respondents. From this, it can be seen that costumer in this study have high concern on price of the product is in accordance with the quality obtained.

The effect Perceived Value as Moderating Variable between Price and Purchase Intention
The results of the analysis show that Perceived Value has moderate a positive effect on Price and Purchase Intention. Because the result of t-value of 0,907 (t-value > 1,967) and a P value of 0,183 (P value < 0.05) demonstrate positives and not significant effect. Consequently, H4: Perceived Value has moderate a positive effect on Price and Purchase Intention is accepted. So these results are in accordance with research conducted by Curvelo et al (2019) and Peña-García et al (2020) which shows that there is a positive and not significant influence Perceived Value as Moderating Variable between Price and Purchase Intention. If consumers perceive the value of food products

uniformly (i.e., they have similar perceptions of value), the variation needed to observe a significant moderation effect might be absent. When there is little variability in perceived value, it may not effectively alter the impact of price on purchase intention. Moreover Food purchases often involve short-term consumption decisions where immediate price considerations outweigh perceived long-term value. Consumers might be less likely to let perceived value influence their purchase intention if the price is a more pressing factor.

The indicator with the lowest value P2 ("The price of the product is lower than other products") with a value of 8.951. This suggests that the consumers who participated in this study are not sensitive if price of the product is lower than other products. Based on the questionnaire result in this research regarding monthly income that show for the monthly income of respondents, it can be seen that respondents with an income level of Rp. 10.000.000 - Rp. 20.000.000 has the largest percentage, 61% or 91 respondents. From this, it can be seen that costumer in this study have high purchasing rate on food.

The effect of Product Quality on Price
The results of the analysis show that Product Quality has an positive effect and significant on Price. Because the result of t-value of 2,221 (t-value > 1,967) and a P value of 0,0001 (P value < 0.05) both demonstrate a significant effect or relationship. Consequently, H5: Product Quality has a mutually positive effect on Price is accepted. So these results are in accordance with research conducted by R. Wang et al (2022) and Sung et al (2023) which shows that there is a positive and significant influence between Product Quality on Price. High- quality products often require more expensive materials, advanced technology, and skilled labor, which increase production costs. Manufacturers need to cover these higher costs, which can lead to higher prices for consumers. he positive and significant effect of product quality on price arises from the higher production costs associated with quality materials and processes, the perceived value that quality brings, brand positioning, market segmentation, and consumer expectations. High-quality products often target consumers who are willing to pay a premium, reinforcing the relationship between quality and price. Additionally, factors such as brand equity, exclusivity, and

investment in innovation further contribute to the higher pricing of high-quality products.

CONCLUSION

Products with high quality tend to provide greater satisfaction to consumers. When consumers are satisfied with the quality of a product, they are more likely to trust the brand and repeat purchases in the future. This trust contributes to increased purchase intention. This result indicates that customers can have more diverse options which can increase the chances of purchasing food. This inclusivity can increase the likelihood that more customers will find an option that suits them, thereby enhancing overall purchase intention. On the other hand, the visual presentation of food products is a powerful factor that can significantly influence purchase intention. A neat and attractive appearance can make food products more appealing, leading to higher consumer interest and increased sales.

When the product quality is already perceived as very high, it might strongly drive purchase intention regardless of the perceived value. In such cases, the influence of Perceived Value as a moderator might be minimized, leading to a non-significant interaction effect. Consumers may feel that the quality itself justifies the purchase, making the perceived value less critical in their decision-making. If a product is priced higher, they might infer that it is of higher quality or provides better value, which can positively influence their intention to purchase. For certain types of products, especially in the food and beverage sector, consumers might be willing to pay more for specific attributes such as organic, gourmet, or specialty ingredients. This willingness can lead to a significant positive effect on purchase intention. Moreover, trends and consumer behavior can shift, making higher-priced products more attractive if they align with current consumer values or preferences, such as health consciousness or sustainability.

People believe that if the price is high it comes with the guarantee of high quality. Consumers perceive the value of food products uniformly (i.e., they have similar perceptions of value), the variation needed to observe a significant moderation effect might be absent. When there is little variability in perceived value, it may not effectively alter the impact of price on purchase intention. Moreover, Food purchases often involve short-term consumption decisions where immediate price considerations outweigh perceived long-term value. Consumers might be less likely to let perceived value influence their purchase intention if the price is a more pressing factor.

High-quality products often require more expensive materials, advanced technology, and skilled labor, which increase production costs. Manufacturers need to cover these higher costs, which can lead to higher prices for consumers. The positive and significant effect of product quality on price arises from the higher production costs associated with quality materials and processes, the perceived value that quality brings, brand positioning, market segmentation, and consumer expectations. High-quality products often target consumers who are willing to pay a premium, reinforcing the relationship between quality and price. Additionally, factors such as brand equity, exclusivity, and investment in innovation further contribute to the higher pricing of high-quality products.

This research provides suggestions that includes (1) For management, it is necessary to consider the timing for launching food products in accordance with the targeted segment, For example, during a period when the number of customers is declining or it's a low season, management is expected to introduce products that are likely to be accepted by all market segments, On the other hand, during the high season, management can launch more specific products, such as seafood udon, On the other hand, management also requires specialized technology for preparing the stock of raw materials for specific products, so that when the high season approaches, the products can be promptly launched and absorbed by consumers. (2) Academics often incorporates additional variables in later studies that influence purchase intention. Future research could also explore these topics within other food companies. Another recommendation for future studies is to employ different sampling methods, such as stratified random sampling or systematic random sampling, to achieve a more diverse respondent pool. Increasing the number of research samples can lead to more precise findings and expanding the sampling locations can help capture a broader range of customer characteristics.

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