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**ANALYSIS OF THE FACTORS THAT INFLUENCE THE DECISION TO PURCHASE "MINYAK KITA" COOKING OIL: A MEDIATION STUDY OF PURCHASE INTENTION AMONG HOUSEWIVES IN PEKALONGAN**

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**Abstract**

The demand for cooking oil in Indonesia continues to increase along with its role as a basic necessity. The government launched the "Minyak Kita" program as simple packaged cooking oil at affordable prices. This study aims to analyze the effect of price perception, product quality, brand image, and brand trust on purchasing decisions with purchase intention as a mediating variable. This research is quantitative in nature. The research population is housewives who use Minyak Kita in Pekalongan. The sample was determined using purposive sampling technique as many as 185 respondents. Data collection was carried out through a questionnaire. Data analysis using the SmartPLS 4 method. The results showed that price perception, brand image, and brand trust had a significant effect on purchasing decisions, both directly and through purchase intention. However, product quality has no significant effect. This study underscores the importance of building reasonable price perceptions and strengthening brand image and trust to improve purchasing decisions, especially in household consumers.

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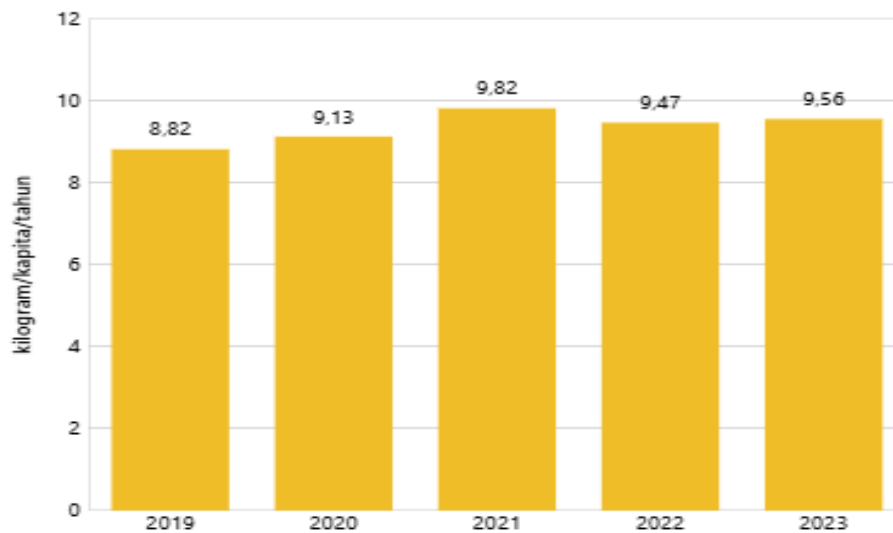
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## INTRODUCTION

Indonesia is a country rich in potential natural resources, one of which is in the palm oil plantation sector which has good potential in the world market sector as a producer of palm oil plantation commodities which are managed into cooking oil for daily needs. One example can be seen from the use of cooking oil consumed by the Indonesian people where cooking oil is a basic necessity for everyday people. This causes the need for cooking oil to continue to increase every year (Ishomuddin et al., 2023).

**Picture 1.** Data on Cooking Oil Consumption per Capita of Indonesian People (2019-2023)



Source: Databoks (2024)

Based on the above data obtained by the National Food Agency (Bapanas) in 2023, public consumption of cooking oil increased by 0.9% compared to 2022, reaching 9.56 kilograms/capita/year, although it is still below the 2021 consumption level as shown in the graph. The total demand for cooking oil for national household consumption in 2023 reached 2.66 million tons/year, an increase of 2%. Bapanas also noted that in 2023 the average Indonesian consumes calories from cooking oil, palm oil and the like reaching 253 kilocalories/capita/day, equivalent to 12% of the total daily calorie intake of the community, which is an average of 2,088 kilocalories/capita/day (Databoks, 2024).

Known as the world's largest palm oil producer, Indonesia uses palm oil as the main ingredient to make cooking oil. Cooking oil made from palm oil is divided into two types, namely bulk cooking oil and branded packaged cooking oil. Bulk cooking oil is cooking oil that is sold to consumers at retail without using brands and product labels. Meanwhile, branded cooking oil is cooking oil that is offered to consumers with standardized packaging, brands, and product labels. Currently, cooking oil is packaged in various brands (Nurhidayanti et al., 2024).

One of the cooking oil products with branded packaging is "Minyak Kita" cooking oil. Minyak Kita is a continuation of the previous program, namely the People's Bulk Cooking Oil (MGCR). This program is the government's effort to distribute cooking oil

from the domestic market allocation (Domestic Market Obligation / DMO). Where to provide simple packaged cooking oil at affordable prices for the community. It is different from the previous cooking oil program because Minyak Kita is packaged and given a special brand so that it is more hygienic and easy to distribute. The purpose of this program is so that the distribution of cooking oil can be evenly distributed and right on target (Kementrian Perdagangan RI, 2022).

The Ministry of Trade noted that the price increase of Minyak Kita cooking oil in 32 regions in Indonesia has exceeded the highest retail price set by the government, which is IDR 15,700 per liter as stated in the Decree of the Minister of Trade Number 1028 of 2024 which took effect on August 14, 2024. However, in some areas the price of Minyak Kita has even reached IDR 18,000 per liter, far above the price ceiling. The main cause of this price spike is that the high demand in the market is not proportional to the available supply. Limited distribution is also a factor that exacerbates the situation. With this situation, the Ministry of Trade plans to increase the supply and improve the distribution system of Minyak Kita to distributors who have the "Minyak Kita" trademark (Kompas, 2024)

The "Minyak Kita" trademark can be used by all cooking oil producers, including both private companies and state-owned enterprises. Each manufacturer applies different processing methods, which affect the final product's clarity, durability, and taste. Some users have reported that Minyak Kita tends to become cloudy after just one use, suggesting that its quality may be lower compared to premium packaged cooking oils, which typically undergo more advanced filtration. Furthermore, the Ministry of Trade has discovered counterfeit Minyak Kita products being sold at higher prices without any quality assurance. These issues have led to a decline in public trust in Minyak Kita, particularly among housewife consumers (Kumparan, 2024). According to research conducted by Nurhidayanti et al.(2024) housewives tend to choose cooking oil products based on a brand image that has been tested for quality. However, Minyak Kita often exceeds the HET, product quality is considered unstable such as oil that quickly becomes cloudy after use, and counterfeit products appear that affect trust in Minyak Kita products.

Based on the phenomena that occur above, purchasing decisions can be caused by several factors such as perceived product quality price, brand image, product trust, and purchase intention. Where price perception is related to how price information is fully understood by consumers, which can affect consumer flows in fostering a sense of interest in making purchases (Ishomuddin et al., 2023). In their research Ishomuddin et al.(2023) dan Putra et al.(2022) show that price perception has a positive and significant effect on purchase intention which acts as variable Y. However, in research conducted by Purnomo et al.(2021) shows that partially price perception does not have a significant effect on purchasing decisions through purchase intention.

The product quality factor plays an important role in influencing consumer decisions to choose and consume a product, thus generating consumer buying interest in the product (Maulana & Ali, 2024). Based on the results of the mediation test in Mega Puspita & Budiatmo (2021) 's research it shows that there is an intervening effect of buying interest variables in the relationship between product quality variables and purchasing decisions. However, in research conducted by Fransiska & Octaviani (2023) shows that product quality does not have a significant effect on purchasing decisions through purchase intention.

In addition, the brand image factor also has an effect because a positive and strong brand image can build deep consumer trust, thereby reducing confusion and doubt in

choosing a product, and increasing the likelihood of purchase (Andriana & Ngatno, 2021). In the results of their research, Andriana & Ngatno (2021) show that brand image mediated by purchase intention on purchasing decisions has a positive and significant influence. However, research conducted by Fransiska & Octaviani (2023) shows that brand image has no significant effect on purchasing decisions through purchase intention.

Meanwhile, strong brand trust factors create a sense of security, credibility, and reduce the perception of risk associated with product purchases. Consumers who believe in a brand will be more likely to make purchases because they are confident in the quality of the product and feel safe with their choices (Andriana & Ngatno, 2021). In the results of their research, Andriana & Ngatno (2021) show that brand trust mediated by purchase intention on purchasing decisions has a positive and significant effect. However, research examining the effect of brand trust on purchasing decisions with buying interest mediation is still relatively limited. Therefore, I chose this variable to study in order to fill the existing research gap and provide an academic contribution and a deeper understanding of the mechanism of the relationship between brand trust, purchase intention, and purchasing decisions.

Purchase interest can also be referred to as a consumer's desire to buy a product which is followed by information search and consideration, leading to a purchase decision (Zararosa & Khasanah, 2023). In research conducted by Putri et al.(2023) dan Andriana & Ngatno (2021) prove that buying interest has a positive effect on purchasing decisions, which means that if consumer interest in buying a product increases, purchasing decisions will also increase. However, research conducted by Irawanti (2024) shows that purchase intention has no significant effect on purchasing decisions.

Based on the explanation above, this study intends to examine the analysis of factors that influence the decision to purchase cooking oil "Minyak Kita": a mediation study of buying interest in housewives in Pekalongan.

In research (Maemunah et al., 2023) price perception has a positive and significant effect on purchase intention. However, the results of research by Lestari & Widjanarko, (2023) show that partially price perceptions have no significant effect on purchasing decisions. Based on these studies, researchers suspect that price perceptions can influence purchasing decisions on the "Minyak Kita" brand cooking oil.

### ***H1: Price Perception Has a Positive Effect on Purchasing Decisions***

In research (Maemunah et al., 2023) product quality has a positive and significant effect while research conducted by (Alatas et al., 2023) product quality has a positive but insignificant effect. Based on these studies, researchers suspect that product quality can influence purchasing decisions on the "Minyak Kita" brand cooking oil.

### ***H2: Product Quality Has a Positive Effect on Purchasing Decisions***

In research conducted by (Lestari & Widjanarko, 2023) shows that brand image has a partial and significant effect on purchasing decisions. However, in research (Sofi'i & Rosyidi, 2023) brand image has a negative and insignificant impact on purchasing decisions. Based on these studies, researchers suspect that brand image can influence purchasing decisions on the "Minyak Kita" brand cooking oil.

### ***H3: Brand Image Has a Positive Effect on Purchasing Decisions***

Research conducted by (Andriana & Ngatno, 2021) which states that brand trust has a positive and significant effect on purchasing decisions. However, in research (Herviani et al., 2021) brand trust has a negative and insignificant impact on purchasing decisions. Based on these studies, researchers suspect that brand trust can influence purchasing decisions on the "Minyak Kita" brand cooking oil.

***H4: Brand Trust Has a Positive Effect on Purchasing Decisions***

Research conducted by (Andriana & Ngatno, 2021) shows that buying interest has a positive and significant effect on purchasing decisions. However, in research (Irawanti, 2024) buying interest has a negative and insignificant impact on purchasing decisions. Based on this research, the researcher suspects that buying interest can influence purchasing decisions on the "Minyak Kita" brand cooking oil.

***H5: Purchase Intention Has a Positive Effect on Purchasing Decisions***

Based on the results of research data analysis from (Putra et al., 2022) it was found that purchase intention mediates the effect of price perception on purchasing decisions. However, in research conducted by (Purnomo et al., 2021) price perceptions have a significant effect on purchasing decisions through purchase intention is not proven correct. In this case, it can be interpreted that the better the price perception, the higher the consumer's buying interest which will have an impact on the decision to buy the item. Based on this research, the researcher suspects that buying interest can mediate the relationship between price perceptions and purchasing decisions on the "Minyak Kita" brand cooking oil.

***H6: Purchase Intention Mediates the Effect of Price Perception on Purchasing Decisions***

In research conducted by (Mega Puspita & Budiatmo, 2021) it was found that purchase intention mediates the effect of product quality on purchasing decisions. However, in research conducted by (Fransiska & Octaviani, 2023) product quality has no influence on purchasing decisions through purchase intention. Based on these studies, researchers suspect that purchase intention can mediate the relationship between product quality and purchasing decisions on the "Minyak Kita" brand cooking oil.

***H7: Purchase Intention Mediates the Effect of Product Quality on Purchasing Decisions***

In research conducted by (Andriana & Ngatno, 2021) shows that buying interest has a positive and significant effect on being a mediating variable between brand image variables on purchasing decisions. However, in research conducted by (Fransiska & Octaviani, 2023) brand image has no influence on purchasing decisions through purchase intention. Based on this research, the researcher suspects that buying interest can mediate the relationship between brand image and purchasing decisions on the "Minyak Kita" brand cooking oil.

***H8: Purchase Intention Mediates the Effect of Brand Image on Purchasing Decisions***

In research conducted by (Andriana & Ngatno, 2021) shows that purchase intention can be a mediating variable between brand trust variables on purchasing decisions. So from the explanation above, the hypothesis is suspected that buying interest can mediate the effect of brand trust on purchasing decisions:

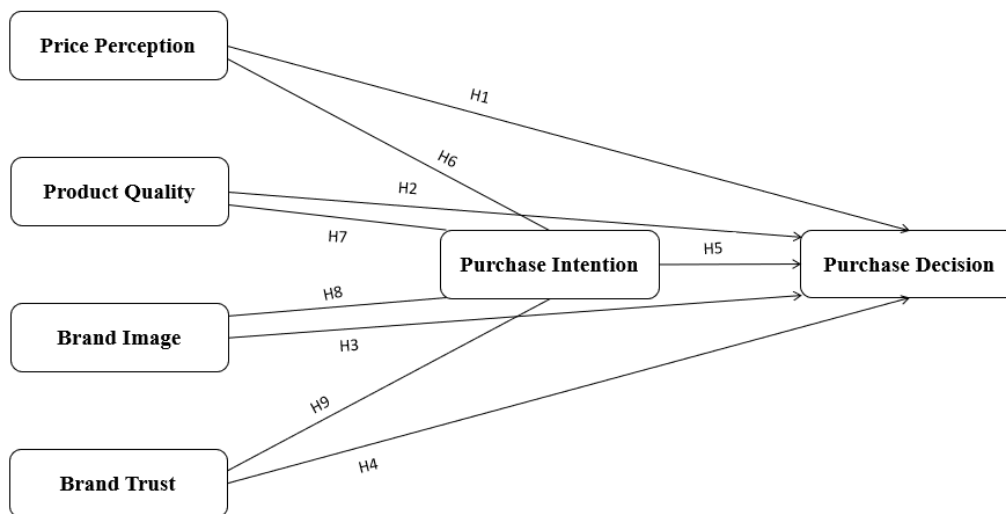
***H9: Purchase Intention Mediates the Effect of Brand Trust on Purchasing Decisions***

**METHOD**

This research uses a quantitative approach. The population in this study were cooking oil users, where the sample was users/consumers of Minyak Kita Cooking Oil in Pekalongan. This research uses non-probability sampling techniques, with one of the methods applied is purposive sampling. Through this technique, researchers set certain standards or criteria that must be met by the samples used. Because the population size is not known with certainty, the determination of the sample size refers to the opinion of Hair et al. (2010). In this view, the number of respondents in the study must be adjusted

to the number of question indicators in the questionnaire, which is a minimum of 5 to a maximum of 10 times the number of indicator variables (observed variables) (Alawiyah & Utama, 2023). So that the number of respondents needed is  $n = \text{Number of Question Items} \times (5-10)$  then the calculation is  $n = 35 \times 5 = 175$ . With these calculations, researchers need a minimum respondent of 175 users of the Minyak Kita brand cooking oil in Pekalongan using the data collection method in this study using a questionnaire distributed in the form of a google form. The analytical tool used in this research is SmartPLS 4 with inner mode and outer mode.

**Picture 2.** Theoretical Framework



## RESULT AND DISCUSSION

### Responden Characteristics

Data collection in this study used a survey method conducted by distributing questionnaires online using google form. Questionnaires were distributed to respondents directly in Pekalongan traditional markets and on WhatsApp social media, especially to housewives who use "Minyak Kita" Cooking Oil. Based on the results of distributing questionnaires, data was collected from 185 respondents. Of these, 184 (99.5%) were housewives.

Based on the survey results of 185 respondents, the majority of respondents are in the age range of 18-25 years with a percentage of 40.5%. This age group is the most dominant in the survey. The 26-32 years age group ranks second with a percentage of 33%, followed by the 33-40 years age group with 17.3% and the 41-48 years age group with 8.1%. Meanwhile, respondents with ages above 48 years old only amounted to 1.1%. From the aspect of occupation, the data shows that the majority of respondents, with a percentage of 99.5%, are housewives. Meanwhile, private employees are less than 1%, namely 0.5%. Other job categories such as students, selfemployed, and civil servants have a percentage of 0% so that they do not contribute significantly to the composition of respondents in this study. This shows that respondents are dominated by young productive age housewives.

**Table 1.** Responden Characteristics

Category	Description	Frequency	Percentage
Basic Needs	Rp 500.000 – Rp 1.000.000	63	34,1%
Expenditure per Mount	Rp 1.000.000 – Rp 1.500.000	108	58,4%
	Rp 1.500.000 – Rp 2.000.000	14	7,6%

	Rp 2.000.000 – Rp 2.500.000	0	0%
	Rp 2.500.000 – Rp 3.000.000	0	0%
	> Rp 3.000.000	0	0%
Users Minyak Kita	Yes	185	100%
	No	0	0%
	Family or friends	126	68,1%
	Social media (Facebook, Instagram, TikTok, X, etc)	53	28,6%
Source of Information	Advertising in print/electronic media	3	1,6%
	Government programs (socialization, cheap markets, etc.)	3	1,6%
	Traditional Market	114	61,6%
Where to buy Minyak Kita	Stalls Near Home	71	38,4%
	Minimarket	0	0%
	Wholesale	0	0%
	1–2 times	159	85,9%
	3–4 times	25	13,5%
Purchase Frequency per Mount	5–6 times	1	0,50%
	>6 times	0	0%
	For household use (cooking household consumption)	185	100%
Purchasing Requierements	For culinary business purposes (fried food)	0	0%
	For resale (traders)	0	0%
	More affordable price	154	83,2%
Reasons for Purchasing Cooking Oil	Easy to obtain	21	11,4%
	Good oil quality	5	2,7%
	Official government products	5	2,7%

Source: Data processed (2025)

**Table 2.** Reability Test Result

Variables	Cronbach's alpha	Composite Reliability	Average Variance Extracted
X1	0,768	0,722	0,589
X2	0,731	0,884	0,641
X3	0,849	0,870	0,564
X4	0,791	0,793	0,764
Z	0,881	0,884	0,583
Y	0,899	0,901	0,623

Source: Data processed (2025)

This study has criteria that a variable is considered valid if it has a Cronbach's Alpha (CA) value > 0.7, Composite Reliability (CR) > 0.7 and AVE value > 0.5. Referring to the table above, all variables analyzed in this study have met these criteria, so it can be concluded that all variables are valid.

**Table 3.** Discriminant Test Result

Variables	Brand Image	Brand Trust	Product Quality	Purchase Decition	Purchase Intention	Price Perseption
BI	0,751					
BT	0,195	0,874				
PQ	0,101	0.060	0,801			
PD	0,240	0.079	0,146	0,789		
PI	0,278	0,234	0,195	0,57	0,764	
PP	0,048	-0.026	0.081	0,285	0,321	0,768

Source: Data processed (2025)

Based on the table above, it shows that the AVE root of each variable exceeds the correlation value between other constructs. Thus, it can be concluded that all variables are discriminantly valid.

**Table 4.** R-Square Result

Variables	R-square	R-square adjusted
PD	0,348	0,330
PI	0,229	0,212

Source: Data processed (2025)

In the purchasing decision variable, the R-square value is 0.330, which indicates that the independent variable is able to explain purchasing decisions by 33%. Meanwhile, the R-square value for the purchase interest variable is 0.212, this indicates that the independent variable is able to influence purchase interest by 21.2%.

**Table 5.** Significance Test Result

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Result
X1 -> Y	0,157	0,157	0.072	2.187	0.029	Accepted
X2 -> Y	0.070	0.073	0.040	1.749	0.080	Not Accepted
X3 -> Y	0,11	0,115	0.051	2.134	0.033	Accepted
X4 -> Y	0.099	0.098	0.047	2.089	0.037	Accepted
Z -> Y	0,514	0,505	0,144	3.574	0.000	Accepted

Source: Data processed (2025)

This study has criteria that state a significant relationship if the T-statistic value exceeds 1.96 and the P-value is below 0.05. Based on the table above, it can be seen that the variables of brand image, brand trust, purchase intention, and price perception have a significant effect on purchasing decisions. Meanwhile, product quality has no significant effect.



**Table 6.** Indirect Effect

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Result
X1 -> Z -> Y	0,146	0,147	0.066	2.218	0.027	Accepted
X2 -> Z -> Y	0.027	0.031	0.038	0,714	0,475	Not Accepted
X3 -> Z -> Y	0,106	0,111	0.048	2.207	0.027	Accepted
X4 -> Z -> Y	0.092	0.093	0.045	2.026	0.043	Accepted

Source: Data processed (2025)

Based on the table above, there is an indirect relationship between product quality and purchasing decisions, but this relationship is mediated by buying interest which has no significant effect. This shows that buying interest does not mediate in the relationship between product quality and purchasing decisions. Meanwhile, the indirect relationship between perceived price, brand image, and brand trust mediated by purchase intention shows a significant effect. Thus, purchase intention acts as a full mediator in the relationship between these three variables on purchasing decisions.

## DISCUSSION

### ***H1: Price Perception Has a Positive Effect on Purchasing Decisions***

The price perception variable has  $t_{value} = 2,187 > t_{table} = 1,997$  with a significant level of  $0,029 < 0,05$ . This means that  $H_0$  is rejected and hypothesis 1 is supported, so it can be concluded that price perception has a positive and significant effect on purchasing decisions.

Based on respondents' statements regarding the price of Minyak Kita, it can be seen that the price offered is considered affordable by consumers, in accordance with the benefits and quality of the product, and competitive compared to similar products on the market. This shows that positive price perceptions can increase consumer interest and purchasing decisions. Thus, it can be concluded that price perception has a positive and significant effect on purchasing decisions. The better consumers' perceptions of the price offered, the higher their tendency to make purchases. The results of this study are in line with research (Maemunah et al., 2023) that price perception has a positive and significant effect on purchase intention.

### ***H2: that price perception has a positive and significant effect on purchase intention.***

The product quality variable has  $t_{value} = 1,749 < t_{table} = 1,997$  with a significant level  $0,080 > 0,05$ . This means that  $H_0$  is accepted and hypothesis 1 is not supported, so it can be concluded that product quality does not have a significant effect on purchasing decisions.

Based on the results of respondents' statements, the quality of Minyak Kita cooking oil is considered poor. This is evident from the fact that the oil can only be reused 2-3 times before discoloration, indicating low oil durability and clarity. In addition, despite claims that the oil is odorless and does not change color when refrigerated, the reality is that most consumers still perceive a decline in quality after a few uses. Perceptions of attractive packaging were also not strong enough to make up for major

deficiencies in the quality of the product contents. Therefore, the product quality of Minyak Kita is considered poor by some consumers, so it is not a major factor in driving purchasing decisions. Based on the results of the questionnaire test, product quality does not have a significant effect on purchasing decisions, which means that consumers continue to buy this product not because of its quality, but are more influenced by other factors such as price or availability.

***H3: Brand Image Has a Positive Effect on Purchasing Decisions***

The brand image variable has  $t_{value} = 2,134 > t_{table} = 1,997$  with a significant level of  $0,033 < 0.05$ . This means that  $H_0$  is rejected and hypothesis 1 is supported, so it can be concluded that brand image has a positive and significant effect on purchasing decisions.

Based on respondents' statements, many consumers choose Minyak Kita because it is a product of the government, so it is considered more reliable and safe for consumption. In addition, the Minyak Kita brand is easily remembered and widely recognized by the public, which strengthens positive perceptions of the product. Consumers also consider that this product comes from an institution or company with a good reputation such as Bulog, and is attractively packaged, which also strengthens the brand image in the eyes of consumers. Thus, the identity of Minyak Kita as a government product creates a positive impression that encourages consumer confidence and trust in making purchasing decisions. The questionnaire test results show that brand image has a positive and significant effect on purchasing decisions, which means that the higher the positive perception of the image of Minyak Kita as a government product, the greater the tendency of consumers to choose and buy it. The results of this study are in line with research conducted by (Lestari & Widjanarko, 2023) showing that brand image has a partial and significant effect on purchasing decisions.

***H4: Brand Trust Has a Positive Effect on Purchasing Decisions***

The brand trust variable has  $t_{value} = 2,089 > t_{table} = 1,997$  with a significant level of  $0,037 < 0.05$ . This means that  $H_0$  is rejected and hypothesis 1 is supported, so it can be concluded that brand trust has a positive and significant effect on purchasing decisions.

Based on the results of respondents' statements, it can be seen that there is a desire for consumers to continue buying Minyak Kita despite price increases, as well as their interest because this product is easily found in various places such as traditional markets, minimarkets, and small stalls. Minyak Kita is also considered a basic household need and is the first choice in purchasing cooking oil. In addition, consumers are willing to recommend Minyak Kita to others, especially because the quality is considered quite good. Thus, the higher the consumer's buying interest in Minyak Kita products, the greater the influence in driving purchasing decisions. the results of this study are in line with research conducted by (Andriana & Ngatno, 2021) showing that buying interest has a positive and significant effect on purchasing decisions.

***H5: Purchase Intention Has a Positive Effect on Purchasing Decisions***

The purchase intention variable has  $t_{value} = 3,574 > t_{table} = 1,997$  with a significant level of  $0,000 < 0.05$ . This means that  $H_0$  is rejected and hypothesis 1 is supported, so it can be concluded that purchase intention has a positive and significant effect on purchasing decisions.

Based on the results of respondents' statements, it can be seen that there is a desire for consumers to continue buying Minyak Kita despite price increases, as well as their interest because this product is easily found in various places such as traditional markets, minimarkets, and small stalls. Minyak Kita is also considered a basic household need and is the first choice in purchasing cooking oil. In addition, consumers are willing to recommend Minyak Kita to others, especially because the quality is considered quite good. Thus, the higher the consumer's buying interest in Minyak Kita products, the greater the influence in driving purchasing decisions. the results of this study are in line with research conducted by (Andriana & Ngatno, 2021) showing that buying interest has a positive and significant effect on purchasing decisions.

***H6: Purchase Intention Mediates the Relationship between Price Perception and Purchasing Decisions***

The price perception variable mediated by purchase intention has  $t_{value} = 2,218 > t_{table} = 1,997$  with a significant level of  $0,027 < 0,05$ . This means that  $H_0$  is rejected and hypothesis 1 is supported, so it can be concluded that price perception mediated by buying interest has a significant effect on purchasing decisions.

Purchase interest acts as a mediating variable that connects price perceptions with purchasing decisions for Minyak Kita products. This shows that consumer perceptions of price do not directly affect purchasing decisions, but through purchase intention first. When consumers assess the price of Minyak Kita products according to the value they receive, this will increase their purchase interest. This increased purchase interest then has a positive and significant impact on their decision to make a purchase. Therefore, good price perceptions can effectively drive purchasing decisions through increased purchase interest, confirming the importance of the right pricing strategy to maximize sales of Minyak Kita products. These results are in line with research from (Putra et al., 2022) obtained results that purchase interest mediates the effect of price perceptions on purchasing decisions.

***H7: Purchase Intention Mediates the Relationship between Product Quality and Purchasing Decisions***

The product quality variable has a mediated by buying interest  $t_{value} = 0,714 < t_{table} = 1,997$  with a significant level of  $0,475 > 0,05$ . This means that  $H_0$  is accepted and hypothesis 1 is not supported, so it can be concluded that product quality mediated by buying interest does not have a significant effect on purchasing decisions.

Purchase intention as a mediating variable in the relationship between product quality and purchasing decisions for Minyak Kita products. The results showed that the mediating effect was not significant. This can be interpreted that the quality of Minyak Kita products, which is still not good, has not been able to optimally encourage consumer buying interest. Quality that does not meet consumer expectations causes buying interest to not be formed strongly, so it has no real impact on purchasing decisions. This finding suggests that improving product quality needs to be a priority in order to increase buying interest and encourage more significant purchasing decisions. These results are in line with research conducted by (Fransiska & Octaviani, 2023) product quality has no influence on purchasing decisions through buying interest.

***H8: Purchase Intention Mediates the Relationship between Brand Image and Purchasing Decisions***

The brand image variable mediated by purchase intention has  $t_{value} = 2,207 > t_{table} = 1,997$  with a significant level of  $0,027 < 0,05$ . This means that  $H_0$  is rejected and hypothesis 1 is supported, so it can be concluded that brand image mediated by buying interest has a significant effect on purchasing decisions.

Based on respondents' statements, a good brand image increases consumers' positive perceptions, thus encouraging them to have the desire to buy, which then has a direct effect on the final decision to make a purchase. Thus, it can be concluded that the better the brand image of Minyak Kita in the eyes of consumers, the greater the buying interest formed, and ultimately the higher the likelihood of consumers deciding to buy the product. These results are in line with research conducted by (Andriana & Ngatno, 2021) showing that buying interest has a positive and significant effect on being a mediating variable between brand image variables on purchasing decisions.

***H9: Purchase Intention Mediates the Relationship between Brand Trust and Purchasing Decisions***

The brand trust variable mediated by purchase intention has  $t_{value} = 2,026 > t_{table} = 1,997$  with a significant level of  $0,043 < 0,05$ . This means that  $H_0$  is rejected and hypothesis 1 is supported, so it can be concluded that brand trust mediated by buying interest has a significant effect on purchasing decisions.

Purchase intention is proven to positively and significantly mediate the relationship between brand trust and purchasing decisions for Minyak Kita products. Consumers show that they choose Minyak Kita because they feel confident in the brand both because of its fame, ease of remembering the brand, the uniqueness of its characteristics, and the competitiveness of the Minyak Kita brand compared to other brands. This trust is strengthened by consumers' knowledge of the advantages of the products offered. High brand trust generates buying interest, which then drives purchasing decisions. This means that the stronger consumer confidence in Minyak Kita, the greater their interest in buying, which in turn has a positive impact on purchasing decisions. The results (Andriana & Ngatno, 2021) of this study are in line with research conducted by (Andriana & Ngatno, 2021) showing that purchase intention can be a mediating variable between brand trust variables on purchasing decisions.

**CONCLUSIONS AND SUGGESTIONS**

This study was conducted to identify and analyze the factors that influence the purchase decision of Minyak Kita cooking oil, with purchase intention as a mediating variable, especially among housewives in Pekalongan. The results showed that price perception, brand image, and brand trust have a positive and significant influence on purchasing decisions. This means that the better consumers' perceptions of the price offered, the more positive the brand image they have, and the higher the trust in the Minyak Kita brand, the more likely consumers are to make the decision to buy the product. Purchase intention is also shown to have a significant effect on purchasing decisions, which indicates that consumers' initial interest or desire to buy a product plays an important role in driving the final purchase decision.

This study also shows that purchase intention acts as a significant mediator in the relationship between price perception, brand image, and brand trust on purchasing

decisions. This means that these three variables not only directly influence purchasing decisions, but can also influence purchase intention first, which in turn drives purchases. However, different results were found for the product quality variable, where neither its direct influence on purchasing decisions nor its indirect influence through purchase intention showed significance. Thus, in the context of Minyak Kita products, product quality is not a dominant factor in influencing the purchasing decisions of housewives in Pekalongan.

This study illustrates that purchasing decisions for products classified as basic necessities such as cooking oil are more influenced by factors such as perceptions of affordable prices, trust in brands associated with the government, and good brand image, compared to technical factors such as the quality of the product itself. This also shows the importance of strategic efforts in building trust, a positive image, and setting prices that match consumer expectations to increase purchasing decisions. In addition, the role of purchase intention as a strong mediating variable needs to be considered in marketing strategies, because it is able to strengthen the influence of external factors on overall purchasing decisions.

Suggestions for Future Research Future research is recommended to add other variables that may be more relevant in influencing purchasing decisions. In addition, the research population should be expanded to other regions and include a more diverse consumer segment, not limited to housewives, so that the research results are more generalized. A qualitative approach can also be used to dig deeper into consumer perceptions and considerations of Minyak Kita products, especially regarding product quality and brand trust. Further research can also compare Minyak Kita with similar products from other brands to determine the level of consumer loyalty and preference. Finally, since Minyak Kita is a government program, it is also important to examine the effectiveness of distribution, price control, and the issue of counterfeit products that affect consumer confidence in the market.

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