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THE EFFECT OF PRODUCT QUALITY AND PRICE ON PURCHASE INTEREST WITH BRAND TRUST AS A MEDIATING VARIABLE IN ADIMENOREH TEA

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Abstract

This study aims to examine and analyze the influence of product quality and price on Purchase Interest, with brand trust as a mediating variable in the context of Adimenoreh Tea. Adimenoreh Tea is a village-based tea product known for its distinctive flavor profile derived from the Menoreh Hills in Kulonprogo, Indonesia, and enriched with natural ingredients beneficial for health. This research employed a quantitative approach using Partial Least Squares (PLS) analysis. The population consists of potential consumers across Indonesia, primarily from Central Java, the Special Region of Yogyakarta, and West Nusa Tenggara, with a total of 100 respondents. Data were collected through purposive sampling using an online questionnaire designed with a five-point Likert scale. SmartPLS v3 software was used for data analysis. The results revealed that product quality and price do not significantly influence Purchase Interest. However, both product quality and price have a positive and significant effect on brand trust. Additionally, brand trust significantly influences Purchase Interest. These findings suggest that brand trust plays a crucial mediating role between product attributes and consumer purchase decisions in the context of traditional herbal beverages.

Keywords: Adimenoreh Tea, Brand Trust, Price, Product Quality, Purchase Interest.

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1 Introduction

Adopting a healthy lifestyle has become a universal aspiration, especially among individuals seeking long term wellness. This growing awareness is reflected in the increasing trend of consuming natural foods and beverages, free from synthetic additives. Indonesians, who live in a country rich in spices, have traditionally embraced the use of herbal ingredients in their daily lives. Consequently, a wide variety of beverages ranging from health tonics to refreshing drinks are now available in the market. Among these, Adimenoreh Tea emerges as a health oriented beverage derived from local spices and formulated for all age groups. As a relatively new product in the tea industry, Adimenoreh Tea remains unfamiliar to many

consumers, posing a challenge in gaining market attention and loyalty. Therefore, it is essential to understand the factors that influence consumer Purchase Interest, which plays a pivotal role in a product's market success.

Purchase Interest refers to a consumer's conscious plan or inclination to buy a specific product or service (Kumala, 2012). Nugroho (2013) also emphasizes that Purchase Interest is closely tied to one's desire and planning to engage in a transaction. However, the realization of Purchase Interest is influenced by several variables, notably product quality and price. According to Kotler (2003), product quality refers to the ability of a product to perform its functions, encompassing attributes such as durability, reliability, and aesthetic appeal. High product quality contributes positively to consumer satisfaction and, consequently, Purchase Interest. Conversely, products perceived as poor in quality may deter consumer interest (Hidayat, 2009). In addition to product quality, price is a sensitive determinant in consumer decision-making. Price, defined as the economic cost borne by consumers to obtain a product or service (Sari, 2016), can significantly influence buying behavior. Consumers often perceive price as a reflection of product value, where reasonable or competitive pricing may enhance buying interest (Kotler & Armstrong, 1997). Beyond these two variables, brand trust plays a vital mediating role in strengthening consumer purchase decisions. A trusted brand fosters consumer confidence, minimizes perceived risks, and enhances brand loyalty. Tambunan & Widiyanto (2012) argue that brand trust is developed when consumers believe in a brand's reliability and integrity. When trust is established, consumers are more inclined to proceed with a purchase (Rini & Astuti, 2010).

Several previous studies have shown mixed findings. Research by Putri & Istiyanto (2021), Huda & Armel (2022), and Akbar & Aditya (2021) reported a positive and significant influence of product quality and price on Purchase Interest. This finding is consistent with previous research by Luo and Donthu (2012), which revealed that product quality did not significantly influence Purchase Interest in certain product categories. Similarly, Saputra (2022) found that both product quality and price showed no significant relationship with Purchase Interest. Regarding price, Kim et al. (2010) and Homburg et al. (2005) suggested that in products with symbolic value or uniqueness, consumers may not prioritize price, thereby reducing its significance in purchase decisions. These conflicting results indicate a research gap, particularly in the mediating role of brand trust, which is often overlooked in prior studies. Moreover, Adimenoreh Tea has yet to achieve its sales targets, partly due to its limited promotion strategy. The product is currently promoted only through WhatsApp, without leveraging broader digital platforms such as marketplaces (e.g., Shopee or Tokopedia). This narrow approach limits its exposure in an increasingly digital and competitive market. Improving product quality, refining pricing strategies, and building brand trust are essential for increasing Purchase Interest and ensuring competitiveness, especially in urban areas like Yogyakarta. Therefore, this study aims to investigate the effect of product quality and price on Purchase Interest, with brand trust as a mediating variable, using Adimenoreh Tea as the research object. The findings are expected to provide insights for improving marketing strategies and product positioning in the herbal beverage industry.

2 Previous Research, Hypotheses Development and Conceptual Framework

2.1 The Effect of Product Quality on Brand Trust

The study by Yoo and Donthu, (2001) shows that product quality has a positive and significant effect on

brand trust in the automotive market. In addition, another study by Hafeez, et al, (2013) found that good product quality can increase brand trust in the textile and clothing industry. Research also shows that brand equity or brand value can come from many other factors, such as brand image, service, and purchase experience. However, product quality is still considered a key factor in building strong brand trust.

H1 : Product quality has a positive and significant effect on brand trust

2.2 The Effect of Price on Brand Trust

The study by Keller and Lehmann, (2006) shows that price can have a positive impact on brand trust if the price is considered appropriate for the quality of the product offered. The study also found that brand trust can be a stronger influence on purchasing decisions when consumers perceive price as an indicator of product quality. A study by Nguyen and Le Blanc, (2001) found that price has a positive influence on the formation of brand trust in the financial services industry. The study shows that price can affect consumers' perceptions of the quality of service offered by the brand. Research also shows that other factors such as product quality, brand image, and service can also influence brand trust. However, price is still considered an important factor in the formation of strong brand trust.

H2: Price has a positive and significant effect on brand trust

2.3 Effect of Product Quality on Purchase Interest

The study by Sivakumar and Rajendran, (2009) shows that product quality has a positive and significant effect on consumer Purchase Interest in electronic markets. Another study by Wu, et al, (2011) found that product quality has a significant influence on consumer Purchase Interest and purchase decisions in online markets. In addition, research also shows that consumers perceptions of product quality can influence their Purchase Interests. A study by Jamaludin, et al, (2017) found that product quality that is considered high by consumers can increase their Purchase Interest. The study also shows that product quality that is perceived as poor can reduce consumer Purchase Interest.

H3 : Product quality has a positive and significant effect on Purchase Interest.

2.4 The Effect of Price on Purchase Interest

A study by Huang and Sarigöllü, (2014) found that price has a significant effect on consumer buying interest in the hospitality industry. The results of this study indicate that offering lower prices can increase consumer buying interest. Another study by Chisnall, (2011) found that price has a significant influence on consumer purchasing decisions in the retail market. This research shows that offering more attractive prices can increase consumer buying interest and attract consumers from competing products.

H4: Price has a positive and significant effect on Purchase Interest.

2.5 The Effect of Purchase Interest on Brand Trust

A study by Sirdeshmukh Singh (2002) shows that Purchase Interest has a positive and significant effect on consumer Brand Trust in the retail market. Another study by Chen and Chen, (2015) found that Purchase Interests has a significant influence on consumer Brand Trust in the cosmetics market. Research also shows that other factors such as product quality, brand image, and service can also affect consumer Purchase Interest. However, brand trust is still considered a key factor in building strong Purchase Interest.

H5: Purchase Interest has a positive effect on Brand trust

2.6 Conceptual Framework

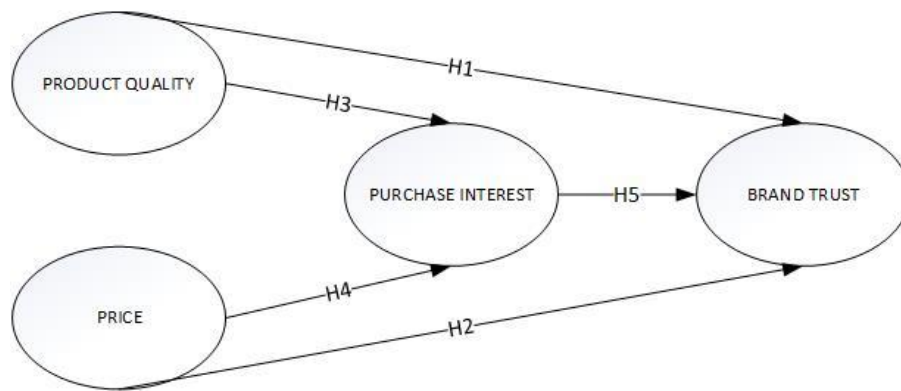


Figure 1. Research Model

Description References:

For the relationship $X1 \rightarrow Y$:

1. Akbar, A. S., Destika, Safitri, N., Khasanah, S., & Alparisin, M. R. (2021).
2. Huda, N., & Armel, Y. (2022).
3. Humairoh. (2020).
4. Karo, K., Soedarto, T., Widayanti, S., & Fitriana, N. H. I. (2022).
5. Putri, R. M., & Istiyanto, B. (2021).

For the relationship $X2 \rightarrow Y$:

1. Puspita, R., Yunus, S., & Sulaiman. (2017).
2. Rissal, S. D. (2022).
3. Septiyana, I., et al. (2018).
4. Widjaja, D., & Sudarsono. (2016).

For the relationship $X1 \rightarrow Z$:

1. Panglipurningrum, S., et al. (2018).
2. Puspita, R., Yunus, S., & Sulaiman. (2017).
3. Rissal, S. D. (2022).
4. Septiyana, I., et al. (2018).
5. Widjaja, D., & Sudarsono. (2016).

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1. Panglipurningrum, S., et al. (2018).
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3. Rissal, S. D. (2022).
4. Septiyana, I., et al. (2018).
5. Sudirman Acal, et al. (2020).
6. Widjaja, D., & Sudarsono. (2016).

For the relationship $Z \rightarrow Y$:

1. Antoni, & Herianto, M. (2018).
2. Putra, A. (2018).
3. Tria, E. D., & Syah, T. A. (2021).

3 Methodology and Data

3.1 Methodology

This study employed a quantitative research design with an associative approach, aiming to examine the relationship between independent variables (product quality and price), the mediating variable (brand trust), and the dependent variable (Purchase Interest). Associative research is designed to assess the influence or correlation between two or more variables (Asra & Prasetyo, 2015).

The research utilized Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach, implemented through SmartPLS version 3.0. The model assessment included outer model testing for validity and reliability, inner model testing, mediation analysis, and hypothesis testing.

The population of this study comprised potential consumers of Adimenoreh Tea throughout Indonesia. The sampling technique applied was purposive sampling, in which participants are selected based on specific criteria. According to Sugiyono (2014), purposive sampling involves selecting data sources with certain considerations. In this case, the inclusion criterion was individuals who were familiar with or had knowledge about Adimenoreh Tea.

Sample size determination followed the guidelines of Hair et al. (2010), who recommend that for SEM, the minimum sample size should range between five to ten times the number of indicators. With 20 indicators used in this study, the minimum required sample size is calculated as:

$$\text{Minimum Sample Size} = 20 \times 5 = 100 \text{ Respondents}$$

Accordingly, a total of 100 respondents were included in this research, which aligns with recommended SEM sample standards and allows for accurate estimation and interpretation of the model.

3.2 Data Sources and Collection

The study used primary and secondary data.

1. Primary data were obtained directly from respondents through the distribution of structured questionnaires designed on a five-point Likert scale. The questionnaires captured respondents' perceptions of product quality, price, brand trust, and Purchase Interest.
2. Secondary data were collected from books, scholarly journals, official websites, and other relevant literature to support the theoretical framework and analysis.

The use of both data types ensured a comprehensive understanding of the research variables and provided a robust basis for analysis.

4 Results and Discussions

4.1 Results

The analysis in this study used Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 3.0. The model evaluation involved assessing internal consistency reliability, convergent validity, discriminant validity, and path analysis. Based on the outer model test, all constructs met the reliability and validity criteria, with Cronbach's alpha values exceeding 0.85 and Average Variance Extracted (AVE) values greater than 0.5. This indicates that all measurement items are reliable

and valid.

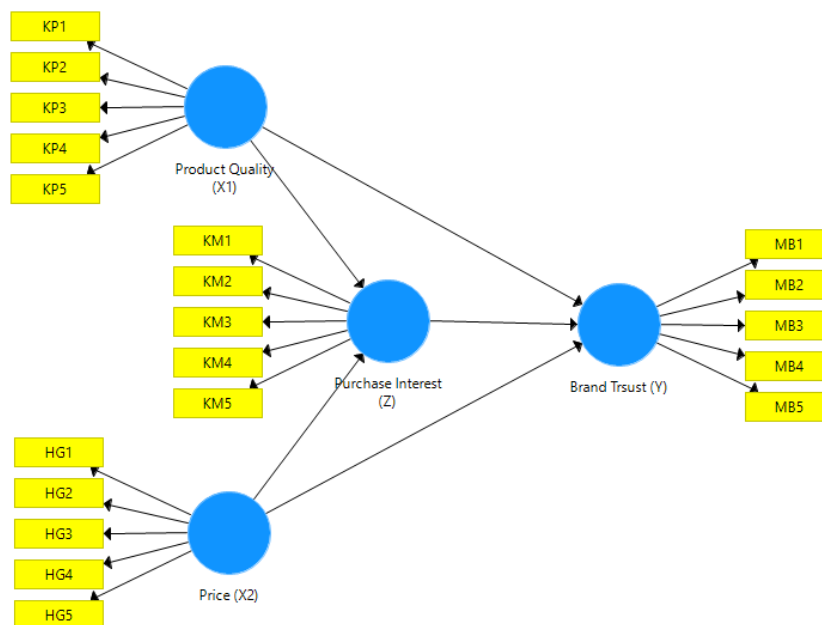


Figure 2. PLS Model

Tabel 1. Internal Consistency Reliability Testing

Construct	Cronbach Alpha	Description
Product Quality	0.873	Very Good
Price	0.853	Very Good
Purchase Interest	0.895	Very Good
Brand Trust	0.881	Very Good

Table 1 presents the internal consistency reliability of the constructs measured in the study. All constructs, including Product Quality, Price, Purchase Interest, and Brand Trust, show Cronbach's Alpha values greater than 0.85, indicating very good reliability. This demonstrates that the items used to measure each construct are internally consistent and suitable for further analysis.

Tabel 2. Convergent Validity Testing

Variabel	Indikator	Faktor Loading	Composite Reliability	AVE
Product Quality	KP1	0.813	0.908	0.664
	KP2	0.804		
	KP3	0.775		
	KP4	0.819		
	KP5	0.861		
Price	HG1	0.735	0.895	0.630
	HG2	0.852		
	HG3	0.802		

	HG4	0.791		
	HG5	0.785		
Purchase	MB1	0.814		
Interest	MB2	0.888		
	MB3	0.859	0.924	0.708
	MB4	0.882		
	MB5	0.757		
Brand Trust	KM1	0.851		
	KM2	0.873		
	KM3	0.876	0.914	0.680
	KM4	0.790		
	KM5	0.721		

Table 2 the convergent validity test results in table 4.4 show that the outer loading value meets the requirements, which is above 0.7 and the AVE value is above 0.5, so it is concluded that each variable and its indicators have very good convergent validity.

4.2 Analysis of Hypothesis Testing

The next step after evaluating the measurement model is to analyze the structural model, which is used in testing the previously proposed hypotheses. This analysis is carried out through testing the direct and indirect effects between variables that have been hypothesized. The following are the results of the PLS-SEM analysis.

Table 3. Path Coefficients

		Original Sample (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product						
Quality	→	0.502	0.513	0.081	6.228	0.000
Brand Trust						
Price	→	0.440	0.431	0.081	5.439	0.000
Brand Trust						
Product						
Quality	→	0.016	0.014	0.118	0.138	0.891
Purchase						
Interest						
Price	→					
Purchase		0.068	0.083	0.134	0.502	0.615
Interest						
Purchase						
Interest	→	0.660	0.651	0.141	4.673	0.000
Brand Trust						

The complete hypothesis test results can be seen in table 4 below:

Table 4. Hypothesis Testing Results

Hypothesis	Relationship	Sample Mean	Standard Deviation	T-Test	p Value	f Square	Description
H1	Product Quality → Brand Trust	0.513	0.081	6.228	0.000	0.542	Significant
H2	Price → Brand Trust	0.431	0.081	5.439	0.000	0.415	Significant
H3	Produk Quality → Purchase Interst	0. 014	0.118	0.138	0.891	0.000	No Significant
H4	Price → Purchase Interest	0.083	0.134	0.504	0.618	0.004	No Significant
H5	Brand Trust → Purchase Interest	0.651	0.141	4.673	0.000	0.244	Significant

Table 4 shows the hypothesis testing results using the PLS-SEM approach. The t-statistic and p-values indicate whether the relationships between the variables are significant at a 5% significance level. Product Quality and Price were not found to have a significant direct effect on Purchase Interest, as indicated by their high p-values. However, both variables significantly influence Brand Trust, and in turn, Purchase Interest significantly affects Brand Trust. This highlights the mediating role of Brand Trust in shaping consumer buying behavior.

5.1 Discussions

In addition to determining the significance of relationships between variables, researchers also assess the magnitude of those relationships using effect size (f-square). According to Kwong-Kay (2013), an f-square value of 0.02 is considered small, 0.15 medium, and 0.35 large. Values below 0.02 can be considered negligible (Sarstedt et al., 2017).

The Effect of Product Quality on Brand Trust

Hypothesis 1 was supported with a t-value of 6.228 and a p-value of 0.000, confirming a strong positive influence of product quality on brand trust. Ensuring consistent product quality and responding to customer feedback are essential to building brand trust (Choi & Chu, 2021; Yoo et al., 2000).

The Effect of Price on Brand Trust

Hypothesis 2 was accepted with a t-value of 5.439 and a p-value of 0.000. This indicates a significant and positive influence of price on brand trust. Consumers tend to associate fair pricing with brand credibility, particularly when the price reflects perceived product quality (Lichtenstein et al., 1993).

The Effect of Product Quality on Purchase Interest

Hypothesis 3 testing showed a t-value of 0.138 with a p-value of 0.891. As the t-value is below 1.96 and

the p-value is above 0.05, the hypothesis is rejected. This suggests that product quality does not significantly affect Purchase Interest. While product quality remains important, other factors such as user experience, service quality, or brand image may play a more critical role in consumer decision-making (Luo & Donthu, 2012).

The Effect of Price on Purchase Interest

Hypothesis 4 testing resulted in a t-value of 0.504 and a p-value of 0.618, which do not meet the thresholds for significance. This indicates that price does not significantly influence Purchase Interest in the context of Adimenoreh Tea. This may be due to the nature of the product, where other factors like uniqueness or perceived value carry more weight than price alone (Homburg et al., 2005; Kim et al., 2010).

The Effect of Purchase Interest on Brand Trust

Hypothesis 5 was accepted with a t-value of 4.673 and a p-value of 0.000. This confirms that Purchase Interest significantly affects Brand Trust. Prior research supports that trusted brands are more likely to generate repeat purchases, consumer loyalty, and stronger Purchase Interests (Yoo & Donthu, 2001; Yoon et al., 2016; Erdem & Swait, 2004).

6 Conclusion

1. Product quality has no significant effect on consumer Purchase Interest for Adimenoreh Tea.
2. Price has no significant effect on consumer Purchase Interest for Adimenoreh Tea.
3. Product quality has a positive and significant effect on brand trust in Adimenoreh Tea.
4. Price has a positive and significant effect on brand trust in Adimenoreh Tea.
5. Brand trust has a positive and significant effect on consumer Purchase Interest for Adimenoreh Tea.

The study concludes that brand trust serves as a key mediating factor, bridging the relationship between product attributes and consumer buying behavior. Strategies to enhance consumer trust such as consistent quality, transparent communication, and effective branding should be prioritized to drive Purchase Interest.

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Ethical Considerations

Not Applicable

Conflict of Interest

The Authors declare there is no conflict of interest.

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