Research Article

Consumer Behavior of Potato Donuts in Malang, Indonesia: An Extended Theory of Planned Behavior (ETPB) Approach

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ARTICLE INFO

ABSTRACT

The potato donut industry has experienced a decline in revenue, compounded by consumer complaints regarding service quality post-COVID-19. Understanding consumer behavior and seller service standards is crucial for enhancing purchasing decisions. This study aims to investigate the influence of attitude towards behavior, subjective norms, perceived behavioral control, and service quality on purchase intention for potato donuts, as well as the impact of service quality and behavioral control on purchase decisions, and the pivotal role of purchase intention therein. A sample of 70 respondents aged 15-55 participated, with primary data collection conducted via online questionnaires distributed through Google Forms in November 2023. Structural equation modeling (SEM) analysis performed using WarpPLS 8.0 software revealed that attitudes towards behavior, subjective norms, and perceived behavioral control positively and significantly influenced purchase intention for potato donuts, while service quality yielded no significant effect. Neither perceived behavioral control nor service quality exerted influence on purchase decisions for potato donuts. Notably, purchase intention emerged as a highly significant determinant of purchase decisions.

INTRODUCTION

The advancement of agribusiness in Indonesia is typified by the proliferation of agriculturally based processed food. The ongoing expansion of processed food products continues to underpin the local economy due to its swift progression. Entrepreneurs are drawn to the promising prospects within the processed food sector. Consequently, this phenomenon is regarded as an avenue for transitioning household industry commodities into broader-scale food industry products, thereby fostering community autonomy (Putri et al., 2020). Notably, among these products are processed foods derived from potatoes.

Potatoes (Solanum tuberosum L.) represent a crop of significant economic importance (Yuminarti et al., 2021) and are readily amenable to processing. The production volume of potatoes has seen an increase, rising from 1.36 million metric tons in 2021 to 1.5 million in 2022. Notably, the highest production levels were recorded in East Java, amounting to 3.8 tons (BPS, 2023). Concurrently, in Malang, the production volume

surged from 3.1 metric tons in 2019 to 3.2 metric tons in 2020 (BPS Kabupaten Malang, 2020). The substantial potato production in East Java, particularly in Malang, presents opportunities for augmenting the economic value of potatoes through their processing into value-added foods.

In Malang, the production rate of processed foods derived from potatoes reached 26.9% in 2014, a figure that has since experienced a sustained rise alongside the growing popularity of fast food consumption among the local populace. Particularly, potato-based products such as potato donuts have emerged as a significant source of income for Malang residents (Nugroho Wicaksono & Soelistyo, 2022).

One of the renowned potato donut brands in Malang is "Donat Kentang Malang," operating as a substantial micro, small, and medium enterprise (MSME) situated in Penanggungan, Klojen, Malang (KIMGERABAH, 2022). Presently, this MSME operates three branches located on Tlogomas street, Sigura-gura Dam, and Tirto Utomo. Established in 2012, it has amassed over a decade of operational experience, witnessing a remarkable surge in revenue of 3000-4000% by 2022. This empirical observation finds corroboration in the research conducted by Putri et al. (2020), which yielded congruent findings in the sales report of "Mama Syifa's Potato Donuts" in Medan. Over a 14-year span, sales escalated by up to 4800%. It can be inferred from the study by Haq and Wulandari (2020) that potato-based food entrepreneurs with greater business experience possess enhanced knowledge and expertise, thereby enabling them to adeptly navigate challenges compared to their less experienced counterparts.

The COVID-19 pandemic led to a decline in revenue for "Donut Kentang Malang," attributed to the implementation of the PPKM policy. Concurrently, numerous consumers expressed dissatisfaction regarding inadequate service quality across various social media platforms. Given these challenges, elucidating the intentions and behaviors of potato donut consumers, along with discerning their service quality preferences, becomes imperative for enhancing purchasing decisions. The conceptual framework of consumer behavior encompasses attitudes, subjective norms, and behavioral control, all of which wield influence over purchase intentions and decisions.

Service quality variables are integrated as predictive factors to evaluate purchase intentions and decisions in response to observed phenomena in the field, particularly customer concerns regarding service delivery by staff and provided facilities. Within the construct of service quality, this study focuses on five indicators, including tangibility, reliability, responsiveness, assurance, and empathy (Ponnaiyan et al., 2021)

Hence, it is imperative to investigate purchasing behavior and service quality. The research questions posed are as follows: How do attitude towards behavior, subjective norms, perceived behavioral control, and service quality affect the purchase intentions of potato donut consumers? How do perceived behavioral control and service quality impact the purchasing decisions regarding potato donuts? How do purchase intention affect the decision-making process of purchasing potato donuts?

This study employs the Theory of Planned Behavior (TPB) and incorporates service quality variables to comprehend consumer behavior concerning potato donuts. The TPB framework is utilized to elucidate the factors influencing consumer behavior in product purchasing decisions (Ajzen, 2015). Notably, TPB has been effectively applied across various scientific domains, including food consumption choices (Ajzen, 2015). This theory furnishes accurate predictions regarding intentions related to food consumption, encompassing intentions to consume soft drinks, fish, and dairy products (Ajzen, 2015). Furthermore, findings from research conducted by Divayana et al. (2022) indicate that the utilization of attitude variables and subjective norms positively and significantly influences purchase intentions in the context of acquiring Shirataki instant noodle products. Specifically, subjective norms, attitudes towards behavior, and purchase intentions are examined using the Extended Theory of Planned Behavior (ETPB).

Meanwhile, Lim & An's (2021) research findings demonstrate that perceived behavioral control significantly and positively impacts the purchase intention of Yak-sun Korean healthy food products when employing the Theory of Planned Behavior (TPB). Similarly, Oscar & Keni (2019) study reveals a positive correlation between service quality and purchase intentions and decisions. In contrast, Xiao et al. (2019) report divergent results, indicating a negative relationship between service quality and the purchase intention of Generation Y students in Malaysia. Conducting this study is imperative to prompt potato donut business stakeholders to enhance service quality, potentially stimulating consumer demand for potato donuts. Such initiatives are essential for ensuring the continued survival and growth of "Donat Kentang Malang" amid the escalating competition from similar enterprises in Malang.

The preceding studies generally focus on research conducted within the domains of fast-food establishments, organic food venues, and establishments offering healthy food options. A notable deviation from these research lies in the current study, which centers on processed agricultural food products, specifically

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potato donuts. Whereas previous research typically examined establishments providing on-site dining facilities, the present study of "Donut Kentang Malang" does not feature such amenities. This divergence highlights a research gap concerning the variables considered, as well as disparities in conditions, circumstances, and locales. Consequently, there exists a disparity between the current study and previous research, underscoring the importance of conducting this study to underscore its novelty. Motivated by the aforementioned research context, there arises a necessity to explore the impact of service quality on purchasing interest and decisions regarding processed products at "Donat Kentang Malang," grounded in the Theory of Planned Behavior.

The novelty of this study, in comparison to prior research, lies in its utilization of the Theory of Planned Behavior (TPB) to elucidate and forecast the behaviors of potato donut consumers in distinct situations, with the integration of service quality variables to augment TPB. Previous research has primarily focused on conventional donut purchasing behaviors, manufacturing processes, and marketing strategies for potato donuts. This study aims to ascertain the influence of attitude towards behavior, subjective norms, perceived behavioral control, and service quality on potato donut purchase intentions, as well as the impact of service quality and behavioral control on purchase decisions, alongside the role of purchase intentions in influencing potato donut purchase decisions.

METHOD

This study adopts a quantitative research approach aimed at describing and empirically testing the formulated hypotheses. Site selection for this research followed a purposive sampling method, which involves selecting a site based on specific criteria and objectives to ensure the resulting data's representativeness (Sugiyono, 2018). The research site chosen for this study is situated in Malang, selected due to its notable consumption rates among Malang residents, given its economic significance and relatively high population density. Specifically, the "Donut Kentang Malang" establishment was selected for its strategic location in proximity to educational institutions, workplaces, and residential areas, rendering it frequented by students, employees, and housewives alike.

The sampling technique employed in this study is purposive sampling, selected based on specific considerations (Sugiyono, 2018). Criteria for selecting respondents as samples include individuals who have made purchases at least once from the central outlet of "Donat Kentang Malang" located at Jl. Mayjend Panjaitan No. 5A, Malang, within the age range of 15-55 years. The determination of the sample size in this study adhered to the rule of thumb prescribed by SEM-PLS, which recommends a sample size of 10 times the number of structural paths. Given that this study entailed 7 structural paths, the sample size comprised 70 respondents (Solimun et al., 2022).

This study employed online distribution of questionnaires through Google Forms to collect primary data. The distribution took place via social media platforms throughout November 2023. The variables under investigation were assessed using a Likert scale, specifically a 5-point Likert scale ranging from 1 to 5, wherein 1 represents "Strongly Disagree" (SD); 2 represents "Disagree" (D); 3 represents "Neutral" (N); 4 represents "Agree" (S); and 5 represents "Strongly Agree" (SA) (Azwar, 2013). Data analysis was conducted utilizing Structural Equation Modeling (SEM) analysis through WarpPLS software. This analytical approach enabled the examination of relationships between latent variables and their indicators. The structural equation model (SEM) utilizing WarpPLS 8.0 software was utilized to predict the magnitude of these relationships. A graphical representation of the conceptual model can be observed in Figure 1.
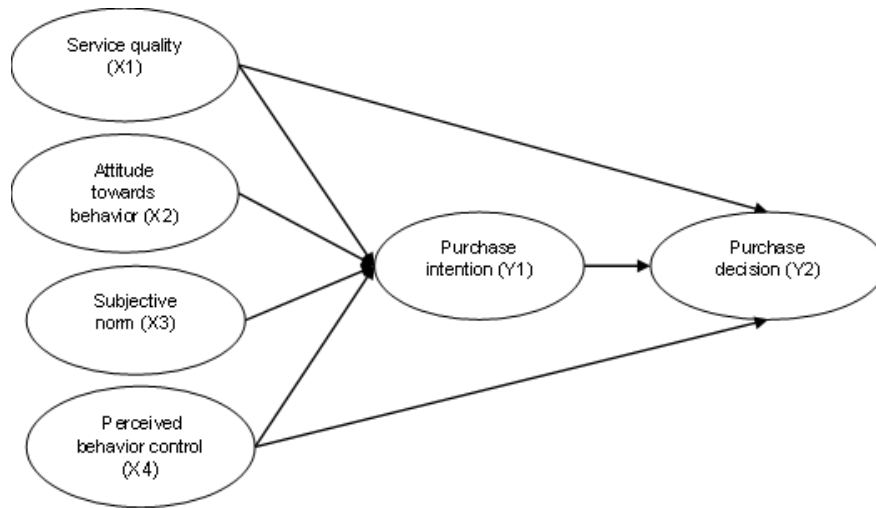
Figure 1. Conceptual research model

RESULTS AND DISCUSSION

Evaluation of partial least squares-structural equation modeling (PLS-SEM) results

Evaluation of this study model uses reflective indicators.

a. Outer Model Structural Model Analysis

The assessment of the reflective model measurement encompasses evaluating composite reliability to measure internal consistency and individual indicator reliability to assess convergent validity. Convergent validity is established when there is a high correlation between the scores obtained from two distinct instruments measuring the same construct (Abdillah & Hartono, 2015).

Tabel 1. Loading and Cross Loading

Indicator	X1	X2	X3	X4	Y1	Y2	Explanation
X1.1	**(0.578)**	-0.539	0.101	-0.282	0.069	0.190	Valid
X1.2	**(0.634)**	0.457	-0.657	-0.405	0.456	-0.181	Valid
X1.3	**(0.841)**	0.128	-0.040	0.182	-0.036	-0.134	Valid
X1.4	**(0.800)**	0.175	0.022	0.001	-0.077	0.155	Valid
X1.5	**(0.722)**	-0.313	0.518	0.368	-0.328	-0.010	Valid
X2.1	0.024	**(0.877)**	-0.085	-0.096	-0.096	0.155	Valid
X2.2	0.045	**(0.832)**	0.274	-0.075	-0.019	-0.104	Valid
X2.3	-0.267	**(0.730)**	-0.155	-0.231	0.604	-0.014	Valid
X2.4	0.011	**(0.743)**	-0.024	0.085	-0.341	0.070	Valid
X2.5	0.155	**(0.828)**	-0.027	0.303	-0.106	-0.111	Valid
X3.1	0.115	0.512	**(0.821)**	-0.328	-0.085	0.259	Valid
X3.2	0.148	0.102	**(0.896)**	-0.264	0.134	-0.019	Valid
X3.3	0.165	0.030	**(0.828)**	0.134	-0.231	0.190	Valid
X3.4	-0.220	-0.419	**(0.801)**	0.367	-0.081	-0.095	Valid
X3.5	-0.302	-0.323	**(0.622)**	0.162	0.331	-0.444	Valid
X4.1	0.029	0.451	-0.305	**(0.712)**	0.063	0.027	Valid
X4.2	-0.145	0.014	-0.095	**(0.806)**	0.159	0.168	Valid
X4.3	-0.197	0.057	0.314	**(0.736)**	0.133	-0.183	Valid
X4.4	0.203	-0.632	0.136	**(0.777)**	0.053	-0.321	Valid
X4.5	0.099	0.141	-0.052	**(0.838)**	-0.372	0.274	Valid
Y1.1	0.115	0.134	-0.323	0.103	**(0.765)**	-0.107	Valid
Y1.2	0.215	-0.435	0.319	-0.096	**(0.774)**	-0.203	Valid
Y1.3	-0.291	-0.050	0.189	0.094	**(0.810)**	0.173	Valid
Y1.4	-0.025	0.360	-0.201	-0.106	**(0.762)**	0.130	Valid
Y2.1	-0.055	-0.006	0.104	-0.024	0.071	**(0.919)**	Valid
Y2.2	-0.008	0.142	0.092	-0.263	0.060	**(0.927)**	Valid
Y2.3	0.076	-0.167	-0.238	0.350	-0.160	**(0.758)**	Valid

Source: Primary Data Processed (2023)

The evaluation of reflective measurement models encompasses the assessment of discriminant validity, which can be quantified by scrutinizing the average variance extracted (AVE) for all items within each indicator. Discriminant validity denotes the degree to which a construct genuinely differs from other constructs according to empirical criteria, where a construct is deemed unique and captures phenomena not accounted for by other constructs in the model.

Tabel 2. Composite Reliability and Cronbach Alpha

	X1	X2	X3	X4	Y1	Y2
Composite reliability	0.842	0.901	0.897	0.882	0.860	0.904
Cronbach alpha	0.763	0.862	0.854	0.832	0.783	0.838

Source: Primary data processed (2023)

Tabel 3. Square Root of AVE (AVEs) Discriminant Validity Test Results

Variable	X1	X2	X3	X4	Y1	Y2
Service Quality (X1)	**(0.722)**	0.698	0.633	0.571	0.559	0.478
Attitude towards behavior (X2)	0.698	**(0.804)**	0.606	0.663	0.536	0.409
Subjective Norm (X3)	0.633	0.606	**(0.799)**	0.496	0.638	0.587
Perceived behavior control (X4)	0.571	0.663	0.496	**(0.775)**	0.751	0.544
Purchase Intention (Y1)	0.559	0.536	0.638	0.751	**(0.778)**	0.735
Purchase Decision (Y2)	0.478	0.409	0.587	0.544	0.735	**(0.872)**

Source: Primary data processed (2023)

1. Assessment of Indicator Loadings (Factor Loading).

Table 1 reveals that the loading factor values for all indicators are ≥ 0.5, indicating that each indicator meets the criteria for convergent validity, as suggested by Hair (2014) who considers a factor loading value meaningful if ≥ 0.5.

2. Assessment of Internal Consistency Reliability.

Table 2 illustrates that the Composite Reliability (CR) values for all variables range from 0.70 to 0.9, indicating that all variables meet the criteria for composite reliability, with values ranging from good to satisfactory, as noted by Hair et al. (2019). Additionally, the Cronbach's alpha value for all variables exceeds 0.6, demonstrating that the questionnaire meets the criteria for internal consistency reliability across all variables (Solimun et al., 2022).

3. Assessment of Discriminant Validity.

Table 1 demonstrates that the loading factor values for each designated variable exceed the cross-loading values with other variables, thereby confirming the presence of discriminant validity for all indicators (Hair et al., 2019). Moreover, Table 3 indicates that the Average Variance Extracted (AVE) for all latent variables (highlighted in bold) surpasses that of all other indicator model variants (not in bold), underscoring the validity of all indicators in the questionnaire (Hair et al., 2019).

From the analysis presented in Tables 1, 2, and 3, it is evident that all indicator criteria and questionnaire items meet the specified standards, thus affirming the validity and reliability of the construct.

b. Inner Model Structural Model Analysis

Table 4 reveals that the Average Path Coefficient (APC), Average R-squared (ARS), and Average Adjusted R-squared (AARS) each exhibit a p-value < 0.001, indicating significance at the $p < 0.05$ level, thus confirming the fulfillment of model fit requirements (Solimun et al., 2022). The average block Variance Inflation Factor (VIF) registers at 2.154, while the average full collinearity VIF (AFVIF) stands at 2.774, both falling within the ideal range, thereby signifying the absence of collinearity issues within the model (Solimun et al., 2022). Specifically, the AVIF, an indicator of multicollinearity, must be below 5. Additionally, the Goodness of Fit (GoF) value of 0.670 indicates satisfactory model fit criteria. The Sympson's Paradox Ratio (SPR) value of 1 signifies ideal fit criteria, suggesting the absence of Sympson's Paradox issues within the model. Moreover, the R-squared Contribution Ratio (RSCR) value of 1 denotes optimal fit criteria, indicating no negative R-squared contribution to the model. The Statistical Suppression Ratio (SSR) and Nonlinear Bivariate Causality Direction Ratio (NBCDR) values of 1 signify model acceptance.

**Tabel 4.** Model fit and quality indices

Criteria	Criteria Fit	Analysis Result	Explanation
Average Path Coefficient (APC)	P< 0.05	0.296, P=0.002	Qualify model fit
Average R-squared (ARS)	P< 0.05	0.715, P<0.001	Qualify model fit
Average adjusted R-squared (AARS)	P< 0.05	0.701, P<0.001	Qualify model fit
Average block VIF (AVIF)	Accepted if ≤ 5, ideally ≤ 3.3	2.154	Ideally
Average full collinearity VIF (AFVIF)	Accepted if ≤ 5, ideally ≤ 3.3	2.774	Ideally
Goodness of Fit (GoF)	Small≥ 0.1, Medium≥ 0.25, Big ≥ 0.36	0.670	Big
Sympson's paradox ratio (SPR)	Accepted if ≥ 0.7, ideal ≥1	1	Ideally
R- squared contribution ratio (RSCR)	Accepted if ≥ 0.9, ideal ≥1	1	Ideally
Statistical suppression ratio (SSR)	Accepted if ≥ 0.7	1	Accepted
Nonlinear bivariate causality direction ratio (NLBCDR)	Accepted if ≥ 0.7	1	Accepted

Source: Primary data processed (2023)

Drawing from the comprehensive analysis results presented in the table, it is evident that all model fit criteria have been satisfactorily met. This observation aligns with the assertion by Solimun et al., (2022), who contend that when the goodness of fit criteria are met consistently, the research model is deemed sound and viable.

Hypothesis Testing

Hypothesis testing is conducted to assess the proposed hypotheses' overall impact. As depicted in Figure 2, the R2 value for the purchase intention variable (Y1) is 0.84, indicating that service quality variables, behavioral attitudes, subjective norms, and behavioral control collectively account for 84% of the variance in purchase intention, with the remaining 16% attributed to external variables beyond the model. Regarding the purchasing decision variable (Y2), the R2 value stands at 0.59, signifying that service quality, behavioral attitudes, subjective norms, perceived behavioral control, and purchase intentions collectively influence 59% of purchasing decisions, while 41% of the variance is influenced by external variables not included in the model. The positive R-squared value indicates a favorable influence of the exogenous variable on the endogenous variable in this study.
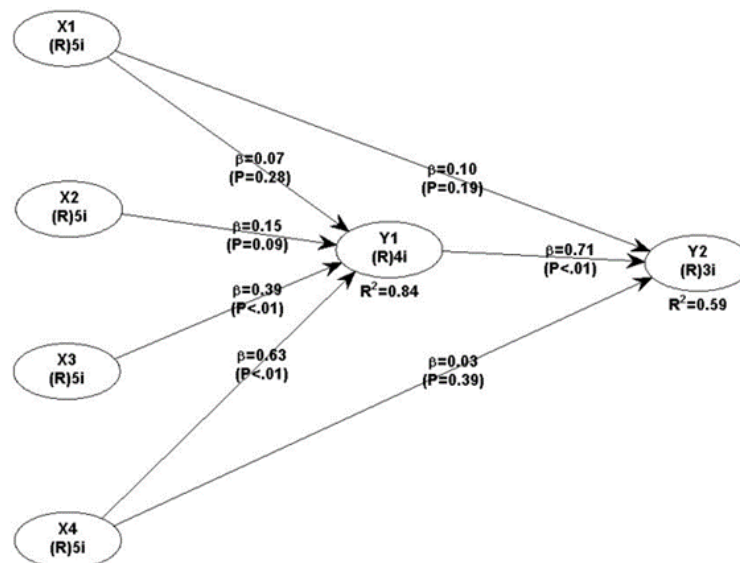
Figure 2. Model Path
(Source: Primary data processed, 2023)

In this study, direct hypothesis testing was conducted employing the t-test. The decision to assess the hypotheses adheres to established criteria: if the P value is < 0.10 (α 10%), it signifies low significance; if the P value is < 0.05 (α 5%), it denotes moderate significance; and if the P value is < 0.01 (α 1%), it indicates high significance. A P value ranging from < 0.01 to 0.10 implies hypothesis acceptance, while a P value exceeding

0.10 signifies hypothesis rejection (Solimun et al., 2022). Hypothesis testing aims to scrutinize the impact of explanatory variables on response variables. The resampling method was employed using WarpPLS 8.0 Stable 3 software, in accordance with software recommendations, and utilizing the t-test. The findings of hypothesis testing in this study are detailed in Table 5.

Table 5. Hypothesis test results

Path	Path Coefficient	P value	Explanation
Service Quality (X1) ➔ Purchase Decision (Y2)	0.100	0.194	Rejected
Service Quality (X1) ➔ Purchase Intention (Y1)	0.067	0.284	Rejected
Attitude towards behavior (X2) ➔ Purchase Intention (Y1)	0.151	0.095	Accepted
Subjective Norm (X3) ➔ Purchase Intention (Y1)	0.392	< 0.01	Accepted
Perceived behavior control (X4) ➔ Purchase Intention (Y1)	0.625	<0.001	Accepted
Perceived behavior control (X4) ➔ Purchase Decision (Y2)	0.034	0.388	Rejected
Purchase Intention (Y1) ➔ Purchase Decision (Y2)	0,705	<0.001	Accepted

Source: Primary data processed (2023)

Table 5 presents the outcomes of direct hypothesis testing as follows:
1. The influence of service quality variables on purchasing decisions yields an effect value of 0.10 with a P-value of 0.19. This indicates a positive yet insignificant impact of service quality on purchasing decisions, hence H1 is rejected.
2. The influence of service quality variables on purchase intentions indicates an effect value of 0.08 with a P-value of 0.28. This suggests a positive yet insignificant influence of service quality on purchase intentions, hence H2 is rejected.
3. The impact of the attitude towards behavior variable on purchase intentions manifests an effect value of 0.15 with a P-value of 0.01. This signifies a positive and moderately significant influence of attitude towards behavior on purchase intention, hence H3 is Accepted.
4. The effect of the subjective norm variable on purchase intention reveals an effect value of 0.39 with a P-value of 0.01. This suggests a positive and highly significant impact of norms on purchase intention, hence H4 is Accepted.
5. The influence of the perceived behavioral control variable on purchase intention exhibits an effect value of 0.63 with a P-value < 0.01. This indicates a positive and highly significant effect of perceived behavioral control on purchase intention, hence H5 is Accepted.
6. The impact of the perceived behavioral control variable on purchasing decisions presents an effect value of 0.03 with a P-value of 0.39. This indicates a positive yet insignificant effect of perceived behavioral control on purchasing intentions, hence H6 is rejected.
7. The influence of purchasing intentions on purchasing decisions demonstrates an effect value of 0.70 with a P-value of 0.01. This suggests a very positive and highly significant effect of purchasing intentions on purchasing decisions, hence H7 is Accepted.

The Effect of Attitude Toward Behavior on Purchase Intention

The results of the hypothesis testing reveal that the attitude towards behavior exerts a positive fairly significant influence on purchase intention. This finding diverges from the findings of Divayana et al. (2022), suggesting that consumer knowledge pertaining to processing techniques and nutritional content significantly shapes attitudes and consequently influences purchasing intentions towards products. In the current study, while consumer attitudes towards product quality, price relative to quality, halal labeling on product packaging, and the gratification associated with purchase contribute positively to shaping purchase intentions, this influence is comparatively weaker than that of subjective norm variables and behavioral control. The majority of participants in this study, predominantly married individuals with families comprising 3–4 members and belonging to the lower middle-income bracket, prioritize affordability over product attributes to facilitate bulk purchases for their families. Additionally, they rely on recommendations from friends and family regarding product quality rather than seeking this information themselves. Moreover, a significant proportion of busy

private employees among the consumers prefer potato donuts due to their ready-to-eat nature, eliminating the need for advance ordering.

The Effect of Subjective Norm on Purchase Intention

The results of hypothesis testing reveal a notable finding: subjective norms exert a positive and significant effect on consumers' purchase intentions. Recommendations from family and friends advocating the purchase of potato donuts over conventional ones, alongside prevailing consumption trends within the local community, emerge as pivotal factors shaping consumer purchasing intentions. The majority of respondents, who are primarily private employees and married individuals with families averaging 3–4 members, underscore the considerable influence of suggestions from colleagues, family members, and community consumption patterns on purchasing intentions. These findings are consistent with the research conducted by Al-Swidi et al. (2014), which similarly demonstrates that subjective norms wield a direct and significant influence on purchase intentions, highlighting their substantial role in shaping consumer behavior.

The Effect of Perceived Behavior Control on Purchase Intention

The results of hypothesis testing reveal a substantial finding: the path coefficient value of the perceived behavioral control variable on purchase intention stands at 0.625, with a P-value of <0.001. Notably, the path coefficient value of behavioral control surpasses that of other variables, suggesting that consumers' purchasing intentions are significantly influenced by their ability to make purchases owing to affordability and product availability. The predominant demographic among respondents comprises early adults aged 36–45 years, married with families, and employed in the private sector with moderate incomes. These demographic characteristics influence respondents' self-control in opting for cost-effective purchases to cater to their families and ensuring product availability to streamline the shopping process. These findings align with those of Divayana et al. (2022), indicating that respondents' confidence in controlling their purchases is driven by their financial capacity and accessibility, thereby shaping their intention to purchase instant shirataki noodles.

The Effect of Service Quality on Purchase Intention

The results of the hypothesis test indicate that service quality does not have effect on purchase intention. A notable demographic characteristic of the majority of respondents, predominantly private sector employees with moderate to low incomes, suggests that affordability holds greater sway in shaping purchase intentions than the level of service quality experienced. These outcomes find support in a study by Xiao et al. (2019) conducted at a fast-food restaurant in Malaysia. Their research similarly demonstrated that service quality lacked significant impact on purchase intentions, as the majority of respondents, mainly students with limited financial resources, prioritized cost-effectiveness over service quality.

The Effect of Service Quality on Purchase Decision

The results of the hypothesis testing indicate that service quality does have an effect on purchasing decisions. Similar findings were observed in a study by Santoso (2016) concerning fast food restaurants, where service quality exhibited no significant impact on purchasing decisions. In the context of this study, consumers' decisions to purchase potato donuts are primarily driven by factors other than service quality; this aligns with Santoso's (2016) findings, wherein consumers, predominantly students with limited financial means, prioritized factors such as affordability and convenient campus locations over the quality of service and ambience. Conversely, consumers in this study placed emphasis on the product's quality, affordability, halal certification, and appealing packaging, along with their intention to recommend it to others, mirroring the endorsements provided by friends and family who favored potato donuts over traditional ones.

The Effect of Perceived Behavior Control on Purchase Decision

The results of the hypothesis testing reveal that purchasing decisions are not impacted by perceived behavioral control. This finding is consistent with the research conducted by Al-Swidi et al. (2014), which concluded that Pakistani consumers exhibit a relatively low level of self-regulatory control concerning the

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adoption of new products. Instead, they tend to rely heavily on social validation to mitigate the risks associated with uncertain behaviors. This phenomenon aligns with Ajzen's (2015) explanation of the Theory of Planned Behavior in the context of food consumption, wherein consumers are presumed to engage in habitual purchasing patterns without extensively deliberating on their beliefs each time they make a decision. Thus, routine food purchases are often executed without significant conscious consideration.

The Effect of Purchase Intention on Purchase Decision

The significant impact of purchase intention on purchasing decisions is evident, as indicated by a path coefficient value of 0.705 and a P-value < 0.001. This signifies a positive correlation between the purchase intention variable and the purchase decision, with each unit increase in purchase intention resulting in a 0.705 increase in the purchase decision. These findings confirm the acceptance of hypothesis 7 (H7). They align with the conclusions of Fleseriu et al. (2020), who observed a substantial influence of consumer purchase intentions on organic food purchasing decisions in Romania. This supports the Theory of Planned Behavior proposed by Ajzen (1991), which posits that stronger behavioral intentions correlate with a higher likelihood of actual performance. In the context of this study, it elucidates that heightened purchase intentions correspond to stronger consumer inclinations to buy potato donuts.

The results of this study offer insights into the determinants impacting consumer purchasing behavior concerning potato donuts. Findings reveal that stronger attitudes towards behavior, subjective norms, and perceived behavioral control correlate with heightened consumer intentions to purchase potato donuts. Conversely, service quality exhibits no influence on purchase intentions or decisions, indicating that psychological factors and consumer behavior wield greater significance in shaping purchasing inclinations and decisions than service quality. The Theory of Planned Behavior, as postulated by Ajzen (2008), is substantiated, asserting that the amalgamation of favorable attitudes, subjective norms, and perceived behavioral control culminates in behavioral intentions. This aligns assertion that cultural, social, personal, and psychological factors are paramount in shaping consumer behavior, corroborated assertion that consumer behavior encompasses thoughts, feelings, and actions within the consumption process, alongside environmental influences.

The implications of this study are profound for both the business sector and policymakers in Indonesia's food industry. It underscores the necessity of comprehending consumer behavior and its determinants on purchase intentions and decisions. Effective marketing strategies should be devised to target consumers' attitudes, subjective norms, and perceived behavioral control. Given the prevalence of psychological factors and consumer behavior in influencing purchase intentions and decisions over service quality, businesses must prioritize these factors in marketing strategies and product development for potato donuts. Ensuring affordability and product availability is vital, particularly considering that the majority of consumers are middle-aged women, married, with families, working in the private sector, leading busy lives. Word-of-mouth marketing strategies and social media promotions should be further enhanced to bolster the popularity of potato donuts and expand the consumer base.

Furthermore, this study underscores the considerable potential of processed potato products in Indonesia's agricultural product processing industry. Elevating the value-added of processed potato products can augment farmers' and communities' incomes in potato production areas. In the long run, sustainable development in agribusiness and agricultural product processing can enhance the welfare of farmers and rural communities, while diminishing reliance on imported food products. These insights also underscore the prospect of potato processing in advancing agribusiness in Indonesia, fostering productivity, and contributing to the nation's economic advancement. Consequently, these findings offer valuable insights for crafting enhanced strategies and policies to propel the growth of agribusiness and the agricultural product processing sector in Indonesia.

CONCLUSION

The research findings indicate that attitudes towards behavior, subjective norms, and perceived behavioral control have a positive and significant effect on the intention to purchase potato donuts. Conversely, service quality has no effect on the intention to buy potato donuts. Furthermore, perceived behavioral control and service quality have no effect on the decision to purchase potato donuts. Notably, purchase intention has a highly significant effect on the purchase decision of potato donuts.

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