

# The Effect of Consumer Loyalty on Purchasing Decisions for Khong Guan Biscuit Products

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## ABSTRACT

Since its introduction in Indonesia in 1971, Khong Guan has maintained a dominant position in the Indonesian Fast Moving Consumer Goods (FMCG) industry, particularly in the assorted biscuit category, and holds a strong tradition of being served during Eid. This study aims to analyze the influence of consumer loyalty on purchasing decisions for Khong Guan Biscuits Red Segi products. The research background is based on the dominant position of the Khong Guan brand in the Indonesian Fast Moving Consumer Goods (FMCG) industry, especially in the assorted biscuit category and its tradition of being served during Eid, indicating strong and sustained consumer loyalty. This research operationalizes an explanatory quantitative design based on survey evidence from 226 consumers recruited from six Khong Guan Mart outlets and estimates the proposed model using multiple linear regression in SPSS. The analysis confirms that perceived quality, trust, satisfaction, brand image, price appraisal, and word-of-mouth communication serve as significant positive antecedents of purchasing decisions. In contrast, emotional connection emerges as a statistically significant negative determinant, highlighting the potential for maladaptive emotional engagement to attenuate consumers' purchase propensity. Collectively, the seven predictors exhibit strong explanatory capacity, accounting for 89.3% of the observed variance in purchasing decisions. The research implications emphasize the importance of an integrated Integrated Marketing Communication (IMC) strategy to manage various dimensions of loyalty in order to encourage purchasing decisions and maintain long-term relationships with consumers in a competitive market.

**Keywords:** Consumer Loyalty, Fast Moving Consumer Goods (FMCG), Integrated Marketing Communication, Khong Guan, Purchase Decision

## 1. INTRODUCTION

In this era of rapid globalization and digitalization, the business world is undergoing significant changes, particularly in terms of consumer patterns. Technological developments, ease of access to information, and increased social mobility have made consumers more selective in choosing the products they use every day. These lifestyle changes have prompted companies to continuously adapt to dynamic market needs and increasingly competitive competition.

These conditions have had an impact on various industrial sectors, one of which is the consumer goods industry. Amid consumer demands for practical, affordable, and easily accessible products, the Fast Moving Consumer Goods (FMCG) industry has emerged as a sector that is closely linked to people's daily lives. FMCG products are consumer goods that are purchased regularly, immediately, and with minimal effort, and are relatively low in price. FMCG products are characterized by high sales volume, small profit margins, and wide distribution, requiring aggressive and consistent marketing strategies (Kotler & Keller, 2006).

FMCG (Fast Moving Consumer Goods) is a dynamic and competitive industrial sector, making competition between brands increasingly fierce. This industry is also one of the sectors that contributes significantly to household spending. The FMCG industry covers all fast-moving household goods such as food and beverages, household cleaning products, and personal care products. These products play an important role in people's daily lives, especially households.

In the context of modern life, which is always moving quickly, people have become dependent on easily accessible products such as FMCG products. With the convenience and wide availability of FMCG products, this industry has become relevant and influential in people's lives. Table 1 presents data on the percentage of Indonesian household expenditure by category (Q3 2024).

**Table 1. Percentage of Indonesian Household Expenditure by Category**

| Data Name      | Value |
|----------------|-------|
| Fresh food     | 24    |
| FMCG           | 19    |
| Transportation | 7.4   |
| Utilities      | 6.1   |
| Savings        | 4.8   |

Source: Databoks

Table 1 shows that household spending on fast-moving consumer goods (FMCG) accounts for 19%, ranking second after spending on fresh food. This means that FMCG is a fairly important industry in everyday life. With high market demand, the FMCG industry is filled with many companies that continue to compete, both large and small. With intense competition, product innovation, distribution, and consumer loyalty are important for the sustainability of companies in this industry. One FMCG product that is in high demand is snacks, as they are a daily necessity for many people. One FMCG company that produces snacks is PT. Khong Guan Biscuit Factory Indonesia, which produces a wide variety of biscuits. Khong Guan Biscuits Red Segi (Khong Guan Red tin) has become an iconic product in the FMCG sector.

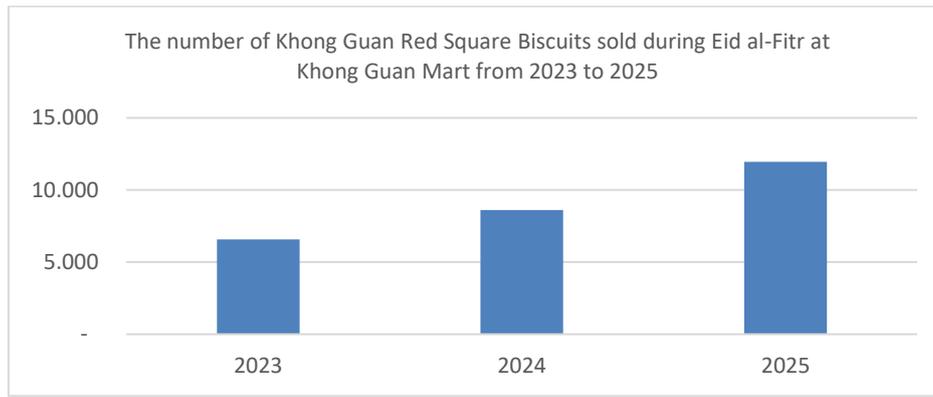
PT Khong Guan Biscuit Factory Indonesia Ltd began production in Indonesia in 1971. Since then, Khong Guan's business has grown significantly. Their products have become a staple food that is widely consumed by Indonesians during Eid celebrations. Khong Guan is now one of the icons of Eid al-Fitr cookies. On average, Indonesians are familiar with this Eid al-Fitr specialty. One of the most recognizable icons of this biscuit brand is the image of a family consisting of a mother and her two children eating biscuits at the dining table. Khong Guan Biscuits Red Segi contains a variety of biscuits that people usually buy for celebrations such as Eid al-Fitr or Christmas. Table 1.2 presents data on the Public's Choice of Canned Cookies to be Served during Eid al-Fitr in 2025.

**Table 2. Public Choice Canned Cake Products to be Served during Eid al-Fitr in 2025**

| Data Name  | Value |
|------------|-------|
| Khong Guan | 46%   |
| Tango      | 14.5% |
| Nissin     | 12.1% |
| Oreo       | 10.2% |
| Monde      | 6%    |
| Astor      | 5.2%  |
| Others     | 6%    |

Source: Goodstats

From Table 2, it can be seen that Khong Guan is still the number one canned biscuit product chosen by the public to be served during Eid al-Fitr in 2025. A total of 46% of respondents chose Khong Guan, followed by other competitors such as Tango, Nissin, Oreo, Monde, Astor, and others. It can be concluded that Khong Guan Biscuits Red Segi is still a canned product that has many consumers even though it has been around for about 55 years. Khong Guan Biscuits Red Segi products still have large sales, especially during the festive season. This product is sold in modern trade and general trade, including at retail stores owned by the Khong Guan Group, namely Khong Guan Mart. Khong Guan Mart had 4 branches in 2023, namely in Ciracas, Mayestik, Sabang, and Wahid Hasyim. Then, it increased to 6 branches in 2024, namely in Cibinong and Fraser Menteng. Figure 1 presents sales data during the Eid al-Fitr holiday season from 2023 to 2025 at Khong Guan Mart. It shows the number of cans sold during the Eid al-Fitr holiday season from 2023 to 2025 at Khong Guan Mart.



**Figure 1. Number of Khong Guan Red Square Biscuits sold during Eid al-Fitr at Khong Guan Mart from 2023 to 2025**

Source: Khong Guan Mart

Figure 1 shows that the number of Khong Guan Red Square Biscuits sold during Eid al-Fitr at Khong Guan Mart continues to increase each year, especially during Eid al-Fitr. With the addition of 1 branch in 2024 and 2025, the increase continues during Eid. Table 3 shows the manufacturing rankings in terms of revenue based on Nielsen data for 2022 (Assorted Category).

**Table 3. Manufacturing Rankings in Terms of Revenue**

| No. | Manufacturer               | Total (Rupiah)    |
|-----|----------------------------|-------------------|
| 1.  | Khong Guan Biscuit Factory | 1,349,853,203,667 |
| 2.  | Jadi Abadi Corak Biscuit   | 283,971,775,333   |
| 3.  | Serena Indopangan Industri | 241,034,441,000   |
| 4.  | Arnotts                    | 224,372,149,000   |
| 5.  | Mondelez International     | 175,988,342,667   |
| 6.  | Mayora Indah               | 113,005,791,667   |
| 7.  | United Waru Biscuit        | 109,217,442,667   |
| 8.  | Indofood CBP Biscuit       | 75,814,456,000    |
| 9.  | Asia Sakti Wahid Food      | 64,144,815,667    |
| 10. | Konimex                    | 17,633,684,000    |
| 11. | Universal Indofood         | 16,323,469,333    |
| 12. | Universal Indofood Product | 7,931,211,000     |
| 13. | Aneka Indo Makmur Industri | 4,573,558,000     |
| 14. | Ceres                      | 3,250,585,000     |
| 15. | Unimos                     | 2,603,956,667     |

Source: Nielsen 2022

From Table 3, it can be seen that in the assorted biscuit category, PT. Khong Guan Biscuit Factory ranks first in terms of sales. It beats many other competitors such as Arnotts, Mondelez, Mayora, and others. According to (Aaker, 1991), stable or increasing sales over time can be a reflection of brand loyalty, when linked to customer retention factors. Based on this expert opinion, it can be concluded that Khong Guan Biscuit Red Segi has high customer loyalty.

Since its first appearance in Indonesia in 1971, Khong Guan has maintained its position as one of the most recognized and preferred biscuit brands, especially in the tradition of serving Lebaran cakes. The continuity of this dominance shows that there is consistent consumer loyalty across generations, where brand preference is not only based on quality and taste, but also on emotional attachment rooted in nostalgia, family habits, and the symbolism of moments of togetherness during the holidays. This phenomenon indicates that consumer loyalty to Khong Guan is the result of a combination of functional and emotional factors that reinforce each other, making this brand relevant, trusted, and repeatedly chosen in the context of Eid celebrations in Indonesia. Customer loyalty not only reflects repeat purchases, but also positive attitudes that can lead to recommendations and a reduced risk of switching to competitors (Aprelyani, 2025). Therefore, companies need to understand the factors that influence customer loyalty in order to develop appropriate strategies for retaining their customer base.

Various studies have pointed out a number of factors that influence food brand loyalty, including perceived quality, which means that consumers tend to be more loyal to brands that they consider to offer high-quality products (Baktiyasa & Farida, 2017). A strong sense of trust in a brand can result in long-term loyalty. Positive experiences and satisfaction with a brand's products or services foster loyalty. Emotional connection: Some consumers develop a sense of love or attachment to a particular brand, which can drive loyalty. A good brand image, built on positive experiences and reputation, can significantly influence consumer loyalty (Rinata et al., 2024). Although not always the most important factor, competitive prices and perceived value can contribute to loyalty, especially for consumers seeking convenience (Andika & Purnamasari, 2024). Word of mouth, recommendations from one person to another, can also play a role in shaping consumer preferences and loyalty (Panjaitan et al., 2025).

Despite the extensive body of research identifying various antecedents of brand loyalty, a significant gap remains in understanding how these multi-dimensional loyalty factors collectively influence actual purchasing decisions, particularly within the context of heritage brands in the Indonesian FMCG sector. Most existing studies have examined these loyalty dimensions in isolation or focused primarily on repeat purchase behavior as a proxy for loyalty, without systematically investigating their differential effects both positive and negative on consumers' ultimate purchase decisions. Furthermore, limited empirical attention has been given to iconic products such as Khong Guan Biscuits Red Segi, which possess unique cultural significance and intergenerational emotional attachments that may alter the conventional relationships between loyalty dimensions and purchase behavior.

Anchored in the issues articulated in the background section, this study extends the analysis of consumer behavior by examining the role of consumer loyalty in shaping purchasing decisions for Khong Guan biscuit products. The research problem is articulated around the degree of consumer loyalty and its explanatory power in accounting for purchase decisions. This formulation enables a more nuanced understanding of the behavioral mechanisms underlying brand-related purchasing choices. In line with this focus, the study seeks to evaluate the level of consumer loyalty and to empirically test its influence on purchasing decisions. The expected contributions are twofold. Theoretically, the study advances the marketing communication literature by deepening the conceptual and empirical understanding of consumer loyalty. Practically, the findings are expected to provide actionable insights for practitioners, particularly PT. Khong Guan Biscuit Factory Indonesia, in designing strategies to strengthen and sustain consumer loyalty.

## **2. LITERATURE REVIEW**

### **2.1. Integrated Marketing Communication**

Introduced by Don E. Schultz in the early 1990s, Integrated Marketing Communication (IMC) constitutes a strategic paradigm that harmonizes diverse communication instruments, ranging from advertising and public relations to digital engagement, sales promotion, and direct marketing, within a single, coherent brand narrative. The orientation of IMC extends beyond transactional objectives toward the cultivation of durable brand–consumer relationships and the consolidation of brand equity and loyalty. Conceptually, the IMC process is initiated through the construction of a unified brand message that guides subsequent communication activities (positioning, value proposition, tone and personality) tailored to the target audience based on demographics, psychographics, and behavior. Then, companies set communication objectives such as awareness, interest, purchase, and loyalty, and select the appropriate communication channels to achieve those objectives. All communication activities are aligned in an integrated process to ensure message consistency (one voice communication) at all points of contact with customers. Ultimately, the effectiveness of the IMC strategy is evaluated through performance indicators such as brand awareness, engagement, and sales impact. With the IMC approach, consumer behavior is seen as the result of an integrated communication process that shapes perceptions, attitudes, and loyalty towards the brand, ultimately driving sustainable purchasing decisions.

### **2.2. Consumer Loyalty**

Consumer loyalty is a deep commitment and sense of loyalty from consumers towards a brand, product, or service, which is demonstrated through repeated purchases over a long period of time, despite external influences or temptations from competitors. Loyalty is not just transactional behavior, but also includes

emotional attachment and consumer responsibility towards the chosen brand. According to Kotler and Keller (2006), loyalty can be measured through three main indicators, namely repeat purchase, where consumers consistently buy the same product or service; retention, where consumers remain loyal to the brand over the long term; and referrals, where consumers recommend the brand to others. Referrals, where consumers recommend the brand to others (Hasibuan & Dirbawanto, 2024). Loyalty is formed through a complex process, influenced by various factors such as product quality, trust, satisfaction, brand image, word of mouth, emotional connection, and price. These factors interact to build a long-term relationship between consumers and brands.

### **2.3. Perceived quality**

From a consumer behavior perspective, Philip Kotler and Kevin Lane Keller (2006) frame perceived quality as a comparative and goal-oriented judgment of product or service superiority. Extending this view, Mensah et al. (2021) underscore the subjective and interpretive character of perceived quality, noting its potential divergence from objective product attributes. Thus, perceived quality can be conceptualized as a socially and cognitively constructed evaluation of overall excellence, formed through consumers' experiences, expectations, and comparative perceptions within a given choice set. Perceived quality is one of the main dimensions in creating consumer loyalty (Aaker, 1991). According to Konuk (2018), the indicators of quality perception are: (1) high quality (2) superior product (3) very good quality.

### **2.4. Customer Trust**

According to Haron et al. (2020), customer trust is the belief that service providers will fulfill their commitments in customer service relationships, where the statements or promises of service providers are considered reliable. Meanwhile, according to (Boonlertvanich, 2019), customer trust is an important paradigm in efforts to reduce risk in business relationships. Customer trust may be construed as a consumer's conviction regarding a firm's reliability, moral integrity, and consistency in honoring its commitments, which operates as a relational safeguard that mitigates uncertainty and perceived vulnerability in market exchanges. Within the commitment–trust framework articulated by Morgan and Hunt (1994), trust is positioned as a pivotal relational asset that sustains long-term firm–customer ties by reinforcing commitment, which ultimately crystallizes into loyalty. It can be concluded that customer trust is the consumer's belief in the reliability, integrity, and commitment of service providers in fulfilling their promises, which plays an important role in reducing uncertainty and risk in business relationships between customers and companies. According to Morgan and Hunt (1994), trust is a key element that determines the sustainability of long-term relationships between companies and customers. Trust encourages customer commitment, which leads to loyalty.

### **2.5. Customer Satisfaction**

Customer satisfaction is the customer's perception of their happiness or disappointment in comparing the performance of a product or service with their expectations (Kotler & Armstrong, 2016). Customer satisfaction is seen as an emotional and evaluative response from customers related to their overall experience in interacting with a product or service. Satisfaction arises when customers' perceptions of product/service performance meet or exceed their expectations (Simanjuntak & Purba, 2020). It can be concluded that customer satisfaction is an emotional and evaluative response from consumers that arises after comparing product or service performance with their expectations. Satisfaction occurs when perceived performance meets or exceeds expectations, while dissatisfaction arises if performance falls below customer expectations. In other words, customer satisfaction reflects the degree of conformity between expectations and actual experiences felt in the consumption process. According to Oliver (1999), customer satisfaction is the initial stage in the formation of loyalty. Satisfied consumers tend to be committed to making repeat purchases and maintaining a relationship with the brand.

### **2.6. Emotional Connection**

This emotional connection is symbolized by customers' feelings of closeness to a particular brand and the extent to which consumers associate the brand with their self-concept. According to Westhuizen & Liezl-Marie (2018), the concept of emotional connection is a way for consumers to think and feel about who and what they really are. There is an example that illustrates how this concept of brand self-connection works. When consumers who have a high tendency for brand self-connection buy an Apple product, they will consider

themselves to be in line with what the Apple brand represents, such as being different, innovative, and a leader.

Beyond trust, emotional connection to a brand constitutes a salient driver of customer loyalty, as articulated by Chaudhuri and Holbrook (2001) who emphasize the role of affective bonds in anchoring enduring consumer–brand relationships. It can be concluded that emotional connection is a deep psychological relationship between consumers and brands, where brands become part of consumers' identities and self-concepts. The stronger this connection, the more likely consumers are to feel that their values, image, and character align with the brand, thereby forming high loyalty and emotional attachment to the brand. Or it can be concluded that the brand functions as a reflection of the consumer's self, which makes them not only buy the product but also express who they are through the brand.

### **2.7. Brand image**

Brand image can be theorized as a consumer-constructed representational schema composed of brand-related impressions and associative meanings that emerge from cumulative experiential, communicative, and interactional encounters with the brand. Kotler and Armstrong (2016) conceptualize brand image as consumers' overarching impression of a brand, while Keller (2003) positions it as an associative structure embedded in memory. In parallel, Fandy Tjiptono (2005), attributes brand image formation to informational inputs and prior consumption experiences. Collectively, these perspectives indicate that strong, favorable, and distinctive brand associations constitute a strategic asset that facilitates trust formation, consolidates loyalty, and shapes purchase preferences.

### **2.8. Price**

Price can be understood as the economic and perceived value that consumers relinquish to access the benefits associated with a product or service. Kotler and Armstrong (2016) emphasize that price functions not merely as a nominal charge but as a value cue through which consumers judge whether the benefits obtained justify the monetary sacrifice incurred. From a managerial perspective, Tjiptono (2005) positions price as the sole revenue-generating element within the marketing mix, underscoring its strategic role in shaping market positioning and influencing consumer perceptions. Accordingly, pricing operates simultaneously as a transactional requirement and a signaling mechanism that informs consumers' inferences about product quality and brand image.

### **2.9. Word of Mouth**

Word of Mouth (WOM) denotes consumer-to-consumer communication regarding product or brand experiences conveyed through verbal, written, or digital channels, whose persuasive force is rooted in personal experience and peer trust rather than firm-sponsored promotion (Kotler & Armstrong, 2016). Meanwhile, according to Ismagilova et al. (2020), WOM is consumer communication that provides information, recommendations, or experiences related to products or brands to other users. WOM has evolved into digital communication between consumers and has become a major factor in building brand trust and purchase intention in the era of social media. It can be concluded that Word of Mouth (WOM) is a form of communication between consumers that plays an important role in sharing information, experiences, and recommendations about products or brands. WOM does not only occur directly (verbally or in writing), but has also developed into digital communication (electronic WOM) through social media and online platforms.

### **2.10. Purchase Decision**

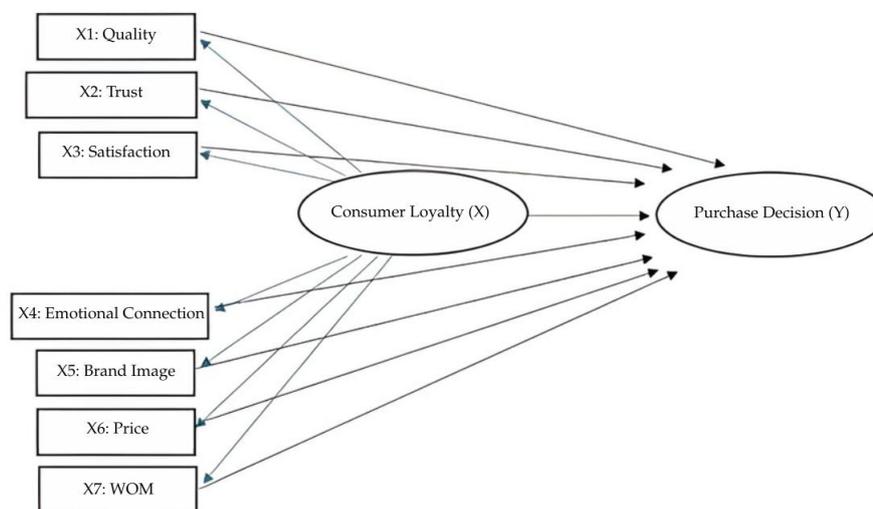
Purchase decision refers to the final stage of the consumer decision process in which consumers enact their evaluative and emotional assessments through the selection and purchase of a product or service. This process requires decisiveness and knowledge on the part of consumers to determine the best choice from the various alternatives available to meet their needs and expectations. According to Kotler and Armstrong (2016), the purchase decision is the result of five sequential stages. Needs Recognition, where consumers become aware of a desire or problem that needs to be solved; Information Search, which involves gathering data about relevant products or brands; Alternative Evaluation, which involves comparing various options based on attributes such as quality, price, and brand image; The Purchase Decision itself, which is the act of choosing and buying the product deemed most appropriate; and Post-Purchase Behavior, which is the evaluation of satisfaction after use that can influence repeat purchases and future loyalty. Thus, purchasing decisions are

not just transactions, but the culmination of a series of cognitive and emotional processes that consumers go through.

### 2.11. Previous Research

The existing literature reveals inconsistent findings regarding the relative importance of marketing variables in shaping purchase decisions, indicating that their effects are contingent upon the industry and consumer context. In the fast-food beverage sector Anastasia et al. (2023) reported that relationship marketing failed to significantly influence purchase decisions, whereas customer loyalty emerged as a key determinant. This aligns with the e-commerce context examined by Veronika and Nainggolan (2022), where promotional efforts were not significant predictors, while product attributes and consumer loyalty were decisive factors. However, in brand-driven settings such as J.CO Donuts & Coffee, Raming et al. (2025) demonstrated that both brand image and customer loyalty significantly influenced purchase decisions. Thessa (2023) further suggested that marketing communication may exert a more substantial impact than customer loyalty in certain corporate contexts. Moreover, Koyongian et al. (2025) emphasized the pivotal role of trust in driving purchase decisions for Skintific products, with customer loyalty functioning as a secondary but meaningful driver, reinforced by high levels of consumer engagement.

### 2.12. Conceptual Framework



**Figure 2. Conceptual Framework**

Based on the conceptual framework illustrated in Figure 2, the hypotheses used in this study are:

- H1:** Product quality has a positive and significant effect on purchasing decisions.
- H2:** Trust has a positive and significant effect on purchasing decisions.
- H3:** Emotional satisfaction has a positive and significant effect on purchasing decisions.
- H4:** Emotional connection has a positive and significant effect on purchasing decisions.
- H5:** Brand image has a positive and significant effect on purchasing decisions.
- H6:** Price has a positive and significant effect on purchasing decisions.
- H7:** Word of mouth has a positive and significant effect on purchasing decisions.
- H8:** Product quality, trust, emotional satisfaction, emotional connection, brand image, price, and word of mouth have a positive and significant effect on purchasing decisions.

## 3. RESEARCH METHODS

### 3.1. Type of Research

This study uses an explanatory descriptive method with a quantitative approach. The explanatory quantitative approach aims to test, verify, and describe the relationship between variables in a measurable and systematic manner. This study was designed through scientific stages, starting from determining the object of study, compiling a theoretical framework, formulating hypotheses, developing data collection instruments, determining sampling techniques, to statistical data analysis. Explanatory research in this context

is intended to test whether there is an influence of Consumer Loyalty on Purchasing Decisions, particularly for Khong Guan Biscuit products. By combining descriptive techniques and quantitative analysis, this study aims to obtain accurate data that corresponds to the facts in the field, test the proposed hypotheses, and provide in-depth and measurable estimates of the magnitude of influence between the variables studied. This approach was chosen to ensure that the research results are scientifically accountable and in accordance with research methodology norms.

### **3.2. Population and Sample**

The population in this study was all Khong Guan biscuit consumers, particularly those who had purchased Khong Guan Red tin products at six Khong Guan Mart branches (Mayestik, Wahid Hasyim, Ciracas, Cibinong, Sabang, Fraser Menteng). This population was selected because they had direct experience with the product, enabling them to provide valid assessments of research variables such as loyalty and purchasing decisions. The sampling procedure followed a non-probability design using purposive sampling, in which respondents were deliberately chosen based on predefined criteria to ensure alignment with the objectives of the study:

- 1) Have purchased and consumed Khong Guan biscuits.
- 2) Have visited one of the six designated Khong Guan Mart branches.
- 3) Willing to fill out the research questionnaire.

Based on the formula by Hair (2014) that the minimum sample size is five to ten times the number of questionnaire items, from the 25 items used, the minimum sample required is 125 respondents. The research subjects were Khong Guan Mart consumers who purchased Khong Guan Red tin Biscuits. This product was chosen because it has high brand awareness and has remained competitive in the biscuit industry. The focus of the research was on consumer perceptions, attitudes, and behaviors related to loyalty and purchasing decisions for this product, with the assumption that each respondent represented their subjective views and personal experiences as consumers. Through this study, it is hoped that it will be possible to analyze how loyalty influences purchasing decisions, both from an emotional aspect, trust, and the tendency to repurchase.

### **3.3. Data Collection Methods and Sources**

This study used questionnaires as the main method of data collection. Questionnaires are defined as a data recording procedure in which respondents answer a number of questions or written statements compiled by researchers. The aim is to obtain accurate and relevant information related to the research variables, particularly consumer loyalty and purchasing decisions regarding Khong Guan Red tin biscuits. The questionnaire was distributed to respondents in two ways: digitally using Google Forms shared via WhatsApp, and manually in printed form given directly to consumers at six Khong Guan Mart branches (Mayestik, Wahid Hasyim, Ciracas, Cibinong, Sabang, Fraser Menteng). This research relied on primary data gathered from consumers who fulfilled the sampling requirements, including prior purchase of the product and voluntary participation in the survey. The questionnaire utilized a five-point Likert scale (1–5) to quantify respondents' attitudinal responses, ranging from strong disagreement to strong agreement.

### **3.4. Validity and Reliability Tests**

Validity testing was conducted to assess the extent to which each questionnaire item accurately represents the intended research construct. An item was deemed valid when the computed correlation coefficient ( $r_{\text{calculated}}$ ) exceeded the critical  $r$  value ( $r_{\text{table}}$ ) at a 0.05 significance level. Reliability analysis was performed to evaluate the internal consistency of the measurement instrument. A Cronbach's Alpha coefficient greater than 0.60 was used as the threshold for acceptable reliability, indicating that the instrument yields stable and consistent measurements across items.

### **3.5. Classical Assumption Test**

This study conducted three classical assumption tests to ensure the validity of the regression model:

- 1) Normality Test (using the Kolmogorov-Smirnov test): Data is declared to be normally distributed if the significance value is  $> 0.05$ .
- 2) Multicollinearity Test: The model is free of multicollinearity if the VIF value  $\leq 10$  and Tolerance  $\geq 0.1$ .
- 3) Heteroscedasticity Test (using the Glejser test): There is no heteroscedasticity if the significance value  $> 0.05$ .

### 3.6. Data Analysis Methods

This study employs a quantitative analytical approach utilizing SPSS software to examine the relationships between variables. The primary analytical technique is multiple regression analysis, which is employed to test the simultaneous effect of several independent variables on the dependent variable.

Multiple regression analysis is used to measure the combined influence of seven independent variables including including perceived quality, trust, satisfaction, brand image, price appraisal, emotional connection, and word-of-mouth communication on the dependent variable of purchase decision. The regression equation is specified as follows:

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_7X_7 + e$$

where Y represents the purchase decision, a is the constant term,  $b_1$  through  $b_7$  are the regression coefficients for each respective independent variable, and e denotes the error term.

To ensure robust statistical inference, a series of tests were conducted. The t-test was applied to assess the partial influence of each predictor on the outcome variable, with statistical significance determined at  $p < 0.05$ . Additionally, the F-test evaluated the collective impact of all predictors simultaneously on the dependent variable, employing a 0.05 significance threshold. Finally, the model's explanatory power was assessed using the coefficient of determination ( $R^2$ ), which reflects the proportion of variance in the dependent variable explained by the seven independent variables in the model.

## 4. RESULTS AND DISCUSSION

### 4.1. Respondent Characteristics

**Table 4. Respondent Characteristics**

| Characteristics    | Category                     | Frequency (F)   | Percentage (%) |
|--------------------|------------------------------|-----------------|----------------|
| Gender             | Male                         | 77              | 34.1           |
|                    | Women                        | 149             | 65.9           |
|                    | Total                        | 226             | 100.0          |
| Income (per month) | < Rp 3,000,000               | 98              | 43.4           |
|                    | Rp 3,000,000 – Rp 5,999,999  | 94              | 41.6           |
|                    | Rp 6,000,000 – Rp 8,999,999  | 11              | 4.9            |
|                    | Rp 9,000,000 – Rp 11,999,999 | 15              | 6.6            |
|                    | ≥ Rp 12,000,000              | 8               | 3.5            |
|                    | Total                        | 226             | 100.0          |
| Age                | Mean                         | 39.77 years old |                |
|                    | Std. Deviation               | 14.20 years old |                |
|                    | N (Number of Respondents)    | 226             |                |

Based on the collected respondent characteristics data presented in Table 4, it can be explained that the sample in this study was dominated by female consumers, with a proportion of 65.9% or 149 people out of a total of 226 respondents. This indicates that women play a more central role or have a higher interest in Khong Guan biscuits, so that purchasing decisions are likely to be influenced more by this consumer segment. Economically, the majority of respondents are in the low to middle income group, with 85% of them having a monthly income below IDR 6,000,000. This distribution shows that the product is widely consumed by people with limited purchasing power, strengthening its position as an affordable consumer good. Meanwhile, in terms of age, the average respondent was 39.77 years old with a fairly high variation, marked by a standard deviation of 14.20 years. This age diversity reflects that Khong Guan biscuits have an appeal that crosses generations, reaching consumers from young adults to older age groups. Overall, this profile of respondents represents that the main market for Khong Guan biscuits is likely to be women from lower-middle-class families, with a wide range of consumers from various age groups.

## 4.2. Univariate Test

Table 5. Results of the Univariate Test

| Descriptive Statistics    |   |      |     |        |                |
|---------------------------|---|------|-----|--------|----------------|
| Variable                  | Statement   |      | N   | Mean   | Std. Deviation |
| Perceived Quality (X1)    | I feel the quality of Khong Guan Red Tin products is satisfying overall.                  | X1.1 | 226 | 4.1062 | 1.24980        |
|                           | I have purchased Khong Guan Red Tin products more than once.                              | X1.2 | 226 | 4.0929 | 1.17955        |
| Trust (X2)                | Khong Guan biscuits are produced by a trustworthy company (honest and has integrity).     | X2.1 | 226 | 3.9956 | 1.32161        |
|                           | Khong Guan is a quality product.  | X2.2 | 226 | 4.1726 | 1.33045        |
|                           | I feel Khong Guan consistently meets customer expectations.                               | X2.3 | 226 | 3.7655 | 1.27988        |
| Satisfaction (X3)         | I feel Khong Guan Red Tin products are in line with my expectations.                      | X3.1 | 226 | 3.9558 | 1.24999        |
|                           | I feel Khong Guan Red Tin products are of good quality.                                   | X3.2 | 226 | 4.0177 | 1.25420        |
|                           | I intend to repurchase Khong Guan Red Tin products.                                       | X3.3 | 226 | 4.0885 | 1.24763        |
|                           | I am willing to recommend Khong Guan Red Tin products to others.                          | X3.4 | 226 | 3.9425 | 1.26535        |
| Emotional Connection (X4) | I feel Khong Guan Red Tin products are still relevant and meaningful to me.               | X4.1 | 226 | 4.0531 | 1.07365        |
|                           | I have feelings of happiness, pride, and positivity toward Khong Guan Red Tin products.   | X4.2 | 226 | 4.1770 | 1.15647        |
|                           | I am willing to recommend and repurchase Khong Guan Red Tin products.                     | X4.3 | 226 | 4.1770 | 1.14876        |
| Brand Image (X5)          | I can remember and recognize Khong Guan Red Tin products clearly.                         | X5.1 | 226 | 4.0442 | 1.09860        |
|                           | I feel Khong Guan Red Tin products are superior and have a strong positive image.         | X5.2 | 226 | 4.1062 | 1.13813        |
|                           | I feel Khong Guan Red Tin products have a uniqueness compared to competitors.             | X5.3 | 226 | 4.1991 | 1.12751        |
| Price (X6)                | I feel the price of Khong Guan Red Tin products is appropriate for the benefits received. | X6.1 | 226 | 4.0044 | 1.24543        |
|                           | I feel the price and value of Khong Guan Red Tin products are well matched.               | X6.2 | 226 | 4.0531 | 1.24608        |
|                           | I feel the price of Khong Guan Red Tin products is competitive compared to other brands.  | X6.3 | 226 | 4.0619 | 1.24567        |
| Word of Mouth (X7)        | I have shared my opinion about Khong Guan Red Tin products with others.                   | X7.1 | 226 | 3.8097 | 1.37084        |
|                           | I trust recommendations about Khong Guan Red Tin products from other people.              | X7.2 | 226 | 3.7920 | 1.32535        |
|                           | I feel that messages I receive about Khong Guan Red Tin products are positive.            | X7.3 | 226 | 3.8407 | 1.37318        |

|                       |   |      |     |        |         |
|-----------------------|---|------|-----|--------|---------|
|                       | I find information about Khong Guan Red Tin products to be useful.                      | X7.4 | 226 | 3.8628 | 1.42789 |
| Purchase Decision (Y) | I intend to purchase Khong Guan Red Tin products in the future or on certain occasions. | Y1.1 | 226 | 4.1018 | 1.22685 |
|                       | I purchase Khong Guan Red Tin products on certain occasions.                            | Y1.2 | 226 | 4.0310 | 1.15236 |
|                       | I will purchase Khong Guan Red Tin products in the future.                              | Y1.3 | 226 | 4.0354 | 1.19948 |
| Valid N (listwise)    |   |      | 226 |        |         |

Based on the univariate test results in the table 5, all variables in this study have the same number of respondents, namely 226 respondents. The quality variable (X1) has 2 indicators and shows that respondents' perceptions of product quality are quite good with moderate variations in answers. The trust variable (X2) has 3 indicators with results that indicate a relatively high level of trust among respondents towards the product. The satisfaction variable (X3) has four indicators, with results showing a relatively high level of satisfaction among respondents toward the product. The emotional connection variable (X4) has three indicators, with results showing a high and positive emotional connection among customers. The brand image variable (X5) has three indicators, with results showing a relatively consistent and positive perception among respondents. The Price variable (X6) has 3 indicators with results showing that the product price is quite affordable. The Word of Mouth variable (X7) has 4 indicators reflecting the role of word of mouth communication, which is quite strong but with greater variation in assessment. And for the Purchase Decision variable (Y), there are 3 indicators showing that respondents tend to have good purchasing decisions regarding Khong Guan biscuits.

#### 4.3. Validity Test

**Table 6. Validity Test Results**

| Variable                  | Indicator | r- Value | r-Table | Description |
|---------------------------|-----------|----------|---------|-------------|
| Perceived quality (X1)    | X1.1      | 0.989    | 0.1305  | Valid       |
|                           | X1.2      | 0.987    | 0.1305  | Valid       |
| Trust (X2)                | X2.1      | 0.905    | 0.1305  | Valid       |
|                           | X2.2      | 0.959    | 0.1305  | Valid       |
|                           | X2.3      | 0.834    | 0.1305  | Valid       |
| Satisfaction (X3)         | X3.1      | 0.925    | 0.1305  | Valid       |
|                           | X3.2      | 0.920    | 0.1305  | Valid       |
|                           | X3.3      | 0.918    | 0.1305  | Valid       |
|                           | X3.4      | 0.922    | 0.1305  | Valid       |
| Emotional connection (X4) | X4.1      | 0.881    | 0.1305  | Valid       |
|                           | X4.2      | 0.957    | 0.1305  | Valid       |
|                           | X4.3      | 0.913    | 0.1305  | Valid       |
| Brand image (X5)          | X5.1      | 0.910    | 0.1305  | Valid       |
|                           | X5.2      | 0.953    | 0.1305  | Valid       |
|                           | X5.3      | 0.902    | 0.1305  | Valid       |
| Price (X6)                | X6.1      | 0.918    | 0.1305  | Valid       |
|                           | X6.2      | 0.958    | 0.1305  | Valid       |
|                           | X6.3      | 0.943    | 0.1305  | Valid       |
| Word of Mouth (X7)        | X7.1      | 0.947    | 0.1305  | Valid       |
|                           | X7.2      | 0.945    | 0.1305  | Valid       |
|                           | X7.3      | 0.945    | 0.1305  | Valid       |
|                           | X7.4      | 0.953    | 0.1305  | Valid       |
| Purchase Decision (Y)     | Y1.1      | 0.957    | 0.1305  | Valid       |
|                           | Y1.2      | 0.954    | 0.1305  | Valid       |
|                           | Y1.3      | 0.896    | 0.1305  | Valid       |

The measurement model was subjected to item–total correlation screening using a 5% critical value ( $r_{critical} = 0.1305$ ). The results reveal uniformly high indicator–construct correspondence across the examined dimensions. The Perceived Quality indicators demonstrate near-saturation correlations with their latent construct (0.989; 0.987), while the Trust indicators present consistently strong associations (0.905; 0.959; 0.834), collectively supporting the adequacy of the instrument’s measurement properties. The Satisfaction variable (X3) with indicators X3.1 to X3.4 has r-counts between 0.918 and 0.925, while Emotional Connection (X4) has r-counts between 0.881 and 0.957, indicating that the instrument can accurately measure consumer satisfaction and emotional bonds.

Furthermore, the Brand Image variable (X5) has indicators X5.1 to X5.3 with r-counts of 0.902–0.953, and the Price variable (X6) has r-counts of 0.918–0.958, which indicates the validity of the instrument in assessing consumers' perceptions of brand image and price sensitivity. The Word of Mouth variable (X7) with four indicators has an r-count of 0.945–0.953, so that the instrument can measure the influence of word of mouth recommendations. Finally, the Purchase Decision variable (Y) with indicators Y1.1–Y1.3 has an r-count of 0.896–0.957, indicating that these indicators are valid for measuring purchase decisions.

**4.4. Reliability Test**

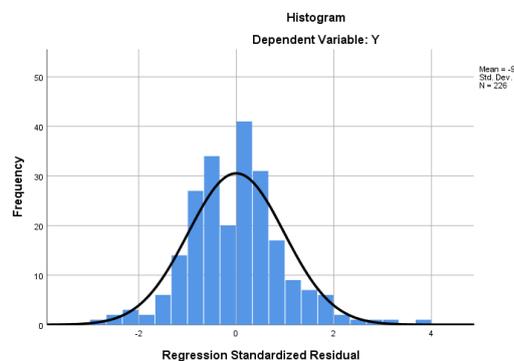
**Table 7. Reliability Test Results**

| Variables                 | Number of Indicators | Cronbach's Alpha | Description |
|---------------------------|----------------------|------------------|-------------|
| X1 – Perceived Quality    | 2                    | 0.975            | Reliable    |
| X2 – Trust                | 3                    | 0.883            | Reliable    |
| X3 – Satisfaction         | 4                    | 0.941            | Reliable    |
| X4 – Emotional Connection | 3                    | 0.906            | Reliable    |
| X5 – Brand Image          | 3                    | 0.911            | Reliable    |
| X6 – Price                | 3                    | 0.934            | Reliable    |
| X7 – Word of Mouth        | 4                    | 0.962            | Reliable    |
| Y – Purchase Decision     | 3                    | 0.929            | Reliable    |

The internal consistency of the measurement scales was examined using Cronbach’s Alpha, with  $\alpha \geq 0.70$  as the reliability benchmark. The results show uniformly high reliability across constructs, with Perceived Quality exhibiting near-ceiling reliability ( $\alpha = 0.975$ ), Satisfaction displaying very strong consistency ( $\alpha = 0.941$ ), and Trust achieving robust reliability ( $\alpha = 0.883$ ). These coefficients substantiate the psychometric soundness of the instrument. The Emotional Connection variable (X4) had a value of 0.906, Brand Image (X5) was 0.911, and Price (X6) was 0.934. Furthermore, the Word of Mouth variable (X7) shows a value of 0.962, while the Purchase Decision variable (Y) has a value of 0.929. These values indicate that the research instrument is consistent in measuring each variable, so it can be used for further analysis.

**4.5. Classical Assumption Test**

**4.5.1. Normality Test**



**Figure 3. Normality Test Histogram**

Visually, the residual histogram shows that the data distribution forms a bell-shaped curve and follows a normal distribution line. This further strengthens the statistical test results that the residuals are normally distributed.

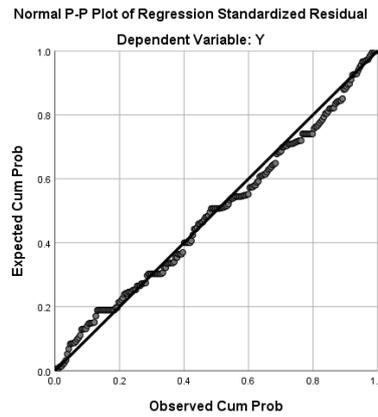


Figure 4. Scatter Plots Normality Test

Visual inspection of the Normal P–P Plot of standardized regression residuals indicates that the residual points align closely with the reference diagonal, exhibiting only minor deviations. This pattern suggests that the residuals approximate a normal distribution, supporting the normality assumption of the regression model. There are no significant deviations, such as sharp curves, extreme clusters, or large deviations at the beginning or end of the diagonal line. Although there are slight deviations at some points, they are still within tolerable limits and commonly occur in research data with a large sample size. Thus, based on the interpretation of the scatter plot (Normal P–P Plot), it can be concluded that the assumption of residual normality is satisfied. This result is in line with the statistical normality test (Kolmogorov–Smirnov), further strengthening the fact that the regression model used has fulfilled one of the classical assumptions of regression. Therefore, the regression model is suitable for further analysis because it produces valid, unbiased, and efficient estimates.

4.5.2. Multicollinearity Test

Table 8. Multicollinearity Test Results

| Model        | Coefficients <sup>a</sup>   |            |                           |      | t     | Sig.  | Collinearity Statistics |       |
|--------------|-----------------------------|------------|---------------------------|------|-------|-------|-------------------------|-------|
|              | Unstandardized Coefficients |            | Standardized Coefficients | Beta |       |       | Tolerance               | VIF   |
|              | B                           | Std. Error | Beta                      |      |       |       |                         |       |
| 1 (Constant) | 1.305                       | 0.336      |                           |      | 3.885 | 0.000 |                         |       |
| X1           | 0.205                       | 0.050      | 0.147                     |      | 4.128 | 0.000 | 0.389                   | 2.570 |
| X2           | 0.286                       | 0.057      | 0.302                     |      | 5.043 | 0.000 | 0.137                   | 7.286 |
| X3           | 0.272                       | 0.045      | 0.375                     |      | 6.000 | 0.000 | 0.126                   | 7.933 |
| X4           | -0.281                      | 0.046      | -0.260                    |      | -     | 0.000 | 0.269                   | 3.713 |
|              |                             |            |                           |      | 6.093 |       |                         |       |
| X5           | 0.105                       | 0.048      | 0.097                     |      | 2.199 | 0.029 | 0.252                   | 3.969 |
| X6           | 0.188                       | 0.044      | 0.197                     |      | 4.251 | 0.000 | 0.229                   | 4.358 |
| X7           | 0.088                       | 0.028      | 0.137                     |      | 3.149 | 0.002 | 0.260                   | 3.844 |

a. Dependent Variable: Y

Collinearity diagnostics based on tolerance and VIF reveal that none of the explanatory variables approach critical thresholds, implying that the model is not compromised by excessive intercorrelations among predictors. In detail, variable X1 (Perceived Quality) has a tolerance of 0.389 and a VIF of 2.570; X2 (Trust) has a tolerance of 0.137 and a VIF of 7.286; X3 (Satisfaction) has a tolerance of 0.126 and a VIF of 7.933; X4 (Emotional Connection) has a tolerance of 0.269 and a VIF of 3.713; X5 (Brand Image) has a tolerance of 0.252 and a VIF of 3.969; X6 (Price) tolerance 0.229 and VIF 4.358; and X7 (Word of Mouth) tolerance 0.260 and VIF 3.844. Since no variable has a VIF > 10 or tolerance < 0.10, it can be concluded that all independent variables do not experience significant multicollinearity. This means that each independent variable can be used independently in the regression model without causing estimation problems, so that the regression results can be interpreted validly and accurately.

4.5.3. Heteroscedasticity Test

Table 9. Heteroscedasticity Test Results

| Coefficients <sup>a</sup> |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|-------|
| Model                     |            | B                           | Std. Error | Beta                      |        |       |
| 1                         | (Constant) | 2.065                       | 0.195      |                           | 10.597 | 0.000 |
|                           | X1         | -0.026                      | 0.029      | -0.086                    | -0.888 | 0.376 |
|                           | X2         | -0.029                      | 0.033      | -0.145                    | -0.887 | 0.376 |
|                           | X3         | 0.015                       | 0.026      | 0.095                     | 0.559  | 0.577 |
|                           | X4         | -0.020                      | 0.027      | -0.085                    | -0.730 | 0.466 |
|                           | X5         | -0.010                      | 0.028      | -0.042                    | -0.349 | 0.728 |
|                           | X6         | -0.033                      | 0.026      | -0.164                    | -1.299 | 0.195 |
|                           | X7         | -0.009                      | 0.016      | -0.069                    | -0.582 | 0.561 |

a. Dependent Variable: ABS\_RES

The heteroscedasticity test aims to ensure that the residual variance in the regression model is constant across all observations. This test is performed using absolute residuals (ABS\_RES) as the dependent variable against the independent variables (X1–X7). Based on the test results, all independent variables show a significance value (Sig.) > 0.05, namely: X1 = 0.376, X2 = 0.376, X3 = 0.577, X4 = 0.466, X5 = 0.728, X6 = 0.195, and X7 = 0.561. A significance value greater than 0.05 indicates that there is no significant relationship between the independent variables and the absolute residuals, so the regression model does not experience heteroscedasticity. Thus, it can be concluded that the residual variance is relatively constant across all observations, and the classical assumption of homoscedasticity is satisfied. This ensures that the regression coefficient estimates are efficient, unbiased, and valid for further analysis.

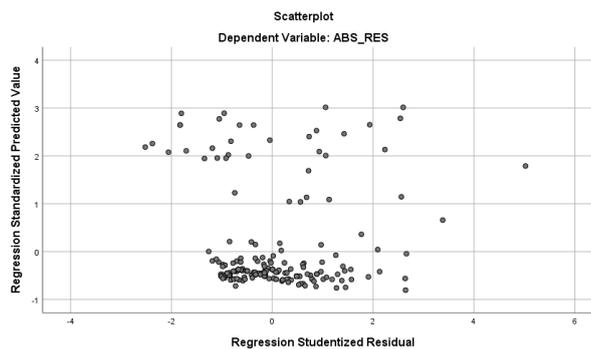


Figure 5. Heteroscedasticity Scatterplot

4.6. Hypothesis Test Results

4.6.1. Partial T-test

Table 10. Results of the T-test

| Coefficients <sup>a</sup> |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|-------|
| Model                     |            | B                           | Std. Error | Beta                      |        |       |
| 1                         | (Constant) | 1.305                       | 0.336      |                           | 3.885  | 0.000 |
|                           | X1         | 0.205                       | 0.050      | 0.147                     | 4.128  | 0.000 |
|                           | X2         | 0.286                       | 0.057      | 0.302                     | 5.043  | 0.000 |
|                           | X3         | 0.272                       | 0.045      | 0.375                     | 6.000  | 0.000 |
|                           | X4         | -0.281                      | 0.046      | -0.260                    | -6.093 | 0.000 |
|                           | X5         | 0.105                       | 0.048      | 0.097                     | 2.199  | 0.029 |
|                           | X6         | 0.188                       | 0.044      | 0.197                     | 4.251  | 0.000 |
|                           | X7         | 0.088                       | 0.028      | 0.137                     | 3.149  | 0.002 |

a. Dependent Variable: Y

Based on the results of the partial t-test for seven independent variables on purchasing decisions (Y), it can be concluded that the majority of variables have a positive and significant effect. The variables of Perceived

Quality (X1), Trust (X2), Satisfaction (X3), Brand Image (X5), Price (X6), and Word of Mouth (X7) all contribute positively to driving consumer purchasing decisions. This means that improvements in each of these aspects will increase the likelihood of consumers purchasing the product.

Contrary to conventional expectations, Emotional Connection (X4) is found to exert a negative and significant influence on purchase intention. This pattern implies that emotional attachment may operate in a non-linear or context-contingent manner, where stronger affective ties do not uniformly enhance consumers' purchasing motivation. This phenomenon could be caused by the excessive expectations of consumers who have strong emotional attachments, so that when the product does not fully meet these high expectations, it can actually reduce the desire to repurchase.

Overall, the analysis results confirm that purchasing decisions are the result of multidimensional considerations. Rational factors such as quality, trust, price, and brand image appear to be the main drivers. Meanwhile, social factors such as word of mouth also play an important role. Findings regarding emotional connections provide insight that building emotional loyalty requires a careful strategy, as it must be balanced with consistent quality and proper expectation management so as not to have the opposite effect.

#### 4.6.2.F Test (Simultaneous)

**Table 11. F Test Results**

| ANOVA <sup>a</sup> |            |                |     |             |         |        |
|--------------------|------------|----------------|-----|-------------|---------|--------|
| Model              |            | Sum of Squares | df  | Mean Square | F       | Sig.   |
| 1                  | Regression | 2253.003       | 7   | 321.858     | 259.287 | 0.000b |
|                    | Residual   | 270.607        | 218 | 1.241       |         |        |
|                    | Total      | 2523.611       | 225 |             |         |        |

a. Dependent Variable: Y

b. Predictors: (Constant), X7, X1, X4, X6, X5, X2, X3

The F-test is used to determine whether all independent variables simultaneously have a significant effect on the dependent variable, namely the purchase decision (Y). Based on the ANOVA table, the F-value is 259.287 with a significance value (Sig.) of 0.000. This significance value is less than 0.05, so it can be concluded that the independent variables collectively have a significant effect on purchasing decisions. More specifically, the independent variables tested include Perceived Quality (X1), Trust (X2), Satisfaction (X3), Emotional Connection (X4), Brand Image (X5), Price (X6), and Word of Mouth (X7). The F-test results show that the regression model involving these seven variables is able to explain the variation in consumer purchasing decisions significantly, with a considerable contribution to the variation seen from the Sum of Squares Regression value of 2,253.003 compared to the Sum of Squares Residual of 270.607. Collectively, the consumer loyalty variables significantly explain variations in purchasing decisions for Khong Guan biscuits, indicating that strategic alignment of these factors can strengthen purchase outcomes. The F-test results also confirm that the estimated regression model is statistically sound for explaining the influence of loyalty-related variables on purchasing behavior.

#### 4.6.3. Multiple Linear Regression

**Table 12. Multiple Linear Regression Test Results**

| Coefficients <sup>a</sup> |            |                             |            |                           |        |       |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|-------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|                           |            | B                           | Std. Error | Beta                      |        |       |
| 1                         | (Constant) | 1.305                       | 0.336      |                           | 3.885  | 0.000 |
|                           | X1         | 0.205                       | 0.050      | 0.147                     | 4.128  | 0.000 |
|                           | X2         | 0.286                       | 0.057      | 0.302                     | 5.043  | 0.000 |
|                           | X3         | 0.272                       | 0.045      | 0.375                     | 6.000  | 0.000 |
|                           | X4         | -0.281                      | 0.046      | -0.260                    | -6.093 | 0.000 |
|                           | X5         | 0.105                       | 0.048      | 0.097                     | 2.199  | 0.029 |
|                           | X6         | 0.188                       | 0.044      | 0.197                     | 4.251  | 0.000 |
|                           | X7         | 0.088                       | 0.028      | 0.137                     | 3.149  | 0.002 |

a. Dependent Variable: Y

Multiple linear regression analysis is used to determine the simultaneous and individual effects of independent variables on the dependent variable, namely purchasing decisions (Y). Based on the regression results, the following regression equation was obtained:

$$Y=1.305+0.205X1+0.286X2+0.272X3-0.281X4+0.105X5+0.188X6+0.088X7$$

The following is an explanation of each variable:

- a. The positive coefficient for Perceived Quality (X1) ( $\beta = 0.205$ ;  $p < 0.001$ ) underscores the pivotal role of subjective quality appraisals in shaping purchasing decisions. Consumers who perceive the product as superior in taste, packaging, and overall fit with expectations are more inclined to convert evaluation into actual buying behavior.
- b. Trust (X2): The regression coefficient of X2 is 0.286, with a t-value of 5.043 and a significance level of  $0.000 < 0.05$ , indicating a positive and significant effect on purchasing decisions. Consumer trust in a brand or product encourages them to feel secure and confident in making a purchase, thereby increasing the likelihood of buying.
- c. Satisfaction (X3): The regression coefficient for X3 is 0.272, the t-value is 6.000, and Sig. is  $0.000 < 0.05$ , indicating a positive and significant effect on purchasing decisions. The higher the consumer satisfaction with the product, the greater their tendency to make repeat purchases and become loyal customers.
- d. Emotional Connection (X4): The regression coefficient for X4 is -0.281 with a t-value of -6.093 and Sig.  $0.000 < 0.05$ , indicating a negative and significant influence on purchasing decisions. Although it is expected that emotional connection can increase purchases, these results show that under certain conditions, strong emotional bonds do not always translate into purchasing decisions, possibly due to different consumer expectations or other moderating variables.
- e. Brand Image (X5): The regression coefficient for X5 is 0.105, with a t-value of 2.199 and a significance level of  $0.029 < 0.05$ , indicating a positive and significant effect on purchasing decisions. Consumers' positive perceptions of brand image encourage them to choose a product over a competitor's product, thereby increasing purchasing decisions.
- f. Price (X6): The regression coefficient for X6 is 0.188, the t-value is 4.251, and Sig. is  $0.000 < 0.05$ , indicating a positive and significant effect on purchasing decisions. Prices that are in line with product quality and consumer purchasing power encourage purchasing decisions, as consumers perceive the product to be worth the price.
- g. Word of Mouth (X7): The regression coefficient of X7 is 0.088, t-count is 3.149, and Sig. is  $0.002 < 0.05$ , indicating a positive and significant effect on purchasing decisions. Recommendations or suggestions from other consumers increase trust and encourage new consumers to buy the product, making word of mouth one of the most effective drivers of purchasing decisions.

4.6.4. Coefficient of Determination (R<sup>2</sup> Test)

Table 13. Coefficient of Determination Test (R<sup>2</sup> Test) Results

| Model Summary |        |          |                   |                            |
|---------------|--------|----------|-------------------|----------------------------|
| Model         | R      | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | 0.945a | 0.893    | 0.889             | 1.11414                    |

a. Predictors: (Constant), X7, X1, X4, X6, X5, X2, X3

The high coefficient of determination ( $R^2 = 0.893$ ) and closely aligned Adjusted  $R^2$  (0.889) signal that the model captures the dominant share of variance in purchasing decisions. This pattern suggests that the proposed set of predictors provides a comprehensive representation of the key drivers of purchase behavior in the studied context, with limited residual variance attributable to omitted influences.

5. CONCLUSIONS

The findings suggest that purchasing decisions are systematically shaped by a constellation of loyalty-related factors. Specifically, perceived quality, trust, satisfaction, brand image, price perceptions, and word of mouth exert significant positive influences, highlighting the multidimensional nature of loyalty in driving consumer choice, indicating that perceptions of product quality, a sense of security and confidence in the brand, a satisfying consumption experience, a good brand reputation, a price commensurate with the benefits,

and recommendations from other consumers clearly encourage purchase and repeat purchase decisions. In contrast to the other loyalty dimensions, Emotional Connection exhibits a statistically significant negative effect, suggesting that affective attachment, when not substantiated by commensurate perceptions of product quality and value, may dampen consumers' purchasing propensity. The significant simultaneous test further corroborates the collective relevance of the loyalty-related constructs, confirming the empirical adequacy of the proposed model in capturing the multifaceted determinants of consumer purchasing behavior. These findings confirm that consumer loyalty, both individually and collectively, is a key factor in driving purchasing decisions and maintaining long-term relationships with consumers.

The implications of these research results indicate that companies need to manage consumer loyalty in an integrated manner through effective marketing communication strategies. Improvements and consistency in product quality must be the main message in marketing communications, followed by efforts to build trust through honest, transparent information and reliable service. Customer satisfaction needs to be maintained through consistent experiences and interactive communication, while emotional connections must be managed proportionally by continuing to emphasize the tangible benefits of the product. Strengthening brand image through consistent messaging, setting prices in line with quality and purchasing power, and utilizing word of mouth through consumer testimonials and recommendations are important strategies for driving purchasing decisions and sustainable loyalty.

Conceptually, the results of this study confirm that achieving communication objectives within the framework of Integrated Marketing Communication (IMC) is a strategic foundation for building customer loyalty. IMC plays a role not only in delivering integrated marketing messages, but also in systematically shaping consumer perceptions, trust, satisfaction, and engagement. Successful, planned, and consistent communication enables companies to guide consumers from the awareness stage to the purchase and repurchase decision. Thus, IMC is a strategic instrument for Khong Guan Biscuits to strengthen its relationship with consumers, increase purchase decisions, and maintain its competitiveness and brand value in the long term amid increasingly competitive market competition.

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