

The Influence of Brand Image and Taste Quality on Consumer Purchase Interest in MR.Bread Bread at Indomaret Stores ASTC 10-11

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Abstract: *The decline in sales of MR.Bread Bread at Indomaret Alam Sutera Town Centre 10–11 indicates a weakening of consumer purchasing interest, which is suspected to be influenced by brand image and taste quality. This study aims to analyze the influence of brand image and taste quality on consumer purchasing interest. The study used a quantitative approach with a descriptive survey method. The study population was 5,184 consumers with a sample of 98 respondents selected using accidental sampling techniques. Data were collected through a Likert scale questionnaire that had met validity and reliability tests. Data analysis was carried out using SPSS version 26 through descriptive analysis, classical assumption tests, simple and multiple linear regressions, correlation coefficients, coefficients of determination, and t-tests and F-tests. The results showed that brand image and taste quality had a positive and significant effect on purchasing interest, both partially and simultaneously. Taste quality had a greater influence than brand image, while both variables together were able to explain 90.6% of the variation in consumer purchasing interest. This study concluded that improving taste quality supported by strengthening brand image is an effective strategy to increase consumer purchasing interest in MR.Bread Bread, so it can be a basis for developing a company's marketing strategy.*

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Introduction

Technological advancements have increased business competition, requiring companies to provide quality products that meet consumer needs. In addition to product quality, brand image is a crucial factor influencing consumer perception and purchasing interest. Brands with a strong image can create a competitive advantage and increase product appeal in the market (Ahmad et al., 2020:25; Komaria et al., 2023:1055).

Besides brand image, taste quality is a major factor influencing purchase intention, particularly for food products. Previous research has shown that taste quality significantly influences consumer



purchase intention (Zahroq & Asiyah, 2022:83; Kyntani et al., 2022:835; Alfiona & Dini, 2022:109). Furthermore, price and promotional options also influence consumer purchasing decisions (Koehn & Díaz-Ocejo, 2022:729).

The decline in purchasing interest is evident in MR. Bread products at Indomaret ASTC 10–11 stores. From 2023 to 2025, sales target achievement continued to decline, from 98% to 91%, and finally to 64.8%. This decline was accompanied by a decrease in the number of consumers, from 7,519 in 2023 to 5,184 in 2025, indicating a weakening in consumer purchasing interest.

This issue is supported by observational results showing that although MR.Bread's price is lower than Sari Roti's, consumers prefer the competitor's product because it is considered to have better taste, texture, and packaging. The pre-survey results also showed that MR.Bread's brand image is still low, marked by low levels of trust, brand recall, and packaging appeal in the eyes of consumers.

The results of a pre-survey on taste quality showed that most respondents considered the taste, texture, aroma, and variety of MR.Bread products to be below consumer expectations. This situation is suspected to be the cause of declining purchasing interest in MR.Bread products, requiring the company to improve product quality and strengthen its competitiveness.

This study aims to analyze the influence of brand image and taste quality on consumer purchasing interest in MR.Bread Bread products at Indomaret Alam Sutera Town Centre 10–11. This study is important as a basis for developing marketing strategies to increase consumer purchasing interest. The novelty of the study lies in the study of both variables based on real phenomena in the form of decreased sales, number of consumers, and pre-survey results on MR.Bread products.

Research methods

This study uses a quantitative approach with a descriptive method through a survey. The quantitative method was chosen because the research was conducted systematically, planned, and structured to test the hypothesis regarding the influence of brand image and taste quality on consumer purchasing interest. Data collection was carried out using questionnaires distributed to respondents as the main data source. The survey approach was used because the research analysis unit is an individual, so that each respondent can provide an overview of their perceptions of brand image, taste quality, and purchasing interest in MR. Bread products at the Indomaret Alam Sutera Town Center 10–11 store (Sugiyono, 2019:13).

The research instrument used a questionnaire with a five-level Likert scale, ranging from Strongly Disagree to Strongly Agree. Brand image was measured using reputation, recognition, affinity, and brand loyalty indicators, as described by Yudha and Yulianthini (2021). Taste quality was measured using freshness, presentation, taste, and food innovation indicators, as described by Sunyoto and Dewasntara (2021). Purchase intention was measured using transactional interest, referential interest, preferential interest, and exploratory interest indicators, as described by Maisaroh and Wibisono (2022). The research instrument was first tested using validity and reliability tests with the help of the Statistical Package for Social Science (SPSS) version 26 program. Data analysis was carried out through descriptive analysis, classical assumption tests including normality tests, multicollinearity tests, autocorrelation tests, and heteroscedasticity tests, then continued with simple linear regression analysis, multiple linear regression analysis, correlation coefficient analysis, determination coefficient analysis, and hypothesis testing using t-test and F-test (Sugiyono, 2019; Ghozali, 2020; Singgih Santoso, 2020; Algifari, 2020).

The population in this study was all consumers of MR.Bread Bread at the Indomaret Alam Sutera Town Center 10–11 Store, totaling 5,184 consumers based on 2025 data. The sample determination used an accidental sampling technique, namely respondents were selected based on consumers who were accidentally met by researchers and met the criteria as data sources. The number of samples was determined using the Slovin formula with an error rate of 10 percent so that 98 respondents were obtained as research samples (Arikunto, 2020:131; Husein Umar, 2020:57).

The research procedure was carried out in stages, starting from initial observation, preparation of the research proposal, preparation of research instruments, distribution of questionnaires to respondents, data tabulation, data processing using SPSS version 26, analysis of research results, and drawing conclusions. In addition to primary data obtained through observation and questionnaires, this

study also used secondary data in the form of historical company data, number of consumers, and other documents that support the research (Sugiyono, 2019:140; Sugiyono, 2019:308).

Results and Discussion

Respondent Characteristics

Table 1 Grouping of Respondents Based on Gender

No	Gender	Respondents	Percentage
1	Man	44	45%
2	Woman	54	55%
Amount		98	100%

Based on the table above, it states that there were 44 male respondents or around 45%, while there were 54 female respondents or around 93%.

Table 2 Grouping of Respondents Based on Age

No	Age	Respondents	Percentage
1	<20 years	5	5%
2	21-30 years old	71	72%
3	31-40 years	22	22%
Amount		98	100%

Table 2 shows that of the 98 respondents, 5% were aged <20 years, 71% were aged 21-30 years, and 22% were aged 31-40 years. Based on age, the majority of respondents were aged 21-30 years.

Table 3 Grouping of Respondents Based on Education

No	Education	Respondents	Percentage
1	High school/vocational school or equivalent	74	76%
2	D3	4	4%
3	S1	19	19%
4	S2	1	1%
Amount		98	100%

Table 3 shows that of the 98 respondents, with education level, SMA/SMK as much as 76%, D3 in this study as much as 4%, S1 in this study as much as 19%, S2 in this study as much as 1%.

Questionnaire Data

Table 4 Likert Scale

Alternative Answers	Weight
Strongly agree	5
Agree	4
I disagree	3
Don't agree	2
Strongly Disagree	1

Table 5 Interval Scale

Category Criteria or Interpretation	Interval Scale
Very Bad	1.00 – 1.79
Not good	1.80 – 2.59
Pretty good	2.60 – 3.39
Good	3.40 – 4.19
Very good	4.19 – 5.0

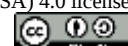


Table 6 Results of Respondents' Answers to Brand Image Variable (X1)

Statement	SS 5	S 4	KS 3	TS 2	STS 1	Total	Amount	Mean Score	Information
Reputation(Good name)									
This brand has a good reputation among consumers.	4	4	11	60	19	208	98	2.12	Not good
I believe that this brand provides reliable product quality.	5	4	10	38	41	188	98	1.92	Not good
This brand is known as a brand that is honest and responsible towards its consumers.	5	4	9	35	45	183	98	1.87	Not good
Amount	14	12	30	133	105	579	294	Average	Not good
Percent	4.8%	4.1%	10.2%	45.2%	35.7%	100%		1.97	
Recognition(Introduction)									
I can easily recognize this brand compared to competing brands.	5	8	10	34	41	196	98	2.00	Not good
The logo, packaging, or appearance of this brand is easy for me to remember.	5	7	7	47	32	200	98	2.04	Not good
I often see or hear information about this brand in various media.	4	5	8	39	42	184	98	1.88	Not good
Amount	14	20	25	120	115	580	294	Average	Not good
Percent	4.8%	6.8%	8.5%	40.8%	39.1%	100%		1.97	
Affinity(Emotional Relationship)									
I feel an emotional connection to this brand.	5	3	10	45	35	192	98	1.96	Not good
I feel proud when I use or buy products from this brand.	4	4	12	45	33	195	98	1.99	Not good
Amount	9	7	22	90	68	387	196	Average	Not good
Percent	4.6%	3.6%	11.2%	45.9%	34.7%	100%		1.97	
Brand Loyalty(Brand Loyalty)									
I tend to repurchase products from this brand even though there are many other brands to choose from.	6	5	9	35	43	190	98	1.94	Not good
I am willing to recommend this brand to others.	4	5	11	43	35	194	98	1.98	Not good
Amount	10	10	20	78	78	384	196	Average	Not good
Percent	5.1%	5.1%	10.2%	39.8%	39.8%	100%		1.96	
TOTAL	47	49	97	421	366	1930	980	Average	Not good
%	4.8%	5.0%	9.9%	43.0%	37.3%	100%	Average	1.97	

Table 7 Results of Respondents' Answers for Taste Quality Variable (X2)

Statement	SS 5	S 4	KS 3	TS 2	STS 1	Total	Amount	Mean Score	Information
Freshness									
The food/drinks served have a good level of freshness.	5	3	14	43	33	198	98	2.02	Not good
The raw materials used taste fresh and of high quality.	4	5	11	48	30	199	98	2.03	Not good
The aroma of food/drinks indicates that the product is still fresh and not stale.	6	6	10	43	33	203	98	2.07	Not good
Amount	15	14	35	134	96	600	294	Average	Not good
Percent	5.1%	4.8%	11.9%	45.6%	32.7%	100%		2.04	
Presentation									

Statement	SS	S	KS	TS	STS	Total	Amount	Mean	Information
	5	4	3	2	1			Score	
The presentation of food/drinks looks attractive and appetizing.	6	2	12	45	33	197	98	2.01	Not good
The layout and cleanliness of the presentation made me comfortable to consume it.	4	2	14	34	44	182	98	1.86	Not good
Amount	10	4	26	79	77	379	196	Average	Not good
Percent	5.1%	2.0%	13.3%	40.3%	39.3%	100%		1.93	
Taste									
The taste of the food/drinks met my expectations.	4	4	13	44	33	196	98	2.00	Not good
Food/drinks have a unique taste and are different from competitors.	4	5	16	42	31	203	98	2.08	Not good
The combination of spices or food ingredients feels right and balanced.	4	6	12	43	33	199	98	2.03	Not good
Amount	12	15	41	129	97	598	294	Average	Not good
Percent	4.1%	5.1%	13.9%	43.9%	33.0%	100%		2.03	
Food Innovation									
The menu offered has a wide variety and is not boring.	6	5	11	41	35	200	98	2.04	Not good
Food/drink products often present new innovations or variants that are interesting to try.	5	4	8	41	40	187	98	1.91	Not good
Amount	11	9	19	82	75	387	196	Average	Not good
Percent	5.6%	4.6%	9.7%	41.8%	38.3%	100%		1.97	
TOTAL	48	42	121	424	345	1964	980	Average	Not good
%	4.9%	4.3%	12.3%	43.3%	35.2%	100%	Average	2.00	

Table 8 Results of Respondents' Answers to the Purchase Interest Variable (Y)

Statement	SS	S	KS	TS	STS	Total	Amount	Mean	Information
	5	4	3	2	1			Score	
Transactional Interest									
I intend to purchase this product in the near future.	5	3	6	46	38	185	98	1.89	Not good
I am willing to make a purchase of this product when needed.	5	4	13	51	25	207	98	2.11	Not good
I have a strong desire to try to buy this product.	6	1	15	49	27	204	98	2.08	Not good
Amount	16	8	34	146	90	596	294	Average	Not good
Percent	5.4%	2.7%	11.6%	49.7%	30.6%	100%		2.03	
Referral Interest									
I would be willing to recommend this product to friends or family.	6	1	15	49	27	204	98	2.08	Not good
I would recommend others to purchase this product because of its quality.	4	5	11	43	35	194	98	1.98	Not good
Amount	10	6	26	92	62	398	196	Average	Not good
Percent	5.1%	3.1%	13.3%	46.9%	31.6%	100%		2.03	
Preferential Interest									
This product is my first choice compared to other similar brands.	5	4	8	43	38	189	98	1.93	Not good



Statement	SS	S	KS	TS	STS	Total	Amount	Mean Score	Information
	5	4	3	2	1				
I still choose this product even though there are many other alternative products.	4	4	13	37	40	189	98	1.93	Not good
I prefer this product over competing products.	5	2	12	46	33	194	98	1.88	Not good
Amount	14	10	33	126	111	572	294	Average	Not good
Percent	4.8%	3.4%	11.2%	42.9%	37.8%	100%		1.95	
Exploratory Interest									
I am interested in finding out more information about this product before purchasing.	6	5	11	40	36	199	98	2.03	Not good
I want to try different variants or new features of this product.	4	4	13	36	41	188	98	1.92	Not good
Amount	10	9	24	76	77	387	196	Average	Not good
Percent	5.1%	4.6%	12.2%	38.8%	39.3%	100%		1.97	
TOTAL	50	33	117	440	340	1953	980	Average	Not good
%	5.1%	3.4%	11.9%	44.9%	34.7%	100%	Average	1.99	

Research Data Instrument Testing

Table 9 Validity Test Results

Research Variables	Item	R Count	R Table	Information
(X1) Brand Image	Statement 1	0.839	0.198	valid
	Statement 2	0.836	0.198	valid
	Statement 3	0.850	0.198	valid
	Statement 4	0.851	0.198	valid
	Statement 5	0.855	0.198	valid
	Statement 6	0.864	0.198	valid
	Statement 7	0.788	0.198	valid
	Statement 8	0.836	0.198	valid
	Statement 9	0.812	0.198	valid
	Statement 10	0.844	0.198	valid
(X2) Taste Quality	Statement 1	0.827	0.198	valid
	Statement 2	0.824	0.198	valid
	Statement 3	0.806	0.198	valid
	Statement 4	0.783	0.198	valid
	Statement 5	0.796	0.198	valid
	Statement 6	0.846	0.198	valid
	Statement 7	0.788	0.198	valid
	Statement 8	0.828	0.198	valid
	Statement 9	0.853	0.198	valid
	Statement 10	0.880	0.198	valid
(Y) Purchase Interest	Statement 1	0.814	0.198	valid
	Statement 2	0.819	0.198	valid
	Statement 3	0.781	0.198	valid
	Statement 4	0.821	0.198	valid
	Statement 5	0.835	0.198	valid
	Statement 6	0.834	0.198	valid
	Statement 7	0.792	0.198	valid
	Statement 8	0.813	0.198	valid
	Statement 9	0.833	0.198	valid
	Statement 10	0.789	0.198	valid

Table 10 Reliability Test Results

N0	Variables	Coefficient Cronbach Alpha	Cronbach Alpha Standard	Information
1	Brand Image	0.952	0.600	Reliable
2	Taste Quality	0.947	0.600	Reliable
3	Purchase Interest	0.943	0.600	Reliable

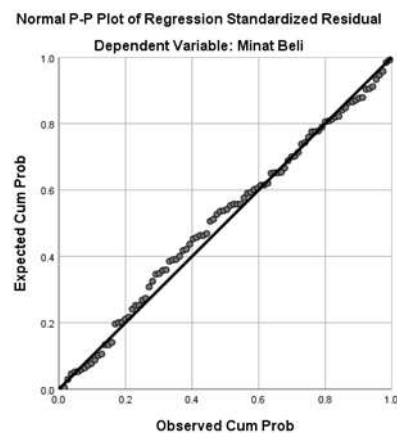
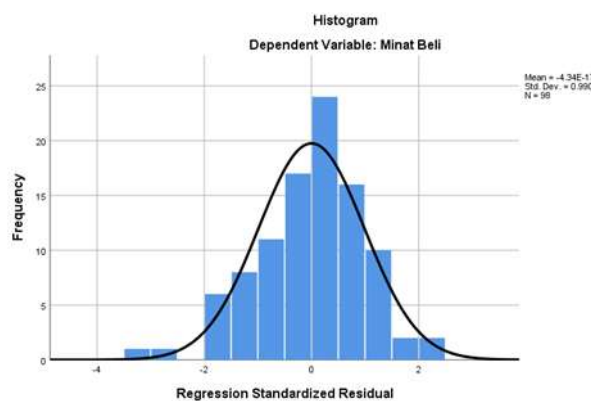
From table 10, the results of the reliability test show that the calculated alpha coefficient (r) of all variables is greater than the required criteria or the critical value (role of tumb) of 0.600, namely $0.952; 0.947; 0.943 > 0.600$, respectively, so it can be said that all variables are in a reliable state or are reliable to be used as measuring instruments.

Classical assumptions

Table 11 Normality Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
	N	98
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	2.56560733
Most Extreme Differences	Absolute	,059
	Positive	,037
	Negative	-,059
	Test Statistics	,059
	Asymp. Sig. (2-tailed)	,200 ^{c,d}

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

**Figure 1 Results of the PP Plot Multi Normality Test****Figure 2 Histogram Test Results**

Based on Figure 2, the results of the histogram graph test show that the data studied provides an inverted bell pattern so that it can be concluded that the data is normally distributed and meets the assumptions of the normality test.

Table 12 Multicollinearity Test Results

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	1,281	,669		1,915	,058		
	Brand Image	,384	,078	,403	4,897	,000	,146	6,868
	Taste Quality	,551	,080	,567	6,880	,000	,146	6,868

a. Dependent Variable: Purchase Interest

The test results show that for each research variable, namely the brand image and taste quality variables, the tolerance value is 0.146, $0.146 > 0.10$ with the VIF value for the brand and taste quality variables, amounting to 6.868, $6.868 > 0.10$ so that it can be concluded that the independent variables in this study are stated to have no symptoms of multicollinearity.

Table 13 Guidelines for Autocorrelation Testing with Darbin-Watson (DW test)

Criteria	Information
< 1,000	There is autocorrelation
1,100 – 1,550	Without conclusion
1,550 – 2,460	No autocorrelation
2,460 – 2,900	Without conclusion
> 2,900	There is autocorrelation

Table 14 Autocorrelation Test Results

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,952a	,906	,904	2,59247	2,044

a. Predictors: (Constant), Taste Quality, Brand Image

b. Dependent Variable: Purchase Interest

Based on table 14, the results of data processing obtained by the Durbin Watson (DW) statistics are $2.044 > 0.05$ from the Durbin Watson (DW) data so there is no autocorrelation.

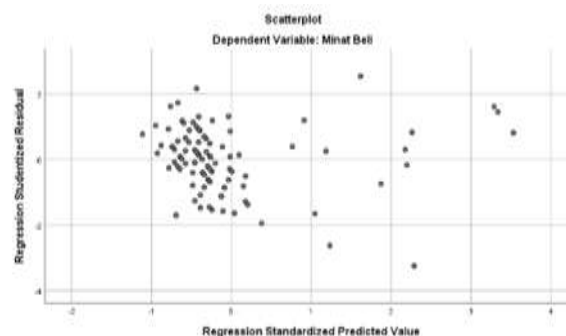


Figure 3 Heteroscedasticity Test

From the scatterplot in Figure 3, it can be seen that the points are spread randomly, either above zero or below zero on the vertical axis or Y axis. Thus, it can be concluded that there is no heteroscedasticity in this regression model.

Quantitative analysis**Table 15 Results of Simple Linear Regression Testing of Brand Image Variable (X1) Against Purchase Interest (Y)**

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2,518	,785		,002
	Brand Image	,882	,036	,927	,000

a. Dependent Variable: Purchase Interest

Based on table 15 the results of the simple linear regression analysis of X1 against Y, it can be applied in the value of the regression equation, namely $Y = 2.518 + 0.882 X_1$. These results show that the constant value of 2.518 indicates that the brand image variable is considered constant, then the change in purchasing interest is 2.518 so that it can be concluded that brand image has a significant effect on purchasing interest in Mr. Bread bread at the Indomaret Alam Sutera Town Center 10-11 store, where an increase of 1% will have an impact of an increase of 2.518.

Table 16 Results of Simple Linear Regression Testing of Taste Quality Variable (X2) Against Purchase Interest (Y)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1,568	,742		,037
	Taste Quality	,914	,034	,939	,000

a. Dependent Variable: Purchase Interest

Based on table 16 the results of the simple linear regression analysis of X2 against Y, it can be applied in the value of the regression equation, namely $Y = 1.568 + 0.914 X_2$. These results show that the constant value of 1.568 indicates that the taste quality variable is considered constant, then the change in purchasing interest is 1.568 so it can be concluded that taste quality has a significant effect on purchasing interest in Mr. Bread bread at the Indomaret Alam Sutera Town Center 10-11 store, where an increase of 1% will have an impact of an increase of 1.568.

Table 17 Results of Simple Linear Regression Testing of Brand Image (X1) and Taste Quality (X2) Variables on Purchase Interest (Y)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1,281	,669		,058
	Brand Image	,384	,078	,403	,000
	Taste Quality	,551	,080	,567	,000

a. Dependent Variable: Purchase Interest

Based on Table 17, the multiple linear regression equation is obtained as follows:

$$Y = 1.281 + 0.384X_1 + 0.551X_2$$

The equation shows that the constant value of 1.281 is the value of purchase interest when brand image and taste quality are considered to be zero. The brand image coefficient of 0.384 indicates that every one-unit increase in brand image can increase purchase interest by 0.384 units with constant taste quality. Meanwhile, the taste quality coefficient of 0.551 indicates that every one-unit increase in taste quality can increase purchase interest by 0.551 units with constant brand image. Both coefficients are positive, so brand image and taste quality have a positive relationship direction towards purchase interest of Mr. Bread at Indomaret Alam Sutera Town Centre 10–11.



Table 18 Guidelines for Interpretation of Correlation Coefficients

Correlation Coefficient Interval	Relationship Level
0.000 - 0.199	Very Low
0.200 - 0.399	Low
0.400 - 0.599	Currently
0.600 - 0.799	Strong
0.800 - 1.000	Very strong

Table 19 Results of Partial Correlation Coefficient Analysis of Brand Image on Purchase Intention

Correlations			
		Brand Image	Purchase Interest
Brand Image	Pearson Correlation	1	,927**
	Sig. (2-tailed)		,000
	N	98	98
Purchase Interest	Pearson Correlation	,927**	1
	Sig. (2-tailed)	,000	
	N	98	98

** . Correlation is significant at the 0.01 level (2-tailed).

Based on Table 19, the results of the correlation coefficient test obtained an R value of 0.927. In accordance with the coefficient interval provisions, the results of 98 studies indicate that the correlation coefficient is at the level of 0.800 - 1.000, meaning the level of correlation between variables is interpreted as very strong.

Table 20 Results of Partial Correlation Coefficient Analysis of Taste Quality on Purchase Intention

Correlations			
		Taste Quality	Purchase Interest
Taste Quality	Pearson Correlation	1	,939**
	Sig. (2-tailed)		,000
	N	98	98
Purchase Interest	Pearson Correlation	,939**	1
	Sig. (2-tailed)	,000	
	N	98	98

** . Correlation is significant at the 0.01 level (2-tailed).

Based on Table 20, the results of the correlation coefficient test obtained an R value of 0.939. In accordance with the coefficient interval provisions, the results of 98 studies indicate that the correlation coefficient is at the level of 0.800 - 1.000, meaning the level of correlation between variables is interpreted as very strong.

Table 21 Results of Partial Correlation Coefficient Analysis of Brand Image and Taste Quality on Purchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,952a	,906	,904	2,59247

a. Predictors: (Constant), Taste Quality, Brand Image

b. Dependent Variable: Purchase Interest

Based on Table 21, the correlation coefficient is R = 0.952, indicating a very strong correlation between the variables (0.800–1.000).

Table 22 Partial Determination Coefficient of Brand Image Variable on Purchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,927a	,859	,858	3,15673

a. Predictors: (Constant), Brand Image

b. Dependent Variable: Purchase Interest

Based on table 22, the coefficient of determination (R Square) is 0.859 or 85.9%, which means that the independent variables consisting of brand image can contribute 85.9% of their influence on purchasing interest, while the remaining 14.1% is influenced by other factors not discussed in this study.

Table 23 Partial Determination Coefficient of Taste Quality Variable on Purchase Interest

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939a	.883	.881	2.88616
a. Predictors: (Constant), Taste Quality				
b. Dependent Variable: Purchase Interest				

Based on table 23, the coefficient of determination (R Square) is 0.883 or 88.3%, which means that the independent variables consisting of taste quality can contribute 88.3% of their influence on purchasing interest, while the remaining 11.7% is influenced by other factors not discussed in this study.

Table 24 Simultaneous Determination Coefficient of Brand Image and Taste Quality Variables on Purchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.952a	.906	.904	2,59247
a. Predictors: (Constant), Taste Quality, Brand Image				
b. Dependent Variable: Purchase Interest				

Based on table 24, the coefficient of determination (R Square) is 0.906 or 90.6%, which means that the independent variables consisting of brand image and taste quality can contribute 90.6% of their influence on purchasing interest, while the remaining 9.4% is influenced by other factors not discussed in this study.

Hypothesis Test Results

Table 25 Results of the t-Test (Partial) of the Brand Image Variable (X1) against the Purchase Interest Variable

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2,518	,785		,002
	Brand Image	,882	,036	,927	,000

a. Dependent Variable: Purchase Interest

Based on table 25 above, by using the t-distribution table searched for $\alpha = 5\%$ 2-sided test, with df (degree of freedom) $n-2$ or $98-2 = 96$, the t-table obtained is 1.984, based on the results of the brand image variable test on purchasing interest, the calculated t-value is obtained $> t$ -table ($22.228 > 1.984$) and the value (sig) $0.000 < 0.05$ that brand image (X1) has a partial positive and significant effect on purchasing interest (Y).

Table 26 Results of the t-Test (Partial) of the Taste Quality Variable (X2) against the Purchase Interest Variable (Y)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1,568	,742		,037
	Taste Quality	,914	,034	,939	,000

a. Dependent Variable: Purchase Interest

Based on table 26 above, by using the t distribution table searched for $\alpha = 5\%$ 2-sided test, with df (degree of freedom) $n-2$ or $98-2 = 96$, the t-table obtained is 1.984, based on the test results of the taste quality variable on purchasing interest, the calculated t-value is obtained $> t$ -table ($26.852 > 1.984$) and the value (sig) $0.000 < 0.05$ that taste quality (X2) has a partial positive and significant effect on purchasing interest (Y).

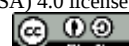


Table 27 Results of the F-Test (Simultaneous) of Brand Image and Taste Quality Variables on Purchase Interest

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6167,278	2	3083,639	458,812	,000b
	Residual	638,487	95	6,721		
	Total	6805,765	97			
a. Dependent Variable: Purchase Interest						
b. Predictors: (Constant), Taste Quality, Brand Image						

From table 27 above, the calculated F value is greater than the F table of 458.812 with a significance value smaller than the probability value of 0.000 by looking at the F table, namely the degree of $df_1 = k-1$ and $df_2 = nk$ ($98-3 = 95$) at a significance level of 0.05, the calculated F value is $> F$ table or $458.812 > 3.09$ and significant < 0.05 ($0.000 < 0.05$), then H_0 is rejected and H_a is accepted, which means that the brand image variable (X1), taste quality (X2) simultaneously has a positive and significant effect on the purchase interest variable (Y), the contribution of its influence is 90.6% on purchase interest, while the remaining 9.4% is influenced by other factors not discussed in this study.

Discussion of Research Results

1. Brand Image (X1)

Based on the partial hypothesis test, brand image (X1) has a significant positive effect on purchasing interest (Y), the calculated t-value is $> t$ -table ($22.228 > 1.984$), the magnitude of the positive effect of brand image (X1) on purchasing interest (Y) is 85.9% and the remaining 14.1% is influenced by other factors.

2. Taste Quality(X2)

Based on the partial hypothesis test, taste quality (X2) has a positive effect on purchasing interest (Y), the calculated t-value is $> t$ -table ($7.284 > 1.972$) the magnitude of the effect of taste quality (X2) on purchasing interest (Y) is 88.3% and the remaining 11.7% is influenced by other factors.

3. Purchase Interest (Y)

Based on the hypothesis test that simultaneously brand image (X1), taste quality (X2) simultaneously have a positive effect on the purchase interest variable (Y), the calculated F-value is obtained $> F$ -table or $458.812 > 3.09$ with a significance value of $0.000 < 0.05$. The magnitude of the simultaneous influence of brand image (X1), taste quality (X2), has a contribution to purchase interest (Y) of 90.6% and the remaining 9.4% is influenced by other factors.

Conclusion

This study proves that brand image and taste quality have a positive and significant effect on consumer purchasing interest of MR.Bread Bread at Indomaret Alam Sutera Town Centre 10–11, both partially and simultaneously. Taste quality is a variable that has a greater influence than brand image, while together the two variables are able to explain 90.6% of the variation in consumer purchasing interest. This finding indicates that increasing consumer perceptions of taste quality which includes freshness, taste, appearance, and product innovation, accompanied by strengthening brand image through reputation, brand recognition, emotional relationships, and customer loyalty, can significantly increase purchasing interest. The practical implication of this study is the need for MR.Bread to consistently improve product quality, develop more innovative flavor variants, improve packaging quality, and strengthen marketing and branding communication strategies in order to increase trust, brand recall, and consumer loyalty amidst competition in bread products.

This study still has limitations because it was only conducted in one research location with a total of 98 respondents using an accidental sampling technique, so the results cannot be generalized to all consumers of MR.Bread or similar bread products. In addition, the study only examined two independent variables, so there is still 9.4% of the variation in purchasing interest influenced by other factors outside the research model. Therefore, further research is recommended to involve a wider area coverage, use probability sampling techniques with a larger number of respondents, and add other

variables such as price, promotion, product quality, consumer satisfaction, brand trust, and customer loyalty to be able to produce a more comprehensive model and provide a stronger contribution to the development of marketing strategies in the food industry.

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