

The Effect of Product Attributes, Brand Trust, Customer Satisfaction, Lifestyle, Purchase Behavior, Mediated Purchase Intention, For Salad Moi in Yogyakarta

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Abstract: This investigation examines the escalating competitive landscape within the healthy food sector, specifically encompassing Salad Moi products in Yogyakarta. It underscores the imperative to comprehend the determinants influencing consumer purchasing behavior. The central aim of this investigation is to empirically determine the influence exerted by product attributes, brand trust, consumer satisfaction, and lifestyle upon purchasing behavior, with purchase intention serving as the operationalized and quantifiable indicator. A quantitative methodology was adopted for this study, utilizing a survey method wherein questionnaires were disseminated to 130 participants who had previously acquired Salad Moi products. The analytical procedure employed multiple linear regression, which was performed using IBM SPSS 26 software. The findings of this study indicate a positive and statistically significant influence of product attributes, brand trust, and customer satisfaction on purchase intention. Conversely, no statistically significant influence of lifestyle on purchase intention was found. Additionally, both lifestyle and purchase intention were found to have positive and significant influences on actual purchasing behavior. Mediation analysis using the Sobel test showed that purchase intention acts as a mediator for the effects of product attributes, brand trust, and customer satisfaction on purchasing behavior; however, it was determined that purchase intention does not mediate the effect of lifestyle. Overall, the purchasing behavior of Salad Moi customers is primarily influenced by product attributes, brand trust, customer satisfaction, and purchase intention.

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INTRODUCTION

Shifts in consumers behavior have positioned healthy food product not merely as supplementary needs, but as lifestyle choices that are increasingly embedded in the everyday routines of urban consumers. Consumers evaluate food not only based on taste, but also on the freshness of ingredients, health benefits, packaging, brand reputation, and a convenient shopping experience. These conditions present opportunities for healthy food businesses to grow, but at the same time create intense competition as consumers can compare products through digital platforms and customer reviews.

Table 1. Comparison of Salad Moi's Performance and That of Its Competitors on ShopeeFood

No	Brand	Rating	Number of Reviews	Product Price
1	Salad Moi	4,8	2.611	Rp24.900
2	Salad Bunda	4,9	9.100	Rp24.000
3	Salad Nyoo	4,8	9.302	Rp28.900

Source: ShopeeFood Observations, April 20, 2026

Based on Table 1 above, Salad Moi is one of the growing healthy food brands in Yogyakarta. This product offers fruit salads made with fresh ingredients, a variety of flavors, and convenient packaging that meets the needs of young consumers. However, observational data from ShopeeFood shows that Salad Moi has a lower number of reviews compared to some of its main competitors. Salad Moi has a rating of 4.8 based on 2,611 reviews and is priced at Rp24.900, while Salad Bunda has a rating of 4.9 based on 9,100 reviews and Salad Nyoo has a rating of 4.8 based on 9,302 reviews. This discrepancy suggests that a high rating does not necessarily translate into higher purchase frequency.

From a consumer behavior perspective, the analysis of this phenomenon is of considerable importance. Initial consumer assessments can be shaped by product attributes, given that these attributes encompass elements such as taste, ingredient quality, freshness, appearance, and perceived product benefits. The determination of a product's purchase worthiness and its alignment with consumer expectations is facilitated by readily observable product attributes (Hoffmann et al., 2020; Suhatman et al., 2020). Within the food industry, sensory and visual attributes, including taste, color, shape, and texture, are also instrumental in generating consumer interest prior to a purchase decision (Istijanto et al., 2023).

Product Attributes refer to the characteristics established by a brand to ensure the product is readily identifiable and distinct from comparable items (Abellia & Immanuel, 2024). A brand constitutes the intrinsic identity of a product, a characteristic instrumental in its differentiation from analogous offerings encountered within the market (Qadri, 2019). A brand's capacity to deliver on its commitments and satisfy consumer anticipations. As a result, customers who possess a significant degree of confidence in a brand typically exhibit a heightened propensity to purchase (Immanuel & Ruswanti, 2026). As stated by Bachtiar et al., (2026), a significant level of brand trust directly fosters a greater intent to purchase, given that consumers tend to favor brands they view as trustworthy, sincere, and capable of delivering protection.

Beyond the inherent characteristics of a product, brand trust is recognized as a pivotal factor in influencing the extent to which consumers develop a conviction that a given brand possesses the consistent capacity to furnish offerings characterized by superior quality and assured safety. The reduction of uncertainty is achieved through brand trust, especially concerning food products that bear a direct relationship to health and safety (Ngo et al., 2020; Samyoss, 2024). Furthermore, customer satisfaction constitutes a pivotal factor, given that positive post-purchase experiences serve to reinforce consumer evaluations and stimulate repeat purchases (Dash et al., 2021; Khatoon et al., 2020).

Although numerous studies have explored the relationship between consumer lifestyle and purchasing decisions, the results to date have been inconclusive. According to Bukhari et al., (2020, 2023), lifestyle exerts a positive and significant effect on both purchase intention and purchasing behavior. In contrast, Ketlinia & Soebiantoro, (2023) observed that this effect was not consistently significant. This discrepancy highlights a theoretical gap that warrants further empirical investigation. Additionally, prior research has mainly concentrated on imported products, green food items, or national brands, leaving a scarcity of empirical data regarding locally produced healthy food products in Yogyakarta. This contextual gap is especially pertinent to Salad Moi, which, despite having ratings and prices comparable to its competitors, has significantly fewer ShopeeFood reviews. Consequently, the originality of this study is found in its examination of an integrated consumer behavior model grounded in the Theory of Planned Behavior, analyzing product attributes, brand trust, customer satisfaction, and lifestyle simultaneously to understand their influence on purchasing behavior through purchase intention among consumers of a local healthy food brand in Yogyakarta.

The theoretical framework underpinning this investigation is the Theory of Planned Behavior. As per this theoretical perspective, actual behavior is posited to be influenced by an individual's intention, which itself originates from their cognitive appraisal, social normative influences, and perceived behavioral control (Ajzen, 1991). Within this conceptualization, purchase intention is

operationalized as a mediating variable, elucidating the mechanism through which factors such as product attributes, brand trust, customer satisfaction, and lifestyle orientations contribute to the manifestation of purchasing behavior. Consequently, the primary objective of the current study is to meticulously analyze the influence exerted by product attributes, brand trust, customer satisfaction, and lifestyle on the purchasing behavior of Salad Moi consumers in Yogyakarta, with purchase intention functioning as the pivotal mediating construct.

Within the context of this framework, the present study seeks to investigate the influence exerted by product attributes, brand trust, customer satisfaction, and lifestyle on purchase intention. Furthermore, it endeavors to assess the impact of lifestyle and purchase intention on purchase behavior. Additionally, the study aims to evaluate the mediating role of purchase intention in the relationships between the aforementioned four antecedent variables and purchase behavior among Salad Moi consumers in Yogyakarta.

Research Hypotheses:

H1: Product attributes have a positive and significant influence on purchase intention.

H2: Brand trust has a positive and significant influence on purchase intention.

H3: Customer satisfaction has a positive and significant influence on purchase intention.

H4: Lifestyle has a positive and significant influence on purchase intention.

H5: Lifestyle has a positive and significant influence on purchasing behavior.

H6: Purchase intention has a positive and significant influence on purchasing behavior.

Beyond the direct hypotheses, an assessment of four indirect relationships is conducted to ascertain whether purchase intention serves as a mediator in the influence exerted by product attributes, brand trust, customer satisfaction, and lifestyle on purchase behavior.

RESEARCH METHOD

A conceptual research model was constructed, grounded in the tenets of the Theory of Planned Behavior and established methodologies for hypothesis generation, with the primary objective of elucidating the intricate relationships among the identified variables. Within this framework, product characteristics, brand credibility, consumer contentment, and individual lifestyle are conceptualized as pivotal determinants influencing purchase intention. Furthermore, a causal link is postulated wherein purchase intention directly impacts purchasing behavior, while the direct influence of lifestyle on purchasing behavior is also subjected to empirical investigation.

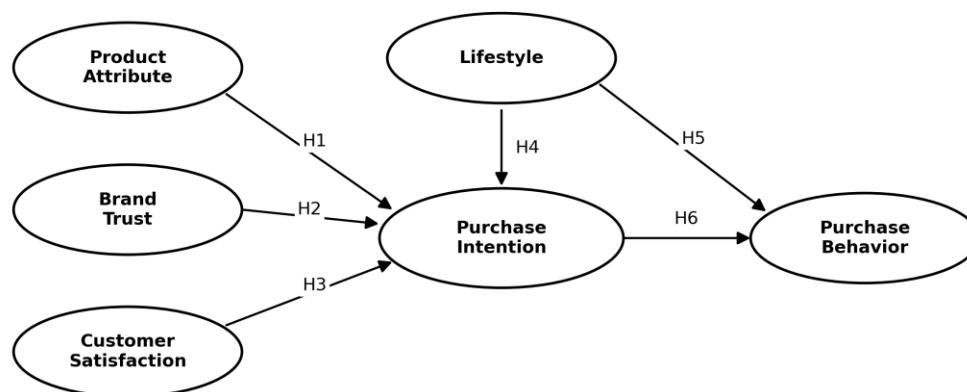


Figure 1. Research Framework
Source: Compiled by the researcher, 2026

A quantitative methodology, specifically a causal design, was adopted for this investigation. This approach was selected due to its suitability for examining relationships among variables and evaluating hypotheses using numerical data. The participants for this research were consumers of Salad Moi located in Yogyakarta. The population encompassed individuals who had previously acquired Salad Moi products, from which a sample of 130 respondents was drawn.

Purposive sampling was the technique employed, based on two primary criteria: respondents were required to either reside in or be present in Yogyakarta, and they must have purchased a Salad Moi product at least once within the preceding six months. The collection of primary data was executed via a questionnaire instrument, which utilized a five-point Likert-type scale, with response options spanning from "strongly disagree" to "strongly agree." The constructs subjected to empirical examination encompassed product attributes, brand trust, customer satisfaction, lifestyle, purchase intention, and purchasing behavior.

Assessment of the research instrument's validity and reliability was conducted utilizing Cronbach's alpha coefficients. Validity for individual items was affirmed when their computed r-value exceeded the critical r-value obtained from the pertinent statistical table. Conversely, a variable's reliability was considered satisfactory if its Cronbach's alpha coefficient surpassed a threshold of 0.70 (Hair et al., 2019). The analytical procedures were executed employing IBM SPSS 26, incorporating a range of statistical techniques such as standard assumption tests, multiple linear regression, t-tests, F-tests, the coefficient of determination, and the Sobel test. Initially, a model was developed to investigate the impact of product attributes, brand trust, customer satisfaction, and lifestyle on purchase intention. Subsequently, a second model was employed to examine the influence of lifestyle and purchase intention on purchasing behavior. Specifically, the mediating function of purchase intention within the relationship between the independent variables and purchasing behavior was assessed through the application of the Sobel test.

RESULTS AND DISCUSSION

A detailed overview of the demographic characteristics pertaining to the 130 individuals participating in the study is provided in Table 2. Women constituted the largest portion of the sample, accounting for 97 individuals or 74,6%, whereas men comprised 33 individuals or 25,4%. Regarding age, the most prevalent group was 21–25 years old, representing 78 respondents 60,0%. The predominant income or allowance bracket fell between Rp1.000.000 and Rp2.000.000, reported by 36 respondents 27,7%. Every participant resided in Yogyakarta and had purchased Salad Moi at least once within the preceding six months. This demographic makeup suggests that the findings of this research primarily reflect the perspectives of young consumers, particularly females, who are a significant demographic in the healthy food sector.

Table 2. Characteristics of Respondents

Characteristic	Category	Frequency	Percentage
Gender	Women	97	74,6%
	Man	33	25,4%
Age	17-20 years old	16	12,3%
	21-25 years old	78	60,0%
	26-30 years old	17	13,1%
	31-35 years old	13	10%
	> 35 years old	6	4,6%
Income/pocket money	< Rp500.000	10	7,7%
	Rp500.000-Rp1.000.000	27	20,8%
	Rp1.000.000-Rp2.000.000	36	27,7%
	Rp2.000.000-Rp3.500.000	32	24,6%
	Rp3.500.000-Rp5.000.000	15	11,5%

Characteristic	Category	Frequency	Percentage
	> Rp5.000.000	10	7,7%
Resides in or is currently in Yogyakarta	Yes	130	100%
Has made at least one purchase in the past 6 months	Yes	130	100%

Source: Processed primary data, 2026

Table 3 delineates the findings derived from the data quality assessment, thereby substantiating the validity of all statements, confirming the validity of all statement items. This conclusion is drawn because each calculated *r*-value surpassed the table *r*-value of 0,172, given a (*df* = 128) and a 5% significance level. The summary of validity coefficients reveals that the calculated *r*-values ranged from (0,812–0,851) for Product Attribute, (0,831–0,858) for Brand Trust, (0,810 to 0,852) for Customer Satisfaction, (0,757 to 0,866) for Lifestyle, (0,832 to 0,861) for Purchase Intention, and (0,814 to 0,838) for Purchase Behavior. Consequently, every item comprising the questionnaire has been affirmed as possessing both validity and appropriateness, thereby rendering it suitable for integration into the research's analytical phase.

Tabel 3. Summary of Validity Test Results

Variable	Number of Items	table <i>r</i>	Range of Calculated <i>r</i>	Description
Product Attribute	4	0,172	0,812-0,851	Valid
Brand Trust	4	0,172	0,831-0,858	Valid
Customer Satisfaction	5	0,172	0,810-0,852	Valid
Lifestyle	5	0,172	0,757-0,866	Valid
Purchase Intention	4	0,172	0,832-0,861	Valid
Purchase Behavior	4	0,172	0,814-0,838	Valid

Source: Processed primary data, 2026

The reliability test results are systematically delineated in Table 4. Within this assessment, the product attributes variable was observed to register a value of 0.857, Brand Trust reached 0,861, Customer Satisfaction obtained 0,889, Lifestyle registered 0,855, Purchase Intention recorded 0,871, and Purchase Behavior showed 0,845. Based on these figures, it is evident that all variables incorporated in the questionnaire demonstrate reliability, Owing to the fact that their Cronbach's alpha values were observed to surpass the predetermined criterion of 0.7.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Standar	Description
Product Attribute	0,857	0,70	Reliabel
Brand Trust	0,861	0,70	Reliabel
Customer Satisfaction	0,889	0,70	Reliabel
Lifestyle	0,855	0,70	Reliabel
Purchase Intention	0,871	0,70	Reliabel
Purchase Behavior	0,845	0,70	Reliabel

Source: Processed primary data, 2026

Prior to the execution of the hypothesis test, the regression model was subjected to a series of standard assumption tests, the findings of which are detailed in Table 5. The normality of the data distribution was subsequently confirmed through the application of the one-sample Monte Carlo Kolmogorov-Smirnov test. The significance values obtained were 0,282 for Equation I and 0,252 for Equation II. As these values exceed 0,05, the data within this investigation are confirmed to be normally distributed. Furthermore, the absence of multicollinearity was established, this is substantiated by all VIF values being less than 10 and all tolerance values exceeding 0.01. Concurrently, the Glejser test

for heteroscedasticity indicated that all relevant values surpassed the 0,05 significance level, thereby precluding the presence of heteroscedasticity within the regression model. Collectively, these findings affirm that the model adheres to the fundamental assumptions of normality, absence of multicollinearity, and homoscedasticity.

Table 5. Summary of classical assumption tests

Test	Model	Key Indicators	Results	Interpretation
Normality	Equation I	Monte Carlo Sig. (2-tailed)	0,282 > 0,05	Normal
Normality	Equation II	Monte Carlo Sig. (2-tailed)	0,252 > 0,05	Normal
Multicollinearity	Equation I	Tolerance; VIF	0,112-0,127; 7,878-8,920	There is no multicollinearity
Multicollinearity	Equation II	Tolerance; VIF	0,205; 4,871	There is no multicollinearity
Heteroscedasticity	Equation I	Sig. Glejser	0,315; 0,185; 0,428; 0,381	There is no heteroscedasticity
Heteroscedasticity	Equation II	Sig. Glejser	0,766; 0,614	There is no heteroscedasticity

Source: Processed primary data, 2026.

The outcomes of the hypothesis testing concerning the impact of diverse factors on consumer purchase intention are delineated in Table 6. Pertaining to the influence of product attributes on purchase intention, a t-value of 3,718 was computed, demonstrably surpassing the critical t-value of 1,657. Furthermore, the derived significance value $p = 0,000$ fell beneath the conventional alpha level of 0.05. Consequently, in accordance with these findings and Hypothesis 1, H_0 is rejected, and H_1 is accepted. Analogously, with respect to the impact of brand trust on purchase intention, a computed t-value of 2,441 was observed, exceeding the critical threshold of 1,657. The associated p-value of 0.016 was found to be less than 0,05. Therefore, based on Hypothesis 2, H_1 is supported, and H_0 is disconfirmed. Regarding the effect of customer satisfaction on purchase intention, a t-value of 3,093 was determined, which also surpassed the critical value of 1,657. The resultant p-value of 0,002 likewise fell beneath the 0,05 significance level. Accordingly, in light of Hypothesis 3, H_1 is affirmed, and H_0 is refuted. Conversely, the computed t-value for the impact of lifestyle on purchase intention was 1,407, which did not reach the critical t-value of 1,657. Additionally, the observed significance value of 0,162 exceeded the 0,05 threshold. Consequently, the inference drawn from Hypothesis 4 is H_0 rejected, and H_1 is not accepted.

Table 6. Regression results for purchase intention

Variable	B	Std. Error	Beta	T	Sig.	Decision
Product Attribute	0,356	0,096	0,336	3,718	0,000	H1 accepted
Brand Trust	0,230	0,094	0,215	2,441	0,016	H2 accepted
Customer Satisfaction	0,241	0,078	0,290	3,093	0,002	H3 accepted
Lifestyle	0,113	0,081	0,126	1,407	0,162	H4 rejected

Source: Processed primary data, 2026

The outcomes of the analysis, which investigated the influence of lifestyle and purchase intention on purchasing behavior, are systematically delineated in Table 7. Concerning the impact of lifestyle on purchasing behavior, a t-value of 6,506 was derived, which substantially surpassed the critical t-value of 1,657. The associated significance value was determined to be 0,000, thereby falling below the established threshold of 0,05. Consequently, in accordance with Hypothesis 5, the conclusion drawn is that H_1 is accepted and H_0 is rejected. Furthermore, regarding the effect of purchase intention on purchasing behavior, a t-value of 5,545 was similarly observed, also exceeding the critical t-value of

1,657. A significance value of 0,000 was likewise ascertained, which is demonstrably less than 0,05. Hence, predicated upon Hypothesis 6, it is posited that H_1 is accepted and H_0 is rejected.

Table 7. Regression results for purchase behavior

Variable	B	Std. Error	Beta	t	Sig.	Decision
Lifestyle	0,439	0,067	0,509	6,506	0,000	H5 accepted
Purchase Intention	0,417	0,075	0,434	5,545	0,000	H6 accepted

Source: Processed primary data, 2026

Table 8 illustrates that the initial model yielded an adjusted R^2 value of 0,873. This finding indicates that the collective influence of product attributes, brand trust, customer satisfaction, and lifestyle accounts for 87,3% of the observed variance in purchase intention. Subsequently, an adjusted R^2 value of 0,838 was obtained for the succeeding model, signifying that lifestyle and purchase intention collectively explain 83,8% of the variability in purchasing behavior. Furthermore, the F-statistic for both models achieved statistical significance at the 0,05 level, thereby confirming the appropriateness of the regression frameworks employed to delineate the reciprocal relationship among the variables under investigation.

Table 8. Regression Model Fit

Model	Adjusted R^2	F	Sig.	Interpretation
PA, BT, CS, LS -> PI	0,873	221,728	0,000	Significant model
LS, PI -> PB	0,838	334,650	0,000	Significant model

Source: Processed primary data, 2026.

The outcomes of the Sobel test, performed to ascertain the indirect influences of diverse predictor variables upon purchasing behavior, are presented in Table 9. In this analysis, purchase intention functioned as the mediating variable. More precisely, concerning the indirect impact of product attributes on purchasing behavior, a Sobel test statistic of 3,08509295 was computed. This value surpassed the critical threshold of 1,96. Concurrently, the corresponding two-tailed probability, determined to be 0,00203489, fell beneath the established significance level of 0,05. These findings substantiate the inference that [purchase intention] effectively mediates the association between product attributes and purchasing behavior. Analogously, an investigation into the indirect effect of brand trust on purchasing behavior, with purchase intention serving as the intervening factor, produced a Sobel test statistic of 2,23953995, exceeding 1,96. The associated two-tailed probability was ascertained as 0,02512080, which is less than 0,05. Consequently, it can be deduced that the [purchase intention] variable functions as a significant mediator within the relationship between brand trust and purchasing behavior. Furthermore, the indirect influence of customer satisfaction on purchasing behavior, facilitated by purchase intention, underwent scrutiny. The resultant Sobel test statistic was 2,70074557, surpassing 1,96, and was accompanied by a two-tailed probability of 0,00691842, which is below 0,05. These findings corroborate the assertion that the purchase intention variable mediates the impact of customer satisfaction on purchasing behavior. In contrast, during the examination of the indirect effect of lifestyle on purchasing behavior via purchase intention, a Sobel test statistic of 1,35311833 was derived. This particular value did not exceed the critical benchmark of 1,96, and its corresponding two-tailed probability of 0,17601783 was found to be greater than 0,05. Consequently, it is inferred that the purchase intention variable does not serve as a mediator for the effect of lifestyle on purchasing behavior.

Table 9. Results of the Sobel mediation test

Indirect Relationship	Sobel Statistic	Two-tailed Probability	Decision
Product Attribute -> Purchase Intention -> Purchase Behavior	3,085	0,002	Mediated

Indirect Relationship	Sobel Statistic	Two-tailed Probability	Decision
Brand Trust -> Purchase Intention -> Purchase Behavior	2,240	0,025	Mediated
Customer Satisfaction -> Purchase Intention -> Purchase Behavior	2,701	0,0069	Mediated
Lifestyle -> Purchase Intention -> Purchase Behavior	1,353	0,176	Not mediated

Source: Processed primary data, 2026.

Product attributes were found to exert a statistically significant and positive influence on purchase intention. This conclusion is strongly supported by a regression coefficient of 0,356, a calculated t-value of 3,718 which comfortably surpasses the critical t-value of 1,657, and a p-value of 0,000 $p < 0,05$. These empirical is that H_1 is accepted and H_0 is rejected. Consequently, enhancements in the product features of Salad Moi are associated with an increased propensity for consumers to purchase. These results align with the research by Suhatman et al., (2020), who posited that product attributes play a crucial role in boosting consumer interest and purchase intention. Further corroboration is offered by Hermansyah, (2021) whose work demonstrated that product quality, design, and intrinsic attributes are vital in cultivating positive consumer perceptions. Additionally, Bukhari et al., (2023) also reported a positive and significant impact of product attributes on purchase intention.

A positive and statistically significant influence of brand trust on purchase intention was additionally ascertained. This finding is substantiated by a regression coefficient of 0,230, a computed t-value of 2,441 that surpassed the critical t-value of 1,657, and a p-value of 0,016 $p < 0,05$. These empirical is that H_1 is accepted and H_0 is rejected. Consequently, an elevated degree of consumer confidence in the Salad Moi brand is demonstrably associated with an augmented intention to purchase the product. These observations align with the scholarly work of Bukhari et al., (2023), who previously documented a positive and significant impact of brand trust on consumers' purchase intentions. Moreover, Ngo et al., (2020), extensively elucidated the pivotal function of brand trust within the food product industry, especially considering prevailing consumer concerns pertaining to product safety. The proposition that brand trust fortifies purchase intention by cultivating consumer confidence in a brands quality and reputation is further corroborated by the investigation undertaken by Ling et al., (2023), whose research indicated that heightened brand trust leads to enhanced purchase intention, as consumers typically exhibit increased assurance regarding a brand's quality and reputation.

Furthermore, a positive and statistically significant relationship was identified between customer satisfaction and purchase intention. Empirical evidence for this finding includes a regression coefficient of 0,241, a computed t-value of 3.093 exceeding the critical threshold of 1,657, and a p-value of 0,002 $p < 0,05$. These empirical is that H_1 is accepted and H_0 is rejected. Consequently, an elevated level of customer satisfaction concerning Salad Moi correlates with a heightened propensity for product repurchase. This finding is corroborated by Dash et al., (2021), whose work suggests that satisfied consumers exhibit a greater propensity for repurchase. Khatoon et al., (2020) It is further elucidated that customer satisfaction constitutes a pivotal determinant of purchase intention, inasmuch as it denotes the successful alignment of products or services with consumer expectations. Furthermore, research undertaken by Lakho, (2024) consistently establishes a positive and statistically significant relationship between customer satisfaction and purchase intention. In accordance with the empirical evidence presented in the study by Duong et al., (2025), a positive correlation is consistently observed between the constructs of customer satisfaction and purchase intention.

The existence of a statistically significant influence of lifestyle on purchase intention was not substantiated. The statistical evidence, encompassing a regression coefficient of 0,113, a calculated t-value of 1,407 which is below the critical t-value of 1,657, and a p-value of 0,162 exceeding the

significance threshold of 0,05, collectively underpins this conclusion. These empirical is that H_0 is accepted and H_1 is rejected. Consequently, while a positive connection between consumer lifestyle and purchase intention does exist, its strength is insufficient to substantially increase the propensity to acquire Salad Moi. This outcome aligns with research conducted by Roza et al., (2023), which similarly demonstrated a positive yet statistically insignificant impact of lifestyle on purchase intention concerning green food products. Furthermore, these findings are corroborated by Ketlinia & Soebiantoro, (2023) who identified a positive but non-significant effect of lifestyle on purchase decisions. Such observations suggest that lifestyle may function as a contributory element rather than a principal determinant in the formation of purchase intention. Nevertheless, these findings diverge from those presented by Bukhari et al., (2020), whose investigation reported a positive and statistically significant influence of lifestyle on purchase intention.

Conversely, lifestyle has been shown to have a positive and statistically significant effect on purchasing behavior. This conclusion is empirically supported by a regression coefficient of 0,439, a calculated t-value of 6,506 well above the critical t-value of 1,657 and a p-value of 0,000, which is below the significance threshold of 0,05. These empirical is that H_1 is accepted and H_0 is rejected. Accordingly, a greater congruence between a consumer's lifestyle and the attributes of the Salad Moi product is linked to an increased level of purchase behavior. These results align with the study by Bukhari et al., (2023), which likewise reported a positive and significant effect of lifestyle on purchase behavior. Moreover, the research conducted by Aini et al., (2022) also suggests that lifestyle can substantially influence consumer purchasing decisions and by Manalu & Roshinta, (2021) The assertion is made that lifestyle can exert an influence upon consumers' purchasing decisions, a factor that subsequently possesses the capacity to profoundly impact purchasing behavior.

Furthermore, purchase intention is demonstrated to exert a statistically significant positive effect on purchase behavior. This conclusion is empirically supported by a regression coefficient of 0,417, a computed t-value of 5,545 that surpasses the critical t-value of 1,657, and a p-value of 0,000, which is less than 0,05. These empirical is that H_1 is accepted and H_0 is rejected. Consequently, an elevated consumer intention towards the acquisition of Salad Moi is directly associated with an augmented likelihood of actual purchase execution. These findings align with prior research, such as that by Bashir, (2019b), who posited that purchase intention functions as a primary driver for actual purchasing behavior. Likewise, Bukhari et al., (2023) reported a significant positive influence of purchase intention on purchase behavior. Therefore, purchase intention is established as a pivotal determinant in augmenting the purchase behavior of Salad Moi consumers. Moreover, a robust purchase intention may also indicate an elevated propensity for consumers to engage in repeat purchases. In addition, purchase intention influences purchasing behavior as a mediating variable (Margarena et al., 2024). Research conducted by Handranata & Kalila, (2025) underscores the pivotal function of purchase intention, demonstrating its substantial and affirmative influence on consumer behavior. This finding implies that a pronounced predisposition to acquire is frequently established among prospective buyers antecedent to the finalization of an actual purchasing decision.

This study's findings offer practical strategic insights for Salad Moi business operators, aiming to enhance marketing efficacy and product competitiveness within the dynamic culinary sector. Firstly, continuous enhancement of product attributes, including ingredient quality, flavor, visual presentation, packaging, and menu creativity, is imperative, given their established role as primary drivers of consumer purchase intention. Secondly, cultivating robust brand trust is essential, achievable through rigorous quality assurance, clear and open product information, and a consistently positive consumer experience. Such trust is paramount for cultivating customer loyalty and stimulating recurrent purchases. Thirdly, prioritizing customer satisfaction necessitates improvements in service quality, operational efficiency, and the comprehensive customer journey. The fourth observation indicates that, while lifestyle may not be found to exert a statistically significant impact on purchase intention, it nonetheless directly affects actual purchasing behavior. This suggests that marketing approaches

should be tailored to consumer lifestyles, especially targeting younger demographics who often gravitate towards healthy, convenient, and visually appealing food trends. Consequently, social media-driven promotional campaigns and lifestyle-centric branding strategies are crucial for stimulating direct sales.

The Theory of Planned Behavior (TPB) through the clarification of the intrinsic mechanisms dictating the emergence of purchase behavior. The observation that product characteristics, brand credibility, and customer contentment substantially impact purchase intention corroborates the notion that consumers' cognitive and emotional assessments of a product fundamentally underpin the development of purchase intent. This further supports the (TPB) principle that attitudes towards a specific behavior are pivotal in shaping an individual's intention prior to the execution of that behavior.

CONCLUSION

The present investigation unequivocally establishes that product characteristics, brand credibility, and consumer contentment collectively exert a statistically significant and positive influence on the purchase propensity among Salad Moi consumers residing in Yogyakarta. Conversely, lifestyle was not observed to significantly impact purchase intention. In the constructed model of consumer purchasing behavior, both lifestyle and purchase intention were observed to exert a statistically significant positive influence. Furthermore, purchase intention was empirically identified as a crucial mediating variable, transmitting the effects originating from product attributes, brand trust, and customer satisfaction to the ultimate purchasing behavior. However, it did not mediate the influence of lifestyle. Collectively, these observations suggest that the purchasing behavior for Salad Moi is predominantly determined by the confluence of product attribute quality, brand trustworthiness, satisfaction derived from the consumption experience, and a robust purchase intention.

From a theoretical perspective, these findings furnish additional corroboration for the Theory of Planned Behavior. This theoretical framework posits that purchase intention operates as a pivotal determinant, thereby mediating the relationship between consumers' cognitive appraisals of a product and their subsequent transactional behaviors. It is posited that products characterized by favorable attributes, a reputable brand, and a gratifying consumption experience are capable of cultivating positive consumer attitudes, thereby stimulating purchase intention and, consequently, augmenting purchasing behavior. Nevertheless, the outcomes pertaining to the lifestyle variable imply that not every psychological determinant or habitual consumption pattern invariably precedes and shapes purchase intention. Specifically, within the domain of healthy food items like Salad Moi, purchasing decisions might be influenced by established habits, accessibility, a predilection for particular product variations, and the congruence of the product with consumers' routine dietary practices.

Several limitations are inherent in the present investigation. Firstly, the research was exclusively conducted among Salad Moi consumers within Yogyakarta, consequently, the generalizability of the findings to alternative healthy food products or diverse geographical locales cannot be definitively assumed. Secondly, the respondent pool was restricted to 130 individuals who had previously acquired Salad Moi products, thereby confining the observed consumer conditions to a circumscribed domain. Thirdly, data acquisition was performed through a questionnaire, which implies that respondents' answers were contingent upon their individual perceptions and subjective experiential accounts. Fourthly, the variables considered in this study were exclusively confined to product attributes, brand trust, customer satisfaction, lifestyle, purchase intention, and purchase behavior. This limitation implies that the potential influence of additional, unexamined determinants on purchasing behavior cannot be definitively ruled out.

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