Bakery Product Perception and Purchase Intention of Indonesian Consumers in Taiwan

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ABSTRACT
The goal of this study is to develop a better understanding of the perceptions of Indonesian consumers concerning the purchase of bakery products in Taiwan, which can be used as a basis for developing more effective strategic marketing plans in this sector. There are more than 200,000 Indonesians residing in Taiwan, and more effective marketing plans could benefit Taiwanese bakery owners. The sample population for this study was 400 Indonesian consumers residing in Taiwan. The findings reveal that product characteristics (PC) and perceived price (PP) had a significant influence on perceived quality (PQ) and consumers’ purchase intention (PI), but perceived servicescape (PS) had no significant influence on PQ and PI. The findings confirm that PQ does not mediate the impact of PC, PS, and PP on the purchase intention of Indonesian consumers living in Taiwan. This study pioneers marketing insights and contributes to an understanding of the key factors that influence Indonesian consumers’ purchase intention in the Taiwan market.

Keywords: Consumers’ perception, bakery products, structural equation modeling (SEM), Indonesia, Taiwan
1. INTRODUCTION

Food is more than mere physical nutrition. It is the substance of comfort, community, caring, and creativity, and plays a substantial role in the rituals of daily life, at or away from the table [Kellam, 2009]. Although hunger is the main physiological motivation for eating, people’s food choices are determined not only by nutritional needs, but also by other factors such as economic, cultural, and social determinants [Koster, 2009; Imai et al., 2009; Contento, 2011]. To understand how these choices are made, it is important to understand which factors play key roles in buying decisions.

The food business is very rewarding financially, since food is a basic physical need for human existence. Food consumption is an activity that fulfills the lowest level of Maslow’s hierarchy of physical requirements for human survival [Maslow, 1943]. Consequently, if these requirements are not met, the human body cannot function properly, and will ultimately fail. Besides fulfilling these basic physiological needs, food can also serve to satisfy both emotional and social needs [Koster, 2009]).

According to data collected by the Food Industry Research and Development Institute and the Ministry of Economic Affairs, Taiwan is a huge food product market and has the potential to drive the trend of the global food market in the future. It is estimated that there are more than 67,000 food industries in Taiwan.

The findings from Datamonitor [2011] indicate that bread is one of the favorite food choices of consumers in the market. The future for the global bakery remains positive, with the industry forecast to grow at just over 1% from 2011, to reach retail value sales of US$492 billion in 2016. Global health and wellness bakeries are forecast to grow at 3% and should account for around 17% of total bakery sales in 2015. In 2011, emerging economies experienced the strongest retail growth across most bakery categories, particularly in Latin America and the Asia-Pacific. The market for bakery and cereals in Taiwan increased at a compound annual growth rate of 1.8% between 2004 and 2009. The bread and rolls category led the bakery and cereals market in Taiwan, accounting for a share of 42.9% [Datamonitor, 2011]. The bakery industries in Indonesia are also increasing at this time. Some bakeries are opening stores in strategic locations that are easy to reach, such as department stores [Lonita and Anggreani, 2008, Halim and Siantar, 2011]. Besides producing their own products, many bakery stores also sell famous franchise products. Soechan [2011]
states that Taiwan’s bakery products are famous for their variety, taste, and texture. Furthermore, the products of Taiwan’s bakeries are suitable for the preferences of Indonesian consumers.

Based on the strong supposition that the bakery industry is a promising business venture in Indonesia, now could be a great time to search for innovative ways to turn a small idea into a successful business. As previously mentioned, Taiwan’s bread is popular in Indonesia, and it is believed that undertaking direct market research in the country of origin will contribute substantially to the start of a new business.

The first step in understanding the preferences of Indonesian consumers toward Taiwan bread is to set a strategy and learn from the market. The essential way to win the hearts of customers is to fulfill their needs through an understanding of what they are looking for. No business can succeed without understanding its customers, its products and services, and the market in general [Jang et al., 2009].

Conducting market research is often the starting point for key components of the marketing and sales strategy of a business. This study reports market research that explores the conditions of the current business environment, and generates a model to test the determinants affecting Indonesian consumers’ purchase intention of bakery products. This is an empirical study to build a framework for providing a theoretical knowledge base to understand the influence of product characteristics, perceived servicescape, perceived price, and perceived quality as the cues that trigger Indonesian consumers’ intention to purchase bread in Taiwan.

The overall objectives of this investigation will be achieved by addressing the following research questions.

- What factors form the basic considerations in purchasing bread in Taiwan?
- What is the influence of product characteristics, perceived servicescape, perceived price, and perceived quality on purchase intention?

To address to these questions, we analyzed the consumer purchase intention by focusing on four market perceptions based on the consumer’s perspective: product characteristics, perceived servicescape, perceived price, and perceived quality.
2. LITERATURE REVIEW

Indonesia’s economic growth in the next decade is expected to be about 5% per year, adjusted for inflation [USDA, 2012]. Because such growth is likely to stimulate further urbanization, the population and buying power of urban households will grow faster than the nation as a whole will grow. In this environment, it is likely that modern food retailers will gain additional market share and perhaps also compete effectively for the retail sales now made by the traditional sector [Dyck et al., 2012].

Higher demand for wheat flour and moderate prices for flour in Indonesia, relative to other Asian countries, has motivated multinational wheat-flour-based food manufacturers to begin operations in Indonesia. Small and medium wheat-based enterprises are also growing by 3% to 5% annually. Indonesian Flour Mills Association (Asosiasi Produsen Tepung Terigu Indonesia), hereinafter referred to as APTINDO, has reported that currently around 200,000 small- and medium-scale enterprises are operational in Indonesia, involving a total of 2.0 million workers.

In the marketing year 2010-2011, Indonesia’s annual per capita wheat flour consumption rate was 18 kg. Relatively stable macro-economic conditions have allowed for more middle- and upper-middle-income consumers to diversify their diets. Changing Indonesian dietary habits include more western-style foods, such as bread and pasta. Rather than eating rice for all three daily meals, many Indonesians have switched to eating bread or noodles for breakfast. The dining-out culture is also driving demand for wheat-based food products. The number of high-end bakeries is continuously growing, mainly in major Indonesian cities such as Jakarta, Bandung, Medan, and Surabaya.

Rahmat, a sous chef at the Borobudur Hotel Jakarta, pointed out that, as is the case in other Asian countries, the Indonesian community prefers bread with a creamy texture. In recent years bakery store brands from Japan and Korea have opened branches in Indonesia; however, Taiwanese bread still remains a favorite for Indonesians. In the early 2000s, the success of BreadTalk from Taiwan prompted bakery companies from Japan and Korea to open branches in Indonesia. One of the key elements in the success of Taiwanese bread in Indonesia is the choice of flavors [Akbar, 2012].

Taiwanese bread products have more emphasis on innovation in flavor and filling, whereas Japanese bread products stress the concept of healthful products and also a more elegant presentation. Korean bread products are relatively new in
Indonesia; therefore, not much information is available. Indonesians have a tendency to follow the trend toward something new. The enthusiasm of the community for Korean bread could be temporary [Akbar, 2012].

2.1. **Product Characteristics (PC)**

The characteristics or attributes of a product can distinguish it from other similar products. These attributes include visual appeal, functionality, and the components and features that affect the product’s attractiveness or acceptance in the market. They also provide the consumers with symbolic value, as well as communicating functional features, emphasizing ease of use, and influencing the basis of product categorization [Akpayomare et al., 2012].

The literature also suggests that the evaluation of foods varies depending on each of these attributes. Verbeke and Lopez [2005] further examined customer food preferences based on nine food attributes: search (price, color, appeal), experience (taste, texture, convenience), and credence attributes (cleanness, safety, healthfulness).

For consumers, the key attributes of bread are flavor and texture [Heinio, 2006, Lonita and Anggreani, 2008; Wiranata and Budi, 2008]. In general, consumers usually choose foods that they like from a sensory perspective [Urala and Lahteenmaki, 2007].

2.2. **Perceived Price (PP)**

The perceived price includes all the cost the buyer faces when making a purchase [Jin and Sternquist, 2003]. In economics, price is the amount of money that must be given up or sacrificed in exchange for a certain product or service. Because people have varying perceptions of the value of money, price obviously has a relative value that differs from the sold price.

Chen [2011] stated that an objective price develops a perceived price. Consumers create subjective perceptions of the observed price; one can judge the price as cheap or expensive or be neutral toward it. Therefore, price plays an important role in consumer sacrifice and purchase intention. An important issue for public health promotion efforts in the area of healthy food choices is the question of whether people could be influenced to purchase and consume more healthy foods, if the foods were made more attractive by lowering prices.
2.3. Perceived Servicescape (PS)

Bitner (1992) referred to servicescape as the “built environment” or, more specifically, the “man-made, physical surroundings as opposed to the natural or social environment.” He proposed that a servicescape consists of three dimensions: ambient conditions; spatial layout and functionality; and sign, symbol, and artifacts.

The spatial layout or physical surroundings include the exterior design elements such as size, shape, and colors, the entrance and foyer areas, equipment used to operate the business interior, signage, layout, air quality, temperature, and other physical evidence that forms customer perception [Bateson and Hoffman, 2010].

Lin [2004] classified the dimensions of a servicescape into three major groups of cues:
1. Visual Cues: Color, lighting, space and function, personal artifacts, layout, and design
2. Auditory Cues: Music and noise
3. Olfactory Cues: Scents

It should be noted that the classification of servicescape dimensions varies across different service industries [Ezeh and Harris, 2007]. Despite the differences in classifications and groupings, it is generally agreed that the concept of what constitutes a servicescape includes such elements as ambience, artifacts, signage, cleanliness, number of people, other patrons’ behavior, design, layout, and functionality. All those components are essential in creating the service experience [Ryu and Jang, 2007; Sofiari, 2008].

2.4. Perceived Quality (PQ)

The perceived quality or consumers’ overall quality evaluation is the result of both the expected quality and the experienced quality. Expected quality is based on a number of perceived quality cues, which may include both physical characteristics of the product (intrinsic quality cues) and other characteristics such as brand name, price, advertisement, and labeling (extrinsic quality cues). The technical product specifications (physiological characteristics of the product) affect both the expected quality (through intrinsic quality cues) and experienced quality through sensory characteristics [Grunert, 2005].

The consumers’ perceived quality is influenced by expected quality, intrinsic experience, and intrinsic credence attributes [Espejel et al., 2007; Horska et al.,]
Consumers perceive bread as a basic and traditional food product, as well as an important element in a balanced diet because of the nutritional quality of its fiber, minerals, and vitamin content. In addition, bread is considered to be a suitable energy source. However, there are some negative attributes associated with bread consumption related to price, boredom, distastefulness, short shelf-life, and decreased perceived experience, in particular with regard to the increasing industrial production of bread [Gellynck et al., 2009].

2.5. **Purchase Intention (PI)**

Purchase intention is described as the possibility that consumers will plan or be willing to purchase a certain product or service in the future [Wu et al., 2011]. Intention constitutes a willful state of choice where one makes a statement as to a future course of action; it is considered as the exact precedent step from indulging to the actual buying behavior [Magistris and Gracia, 2008].

Previous research in the last two decades has mentioned purchase intention as buyers’ willingness to purchase and, namely, the probability of buyers’ purchasing, a product [Dodds et al., 1991; Compeau and Grewal, 1998]. According to Schiffman and Kanuk [2007], purchase intention can assess the possibility of a consumer buying a product, and the higher the purchase intention is, the higher is the consumers’ willingness to buy a product. Furthermore, purchase intention can be regarded as an individual’s subjective preference and is considered a good way to predict consumers’ likelihood of performing certain behaviors.

3. **RESEARCH FRAMEWORK**

Based on the literature review, we developed a research framework for the current study, shown in Figure 1, which incorporates the four market perceptions of consumers – product characteristics, perceived servicescape, perceived price, and perceived quality -- and the seven hypotheses we developed during the current study. The remainder of this section discusses the elements of the framework and our hypotheses.
3.1. **Product Characteristics (PC) and Purchase Intention (PI)**

People tend to judge a product based on its external cues, such as appeal, color, label, and packaging. However, the internal cues such as taste, texture, ingredients, and healthfulness have been reported as being the main factors that influence purchase intention (Heinio, 2006). Product appearance can influence consumers in many different ways, and insights into the different ways in which appearance characteristics, such as form and color, may influence consumer choice can differentiate the roles played by product appearance [Goncalves, 2008].

Based on prior literature and findings from both local and overseas studies, this construct is strong enough to add value to the explanation of purchase intention in this study. Product characteristics are hypothesized to have a direct effect on purchase intention. Lonita and Anggreani [2008] analyzed the factors in choosing BreadTalk’s products in Surabaya, Indonesia. Their study indicated that the higher the consumer perception of BreadTalk products, the higher consumers’ purchase intention.

**H1**: PC will significantly influence PI.
3.2. Product Characteristics (PC) and Perceived Quality (PQ)

Gellynck et al. [2009] described the perception of product attributes as being the final step in an overall quality and value evaluation of the product. Sensory perception (e.g., evaluation of appearance, scent, flavor, and texture of food and drink samples or products) has been linked to personal values only occasionally in consumer and sensory studies.

One of the aims of the current study is to investigate consumers’ quality perception of bread with regard to sensory, health, and nutritional attributes. Consumers’ quality perception of bread seems to be determined by sensory and health attributes. Three clusters of consumers are identified based on these attributes. In the first cluster, consumers’ quality perception of bread is not dependent on its the health attributes, but instead rests to some extent on sensory attributes. For the second cluster, both health and sensory attributes appear to influence quality perception. In the third cluster, only sensory attributes appear to be important in determining quality perception, though in a negative direction.

The results of the current study will help health professionals and policy makers to systematically inform consumers about the positive effects of bread and its components. Furthermore, firms can use the results to create a tailor-made marketing strategy.

\[ H2: \text{PC will significantly influence PQ.} \]

3.3. Perceived Servicescape (PS) and Perceived Quality (PQ)

Reimer and Kuehn [2005] mentioned the impact of servicescape on quality perception. Another purpose of the investigation reported here is to examine, in a more comprehensive way, the impact of the servicescape on perceived quality.

The methodology of the study proposes a new model for assessing the effects of the servicescape on quality perception based on SERVQUAL [Parasuraman et al., 1988]. The model was tested in a population survey in two service industries (retail banking and restaurants). The data indicate that servicescape plays a greater role than was supposed in most previous studies. The servicescape not only is a cue for the expected service quality, but also influences customers’ evaluations of other factors determining perceived quality. Thus, the servicescape has both a direct and an indirect effect on perceived quality, which leads the servicescape to have a high overall effect.

\[ H3: \text{PS will significantly influence PQ.} \]
3.4. Perceived Servicescape (PS) and Purchase Intention (PI)

Businesses are more likely to improve their marketing by having a more suitable servicescape. The exterior and interior of a bakery store becomes important because it influences the perceptions of consumers before they purchase the product itself. It becomes the first cue to communicate the product to the consumer [Lin, 2004]. Mayer and Johnson [2003] suggested that the servicescape serves a functional as well as a marketing purpose. The service provider must therefore recognize that the servicescape may become a crucial component in the marketing strategy. This is due to the fact that consumers can use the physical surroundings to gather vital cues, which form their expectations prior to contact with the service personnel.

In such intangible situations, consumers evaluate the look and feel of the location, and, more important, how the atmosphere affects their experience. The perceived quality of the servicescape might play an important role in determining whether consumers are satisfied and whether they will be led to purchase the product.

Based on the study of implementing the experimental marketing of the BreadTalk store, Lonita and Anggreani [2008] discovered that an open kitchen and the layout of the store significantly increased consumers’ purchase intention.

\[ H4: \text{PS will significantly influence PI.} \]

3.5. Perceived Price (PP) and Perceived Quality (PQ)

Perceived price will influence perceived quality and perceived sacrifice, which further influence perceived value and willingness to buy. Various researchers have commented on the very important function that price has for consumers as an indicator of quality [Ryu and Jang, 2007]. Quality can never be separated from price, and both components have to be studied in a relative set-up. Ryu and Jang [2007] mention the following aspects:

- A judgment of a price is always a judgment that balances value against price.
- Every judgment of price is relative (depends on knowledge of other prices and the value of the product for the consumers).
- A “normal” or “standard price” exists for every level of quality in every product field. This normal price functions as an anchoring point when prices are judged.
Hsu [2008] conducted a study on the effects of price promotions on consumers’ perceived value and purchase intention. The aim of this research was to compare consumers’ buying behavior between high-price products and low-price products. Although this study simply chose two products (crisps and laptops), it has, however, provided a deep insight into this topic. Hsu [2008] discovered that, for high-price products, people are more likely to use price and brand as a measure of the quality of the product. In other words, price significantly affects the perceived quality of the product.

\[ H5: \text{PP will significantly influence PQ}. \]

3.6. Perceived Price (PP) and Purchase Intention (PI)

Hsu [2008] showed that perceived price and perceived quality have direct effects on purchase intention, in addition to the indirect effect through perceived quality. Hsu’s study explored the effects of price on consumers’ perceived value and buying behavior. The findings show that a reference perceived price has a great correlation with consumers’ perceived quality and thereby their buying intention.

\[ H6: \text{PP will significantly influence PI}. \]

3.7. Perceived Quality (PQ) and Purchase Intention (PI)

The logic for this relationship argues that, if the perceived quality of a product is high, consumers are more likely to purchase. Perceived quality has been found to have a positive direct effect on purchase intentions [Tsiontsou, 2006; Rahadian, 2008]. Kealesitse and Kabama [2012] found that consumers’ perception of quality is in direct relationship with perceived quality.

\[ H7: \text{PQ will significantly influence PI}. \]

4. RESEARCH METHOD

This section discusses development of the survey instrument and data collection and analysis.

4.1. Instrument Development

The questionnaire used to construct validity was adapted from previous studies [Lonita and Anggreani, 2008; Hall et al., 2008; Halim and Siantar, 2011]. One version was in English (Appendix A). Part 1 of the questionnaire was
concerned with demographics and defined the general situation of the respondents, including their purchase behavior. In Part 2, five research variables were recorded using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The variables measured were product characteristics (6 items), perceived price (4 items) perceived servicescape (7 items) perceived quality (3 items), and purchase intention (5 items). A pilot study was conducted to ensure the reliability of each construct. The survey was administered to a convenience sample to examine the initial validity and reliability of the research instrument. The findings indicated that all the measurement items were reliable and valid.

4.2. Data Collection and Analysis

Since all the respondents were Indonesians currently living in Taiwan, an Indonesian language version of the questionnaire (Appendix B) was used to conduct this research. Aprianto [2012], the director of Indonesian Economic and Trade Office in Taipei, has stated that 1% of Taiwanese citizens are Indonesian. The number of Indonesians in Taiwan on May 25, 2012, totaled 193,500. Following the sampling size formula set by Slovin [Sevilla et al., 1992], the alpha level is 95%, and the sample size of the study is 400 Indonesians who live in North and Central Taiwan. The data analysis of the study followed several statistical procedures using SPSS (Statistical Package for the Social Sciences) and AMOS 19.

5. RESULTS AND FINDINGS

This section includes a discussion of demographic analysis; validity, reliability, and confirmatory factor analysis; average variance extracted, convergent validity composite reliability, and discriminant validity; and structural equation modeling.

5.1. Demographic Analysis

Most of the participants in this research were females (53.8%) living in Central Taiwan (62.5%). With regard to marital status, 63.2% of the participants were single, 36% were married, and 0.8% were divorced. Slightly more than half (50.5%) of the respondents were between the ages of 19-25 years. In addition, most of them (70.3%) were students. The greatest level of income per month (35.3%) was between US$200 – US$500.
5.2. Validity, Reliability, and Confirmatory Factor Analysis

The EFA results (Table 1) show the factor loading range between 0.64 and 0.89 for each construct. The instrument of the study has an acceptable KMO value of 0.80. Five factors extracted a cumulative variance of 68.19%, which meets the minimum requirement to be used for further analyses. The summary in Table 1 indicates that all variables in this study are both valid and reliable.

Table 1
EFA, CFA, Reliability, and Validity Results

<table>
<thead>
<tr>
<th>Construct</th>
<th>Factor or Code</th>
<th>EFA Factor Loading</th>
<th>CFA Factor Loading</th>
<th>SEM Factor Loading</th>
<th>Reliability (α)</th>
<th>Validity (KMO)</th>
<th>Variance Extracted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Acceptable Value</td>
<td>&gt; 0.5</td>
<td>&gt; 0.5</td>
<td>&gt; 0.5</td>
<td>0.76</td>
<td>&gt; 0.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product Characteristics</td>
<td>PC1</td>
<td>0.86</td>
<td>0.76</td>
<td>0.78</td>
<td>0.83</td>
<td>0.75</td>
<td>65.76</td>
</tr>
<tr>
<td></td>
<td>PC2</td>
<td>0.79</td>
<td>0.62</td>
<td>0.62</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PC3</td>
<td>0.73</td>
<td>0.79</td>
<td>0.80</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PC4</td>
<td>0.64</td>
<td>0.69</td>
<td>0.66</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Servicescape</td>
<td>PS2</td>
<td>0.67</td>
<td>0.71</td>
<td>0.70</td>
<td>0.82</td>
<td>0.78</td>
<td>58.11</td>
</tr>
<tr>
<td></td>
<td>PS3</td>
<td>0.78</td>
<td>0.78</td>
<td>0.78</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PS4</td>
<td>0.80</td>
<td>0.75</td>
<td>0.76</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PS5</td>
<td>0.76</td>
<td>0.79</td>
<td>0.79</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PS6</td>
<td>0.66</td>
<td>0.50</td>
<td>0.50</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Price</td>
<td>PP2</td>
<td>0.75</td>
<td>0.50</td>
<td>0.50</td>
<td>0.76</td>
<td>0.62</td>
<td>68.42</td>
</tr>
<tr>
<td></td>
<td>PP3</td>
<td>0.84</td>
<td>0.92</td>
<td>0.94</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PP4</td>
<td>0.80</td>
<td>0.78</td>
<td>0.76</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>PQ1</td>
<td>0.79</td>
<td>0.64</td>
<td>0.63</td>
<td>0.76</td>
<td>0.69</td>
<td>67.83</td>
</tr>
<tr>
<td></td>
<td>PQ2</td>
<td>0.81</td>
<td>0.72</td>
<td>0.72</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PQ3</td>
<td>0.82</td>
<td>0.80</td>
<td>0.80</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>PI4</td>
<td>0.89</td>
<td>0.86</td>
<td>0.85</td>
<td>0.86</td>
<td>0.50</td>
<td>87.90</td>
</tr>
<tr>
<td></td>
<td>PI5</td>
<td>0.87</td>
<td>0.89</td>
<td>0.89</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.85</td>
<td>0.80</td>
<td>68.19</td>
</tr>
</tbody>
</table>

The CFA results indicate that the chi-square / degrees of freedom ($\chi^2$/df) ratio is 2.01, which complies with the criterion of $\chi^2$/df < 3. The GFI (goodness of fit index) = 0.94, surpassing the minimum required value of 0.90 as suggested by Baumgartner and Homburg [1996]. According to Brown [2006], the comparative fit index (CFI) should be equal to or greater than 0.90 to indicate a good fit; the CFI is 0.96. In addition, there is adequate fit if the root mean square error of approximation (RMSEA) is less than or equal to 0.06 [Hair et al., 2008].
The RMSEA for the current study is 0.05 (< 0.06). In short, the results of the CFA have a good model fit (Table 2).

Table 2
Goodness-of-Fit Statistics

<table>
<thead>
<tr>
<th>GOF Index</th>
<th>Good Fit</th>
<th>Moderate Fit</th>
<th>Current Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>$\chi^2$ (chi-square)</td>
<td></td>
<td></td>
<td>214.80</td>
</tr>
<tr>
<td>df (degrees of freedom)</td>
<td></td>
<td></td>
<td>107</td>
</tr>
<tr>
<td>$\chi^2 / df$</td>
<td>&lt; 3</td>
<td>&lt;5</td>
<td>2.01</td>
</tr>
<tr>
<td>Probability</td>
<td></td>
<td></td>
<td>0.000</td>
</tr>
<tr>
<td>NFI</td>
<td>&lt;0.9</td>
<td>0.85-0.9</td>
<td>0.92</td>
</tr>
<tr>
<td>CFI</td>
<td>&lt;0.9</td>
<td>0.85-0.9</td>
<td>0.96</td>
</tr>
<tr>
<td>GFI</td>
<td>&lt;0.9</td>
<td>0.85-0.9</td>
<td>0.94</td>
</tr>
<tr>
<td>TLI</td>
<td>&lt;0.9</td>
<td>0.85-0.9</td>
<td>0.95</td>
</tr>
<tr>
<td>RMSEA</td>
<td>&lt;0.06</td>
<td>0.06-0.08</td>
<td>0.05</td>
</tr>
</tbody>
</table>

5.3. Average Variance Extracted, Convergent Validity Composite Reliability, and Discriminant Validity

Anderson and Gerbing [1988] suggested using three common indices to evaluate the measurement model; namely, item reliability, the composite reliability (CR), and the average variance extracted (AVE). Fornell and Larcker [1981] suggested that AVE is a measure of the shared or common variance in a latent variable. Dillon and Goldstein [1984] suggested that it is the amount of variance that is captured by the latent variable in relation to the amount of variance due to its measurement error. In other words, AVE is a measure of the error-free variance of a set of items [Ping, 2005].

Measurement items for each latent variable met the requirement [Hair et al., 2008] for convergent validity, with the lowest being 0.5 (PS6, PP2) and the highest 0.89 (PI5). Composite reliability (CR) is applied to test the internal consistency of each latent variable. The results of CR (Table 3) are between 0.76 and 0.86. A value greater than 0.6 for a CR is considered indicative of good internal consistency [Fornell and Larcker, 1981; Hair et al., 2008]. The AVE was used to measure the degree of explained variance attributable to the measurement items of these variables [Guh et al., 2013]. The AVE values ranged from 0.51 to 0.76. These AVE estimates all exceeded the suggested criterion of 0.50 [Fornell and Larcker, 1981]. Therefore, the results of the above analysis allowed us to
conclude that the latent variables of PC, PS, PP, PQ, and PI have a strong composite reliability and convergent validity (Table 3).

### Table 3
**Test of Composite Reliability and Convergent Validity**

<table>
<thead>
<tr>
<th>Construct</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PC</td>
<td>0.81</td>
<td>0.52</td>
</tr>
<tr>
<td>PS</td>
<td>0.84</td>
<td>0.51</td>
</tr>
<tr>
<td>PP</td>
<td>0.79</td>
<td>0.57</td>
</tr>
<tr>
<td>PQ</td>
<td>0.76</td>
<td>0.52</td>
</tr>
<tr>
<td>PI</td>
<td>0.86</td>
<td>0.76</td>
</tr>
<tr>
<td>Minimum Acceptable Value</td>
<td>&gt; 0.7</td>
<td>&gt; 0.5</td>
</tr>
</tbody>
</table>

Last, but not least, the findings showed that all variables have good discriminant validity (Table 4), which means the indicators have more in common with the construct they are associated with than they do with each other.

### Table 4
**Test of Discriminant Validity**

<table>
<thead>
<tr>
<th></th>
<th>PC</th>
<th>PS</th>
<th>PP</th>
<th>PQ</th>
<th>PI</th>
</tr>
</thead>
<tbody>
<tr>
<td>PC</td>
<td>1</td>
<td>0.54</td>
<td>0.37</td>
<td>0.32</td>
<td>0.57</td>
</tr>
<tr>
<td>PS</td>
<td>0.54</td>
<td>1</td>
<td>0.39</td>
<td>0.20</td>
<td>0.24</td>
</tr>
<tr>
<td>PP</td>
<td>0.37</td>
<td>0.39</td>
<td>1</td>
<td>0.27</td>
<td>0.29</td>
</tr>
<tr>
<td>PQ</td>
<td>0.32</td>
<td>0.20</td>
<td>0.27</td>
<td>1</td>
<td>0.29</td>
</tr>
<tr>
<td>PI</td>
<td>0.57</td>
<td>0.24</td>
<td>0.29</td>
<td>0.29</td>
<td>1</td>
</tr>
<tr>
<td>Max correlation</td>
<td>0.57</td>
<td>0.54</td>
<td>0.39</td>
<td>0.32</td>
<td>0.57</td>
</tr>
<tr>
<td>√AVE</td>
<td>0.72</td>
<td>0.71</td>
<td>0.75</td>
<td>0.72</td>
<td>0.87</td>
</tr>
<tr>
<td>√AVE/max. correlation</td>
<td>1.26</td>
<td>1.31</td>
<td>1.92</td>
<td>2.25</td>
<td>1.53</td>
</tr>
</tbody>
</table>

5.4. **Structural Equation Modeling**

The results of the CFA analysis indicated that each construct of the research model has strong reliability, convergent validity, and discriminant validity. Therefore, it is suitable for the study to use a structural model. As discussed earlier, SEM is used to test the overall goodness-of-the-fit and determine the relationships among variables.

As shown in Table 5, $\chi^2$/df = 3.39, GFI = 0.90, RMSEA = 0.07, CFI = 0.90 and NFI = 0.87 all complied with the suggested criteria [Baumgartner and Homburg, 1996, Bentler and Bonett, 1980, Hair et al., 2008]. These results
indicate a good fit between the conceptual model and the empirical model in this study.

Table 5

Result of SEM Analysis

<table>
<thead>
<tr>
<th>GOF Index</th>
<th>Good Fit</th>
<th>Moderate Fit</th>
<th>Current Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>χ² (chi-square)</td>
<td></td>
<td></td>
<td>372.90</td>
</tr>
<tr>
<td>df (degrees of freedom)</td>
<td></td>
<td></td>
<td>110</td>
</tr>
<tr>
<td>χ² / df</td>
<td>&lt; 3</td>
<td>&lt;5</td>
<td>3.39</td>
</tr>
<tr>
<td>Probability</td>
<td></td>
<td></td>
<td>0.000</td>
</tr>
<tr>
<td>NFI</td>
<td>&lt;0.9</td>
<td>0.85-0.9</td>
<td>0.87</td>
</tr>
<tr>
<td>CFI</td>
<td>&lt;0.9</td>
<td>0.85-0.9</td>
<td>0.90</td>
</tr>
<tr>
<td>GFI</td>
<td>&lt;0.9</td>
<td>0.85-0.9</td>
<td>0.90</td>
</tr>
<tr>
<td>TLI</td>
<td>&lt;0.9</td>
<td>0.85-0.9</td>
<td>0.88</td>
</tr>
</tbody>
</table>

Table 6 summarizes the results of the hypotheses testing for the model shown in Figure 2 and Figure 3.

Table 6

Standardized Coefficients for Hypothesized Model

<table>
<thead>
<tr>
<th>General</th>
</tr>
</thead>
<tbody>
<tr>
<td>β Coefficient</td>
</tr>
<tr>
<td>PC ---&gt; PI</td>
</tr>
<tr>
<td>PC ---&gt; PQ</td>
</tr>
<tr>
<td>PS ---&gt; PQ</td>
</tr>
<tr>
<td>PS ---&gt; PI</td>
</tr>
<tr>
<td>PP ---&gt; PQ</td>
</tr>
<tr>
<td>PP ---&gt; PI</td>
</tr>
<tr>
<td>PQ ---&gt; PI</td>
</tr>
</tbody>
</table>

***p<0.001  **p<0.01  *p<0.05
From the total of seven hypothesized paths, four are significant. The path from product characteristics to purchase intention (H1) shows strong ($\beta=0.52^{***}$) positive and significant ($p<0.001$) effect. H1 is supported. This result indicates that product characteristics such as taste, texture, visual, and variant of the bread influence the willingness of the consumer to purchase the product. The same result could also be seen in H2, where product characteristics have a positive and significant effect on consumers' perceived quality ($\beta=0.26^{***}$). Therefore, it can be concluded that PC plays a significant role in consumers’ PQ. The perceived quality of the bread is influenced by its texture, smell, taste, and visual characteristics.

The path from perceived servicescape to perceived quality (H3) was not significant ($p>0.05$), having a small positive influence ($\beta=0.02$). The path from perceived servicescape to purchase intention was also insignificant (H4), with a relatively small negative influence ($\beta=-0.05$, $p>0.05$). Based on this result, we could conclude that Indonesian consumers of bakery products in Taiwan do not pay much attention to the environment where the bread is purchased.
Furthermore, perceived price showed a positive effect on perceived quality (H5), with a small influence of $\beta=0.19$ ($p<0.01$). This factor also showed a significantly positive effect of $\beta=0.12$ ($p<0.05$) on purchase intention (H6). The results of H5 and H6 imply that, among respondents of this study, perceived price has a significant influence on both purchase intention and perceived quality. The data analysis did not support H7, showing a weak ($\beta=0.11$, $p>0.05$) relationship between perceived quality and purchase intention. However, Tsioutsou [2006] and Rahadian [2008], in previous studies, have shown that perceived quality has a significant positive effect on purchase intention.

6. DISCUSSION AND CONCLUSIONS

The hypotheses of this paper examined four factors that affect bakery purchase intention: product characteristic, perceived servicescape, perceived price, and perceived quality. This study found that Indonesian consumers gave more importance to product characteristics and perceived price. Therefore, the most important factors that positively influence consumer perceived quality and purchase intention are product characteristics (such as taste, texture, smell, and
color) and perceived price. Previous studies [Goncalves, 2008; Heinio, 2006] also support this finding. The internal cues such as taste, texture, ingredients, and healthfulness were reported as the main factors that influence purchase intention [Lonita and Anggreani, 2008].

Bakery stores should, therefore, focus on creating varieties of tastes and should be creative in finding more variants of appearance, smell, and texture that interest the consumer. These products should, however, be offered at a reasonable price. Most of the Indonesian consumers in this study purchased bread (65%) rather than other bakery products, and the average spent on bakery products per visit in this study was below US$3 for most participants (97%). These demographic factors help to understand why price plays the second most important role. In addition, most participants in this study (79%) had an income of US$500 or less per month, which is a very low income in Taiwanese terms. Therefore, price fairness is an important component in food price attitudes. Price, when it is the only cue available, is generally accepted to have a direct relationship with quality.

The perceived servicescape was found to have no significant influence on perceived quality and purchase intention. The exterior and interior of a bakery store become important because they build the perception of consumers before they purchase the product itself. The exterior and interior become the first cues to communicate the product itself to consumers [Lin, 2004]. Mayer and Johnson [2003] suggested that the servicescape serves a functional as well as a marketing purpose. When it comes to purchasing bread, however, Indonesian customers gave no significant importance to the environment (such as lighting, temperature, and noise) where the bread was sold. This might be because of the presence of other variables such as price and product characteristics. They have a better perception of the product if the taste and the price are right. Therefore, they do not really pay attention to the environment of the store as long as they can purchase delicious bread at an affordable price. After all, most consumers will not be consuming their purchases at the location where they purchase the product.

In Taiwan, it is often found that bread products are sold in traditional markets and by vendors along streets or in night markets. Therefore, servicescape plays no role in consumers’ perception of quality or their purchase intention. This might be different for bakery products that require refrigeration, but normally bread products can be stored at room temperature for up to 24 hours. Halim and Siantar [2011] mentioned that usually consumers buy to take away and do not consume the bread in the bakery store. Indonesian consumers’ purchase intention
and perceived quality are not influenced by how good the bakery store looks, but how good the bread tastes and how affordable it is.

For the abovementioned reasons, the result of this study regarding servicescape are at variance from previous studies with regard to perceived servicescape in a restaurant, which show the highly significant influence on purchase intention where most of the consumers experience the servicescape [Liu and Jang, 2009; Ryu and Jang, 2008].

The current study also found that perceived quality did not have a significant effect on purchase intention. The model chosen for this study involved four variables, and, among the four variables, quality and servicescape were not found to be important for Indonesian consumers. However, product characteristics and price were. This phenomenon might be due to the socio-economic background of the respondents. It should be noted that 70.3% of respondents were students, and thus, presumably, have limited disposable financial resources. This fact could bias the results. As mentioned by Baker and Crompton [2000], perceived quality captures the subjective response to objects from a respondent’s perspective. To sum up, the perceived quality may differ for a different type of product and for respondents with different demographic characteristics.

The current study did not support the hypothesized effect of perceived servicescape (H3 and H4). One of the possible reasons could be that consumers who purchase bakery products in Taiwan do not pay enough attention to perceive servicescape to be important. They focus only on the product and price. Different demographic characteristics may result in different perceptions. Different characteristics of the place where the consumers purchase the bread will also bias the results. Based on observations of some bakery stores in Central Taiwan, the bread is not freshly baked in the store where it is being sold, and there is no open kitchen display to attract consumers. As was shown in a previous study by Lonita and Anggreani [2008], the servicescape of a bakery store, including an open kitchen display, has a significant influence on consumer purchase intention. The smell of the freshly baked bread and the concept of an open kitchen store attracted the consumer to purchase. Besides the product characteristics and the price, some bakeries are famous because they offer a different concept of a store layout that makes the company stand out from their competitors [Lonita and Anggreani, 2008].
It is suggested that future research further investigate consumer perceptions of servicescape and, more specifically, focus on the place where consumers purchase the bread, whether bakery store, traditional market, night market, or the bakery zone in a supermarket. Using a qualitative method, such as an in-depth interview, observations, or focus group would probably obtain a better understanding of this factor. Other variables that may correlate with purchase intention are also worth considering for further investigation.
# Appendix A: Questionnaire (English Version)

## Part 1: Personal Information (Please tick the appropriate box.)

1. **Gender**
   - ☐ Female
   - ☐ Male

2. **Where do you live?**
   - ☐ North Taiwan
   - ☐ Central Taiwan
   - ☐ East Taiwan
   - ☐ North Taiwan

3. **Religion**
   - ☐ Moslem
   - ☐ Buddhist
   - ☐ Christian
   - ☐ Hindu
   - ☐ Catholic

4. **Marital Status**
   - ☐ Single
   - ☐ Married
   - ☐ Divorced

5. **How old are you?**
   - ☐ 18 below
   - ☐ 19-25
   - ☐ 26-35
   - ☐ 35 above

6. **Occupation**
   - ☐ Student
   - ☐ Government Official
   - ☐ Private Employee
   - ☐ Retired
   - ☐ Housewife
   - ☐ Other,________
   - ☐ Personal Business

7. **Highest level of education**
   - ☐ High school
   - ☐ Under-Graduate
   - ☐ Graduate
   - ☐ Post-Graduate

8. **How much is your income per month?**
   - ☐ Below NT 6.000
   - ☐ NT 6.000-below NT 15.000
   - ☐ NT 15.000-below NT 25.000
   - ☐ NT 25.000-above

9. **How often do you buy bread?**
   - ☐ More than twice a week
   - ☐ Twice a week
   - ☐ Once a week
   - ☐ Twice a month
   - ☐ Once a month
   - ☐ Less than once a month

10. **How much do you usually spend in a single purchase?**
    - ☐ Less than 100 NT
    - ☐ 101 NT-500 NT
    - ☐ 501 NT-1000 NT
11. Where do you usually buy bread?
☐ 1. Bakery store
☐ 2. Supermarket
☐ 3. Night market
☐ 4. Convenience store
(7-11, Family Mart, Hi-life)

12. What products do you usually buy at bakery store?
☐ 1. Bakery (bread)
☐ 2. Cake
☐ 3. Drinks (coffee, etc.)
☐ 4. Others,________

Part 2: Research Variables
(Please tick the appropriate box to indicate your answer.)

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly disagree</td>
<td>Disagree</td>
<td>Neither agree nor disagree</td>
<td>Agree</td>
<td>Strongly agree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No.</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>The bread in Taiwan tastes good.</td>
</tr>
<tr>
<td>14</td>
<td>The bread texture is nice to chew.</td>
</tr>
<tr>
<td>15</td>
<td>Taiwan bakery stores sell a good variety of bread.</td>
</tr>
<tr>
<td>16</td>
<td>The visual appeal of the bread is tempting.</td>
</tr>
<tr>
<td>17</td>
<td>The packaging of the bread is important.</td>
</tr>
<tr>
<td>18</td>
<td>The ingredients should be halal (contain no pork)</td>
</tr>
<tr>
<td>19</td>
<td>The bakeries in Taiwan often offer discounts.</td>
</tr>
<tr>
<td>20</td>
<td>The store often offers promotions if we buy more than one product.</td>
</tr>
<tr>
<td>21</td>
<td>The price offered is varied and suitable for different budgets.</td>
</tr>
<tr>
<td>22</td>
<td>The price is affordable and suits the products.</td>
</tr>
<tr>
<td>23</td>
<td>Music in the store triggers a good mood.</td>
</tr>
<tr>
<td>24</td>
<td>The smell of the bread is tempting.</td>
</tr>
<tr>
<td>25</td>
<td>The store cleanliness is satisfactory.</td>
</tr>
<tr>
<td>26</td>
<td>The lighting of the store is attractive</td>
</tr>
<tr>
<td>27</td>
<td>The store has good layout so consumers feel comfortable with self-service when making a purchase.</td>
</tr>
<tr>
<td>28</td>
<td>The store furniture is impressive.</td>
</tr>
<tr>
<td>29</td>
<td>The employees are helpful.</td>
</tr>
</tbody>
</table>

Volume 10, Number 1, March 2015
Bakery Product Perception and Purchase Intention
Of Indonesian Consumers in Taiwan

<table>
<thead>
<tr>
<th>No.</th>
<th>Question (Cont.)</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>A more attractive bread sensory characteristic means a higher quality product.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>A more expensive bakery product indicates better quality.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>Bakery stores with a good atmosphere have better quality.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>I would like to buy bread based on the product characteristics.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>I would like to buy bread from a bakery store that offers a good price.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>I would like to buy bread from a bakery store that is visually attractive.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>I encourage my friends to try Taiwanese bakery products.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>I recommend bread and bakery stores in Taiwan to foreigners.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Thank you for your kind contribution.
### Appendix B: Questionnaire (Indonesian Version)

#### Bagian 1 : Data Personal (Mohon checklist pada kotak yang telah disediakan)

1. **Gender**
   - ☐ 1. Pria
   - ☐ 2. Wanita

2. **Di mana Anda tinggal**
   - ☐ 1. Taiwan bag Utara
   - ☐ 2. Taiwan bag Tengah
   - ☐ 3. Taiwan bag Timur
   - ☐ 4. Taiwan bag Selatan

3. **Agama**
   - ☐ 1. Islam
   - ☐ 2. Kristen
   - ☐ 3. Katolik
   - ☐ 4. Budha
   - ☐ 5. Hindu

4. **Status**
   - ☐ 1. Belum Menikah
   - ☐ 2. Menikah
   - ☐ 3. Bercerai

5. **Berapa usia Anda**
   - ☐ 1. 18 tahun ke bawah
   - ☐ 2. 19-25
   - ☐ 3. 26-35
   - ☐ 4. 35 tahun ke atas

6. **Pekerjaan**
   - ☐ 1. Pelajar/Mahasiswa
   - ☐ 2. Pegawai Negeri
   - ☐ 3. Pegawai Swasta
   - ☐ 4. Ibu Rumah Tangga
   - ☐ 5. Pensiun
   - ☐ 6. Wirausaha
   - ☐ 7. Lainnya,________

7. **Pendidikan tertinggi**
   - ☐ 1. Sekolah Menengah Atas
   - ☐ 2. S1
   - ☐ 3. S2
   - ☐ 4. S3

8. **Berapa pendapatan anda dalam sebulan?**
   - ☐ 1. Di bawah NT 6.000
   - ☐ 2. NT 6.000-15.000
   - ☐ 3. NT 15.000 –di bawah NT 25.000
   - ☐ 4. NT 25.000 – ke atas

9. **Berapa sering anda membeli produk roti di Taiwan**
   - ☐ 1. Lebih dari 2 kali seminggu
   - ☐ 2. Seminggu 2 kali
   - ☐ 3. Seminggu sekali
   - ☐ 4. Lebih dari 2 kali seminggu
   - ☐ 5. Lebih dari 2 kali seminggu
   - ☐ 6. Sebulan sekali

10. **Berapa nominal yang biasa anda habiskan dalam sekali pembelian?**
    - ☐ 1. Kurang dari 100 NT
    - ☐ 2. 100 NT - 500 NT
    - ☐ 3. 501 NT-1000 NT
    - ☐ 4. Lebih dari 1000 NT

11. **Di mana anda biasa membeli produk roti?**
    - ☐ 1. Toko roti
    - ☐ 2. Supermarket
    - ☐ 3. Pasar malam
    - ☐ 4. Mini market (7-11, family mart, Hi-life)
12. Produk apa yang biasa anda beli di toko roti?
   ☐ 1. Roti   ☐ 3. Minuman (kopi, dsb)
   ☐ 2. Kue   ☐ 4. Lainnya,_________

Bagian 2 : Variabel Penelitian
(Mohon beri tanda pada kotak yang sesuai dengan jawaban anda)

<table>
<thead>
<tr>
<th>No</th>
<th>Pertanyaan</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Roti di Taiwan rasanya enak</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Roti di Taiwan memiliki tekstur yang halus.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Toko Roti di Taiwan menawarkan produk yang bervariasi.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Roti di Taiwan terlihat menggugah selera.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Kemasan roti penting bagi konsumen.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Kandungan roti tersebut harus sehat dan halal (tidak mengandung babi)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Toko roti di Taiwan sering menawarkan potongan harga.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Toko roti sering memberikan promosi apabila membeli lebih dari satu produk.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Harga yang ditawarkan bervariasi dan terjangkau.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Harga yang ditawarkan sesuai dengan produk yang dijual.</td>
<td></td>
<td></td>
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<td>23</td>
<td>Musik di toko memacu suasana hati yang baik.</td>
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<td>24</td>
<td>Aroma dari roti itu menggugah selera.</td>
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<td>Kebersihan di toko roti memuaskan.</td>
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<td>Lampu dan penerangan di toko roti menarik.</td>
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<td>Tata ruang di toko roti baik, sehingga pembeli merasa nyaman melayani diri sendiri saat memilih roti.</td>
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<td>Pemilihan furnitur di toko roti menarik.</td>
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<td>29</td>
<td>Pelayan toko roti tangkas dalam melayani pembeli.</td>
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Moslehpour, Aulia, and Masarie

Number of participants: 5

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<td>Semakin menarik penampilan roti semakin tinggi kualitasnya.</td>
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<td>Saya akan mengajak teman saya mencoba roti di Taiwan</td>
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<td>Saya merekomendasikan produk roti di Taiwan untuk orang asing.</td>
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-Terima kasih atas partisipasi anda-

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Bakery Product Perception and Purchase Intention Of Indonesian Consumers in Taiwan

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ABOUT THE AUTHORS

Dr. Massoud Moslehpour is cross-disciplinary educator specializing in computers, speech-making, presentations, marketing, and quantitative research methods. Over the last 20 years he has taught in several countries, including the United States, Iran, and Taiwan. He is the author of several innovative textbooks as well as several academic papers. Dr. Moslehpour is currently teaching English and Spanish in the Department of Foreign Languages and Literature, and is teaching quantitative research methods, among other management-related courses, in the Department of Business Administration at Asia University in Taiwan.

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