

CHAPTER 4 – RESULTS AND DISCUSSIONS

4.1 Pre-test Validity and Reliability Results

4.1.1 Validity Test Results

Items	R- Values	R- Statistics Table	Results
BA1	.769**	0.312	Valid
BA2	.547**	0.312	Valid
BA3	.714**	0.312	Valid
BA4	.762**	0.312	Valid
BA5	.757**	0.312	Valid
BAS1	.790**	0.312	Valid
BAS2	.643**	0.312	Valid
BAS3	.769**	0.312	Valid
BAS4	.615**	0.312	Valid
BAS5	.706**	0.312	Valid
PQ1	.731**	0.312	Valid
PQ2	.728**	0.312	Valid
PQ3	.779**	0.312	Valid
PQ4	.758**	0.312	Valid
PQ5	.714**	0.312	Valid
BL1	.888**	0.312	Valid
BL2	.882**	0.312	Valid
BL3	.726**	0.312	Valid
BL4	.841**	0.312	Valid
BL5	.774**	0.312	Valid
HM1	.865**	0.312	Valid
HM2	.849**	0.312	Valid

HM3	.809**	0.312	Valid
HM4	.811**	0.312	Valid
HM5	.764**	0.312	Valid
PD1	.793**	0.312	Valid
PD2	.875**	0.312	Valid
PD3	.811**	0.312	Valid
PD4	.834**	0.312	Valid

Table 9. Pre-Test Validity Test Results

Source : SPSS Output, 2023

Based on the table provided, all the questions pertaining to brand awareness, brand association, perceived quality, brand loyalty, health motivation are deemed valid. This determination is based on the fact that the calculated correlation coefficient (r-count) is higher than the critical value (r-table) of 0.312. These results indicate that all the questions are valid and suitable for measuring the variables. In the post-test, the validity of the measurement will be assessed using SmartPLS.

4.1.2 Reliability Test Results

Variables	Cronbach's Alpha	N of Items	Result
Brand Awareness	0.744	5	Reliable
Brand Association	0.746	5	Reliable
Perceived Quality	0.795	5	Reliable
Brand Loyalty	0.881	5	Reliable
Health Motivation	0.874	5	Reliable
Purchase Decision	0.840	4	Reliable

Table 10. Pre-Test Reliability Result

Source : SPSS Output, 2023

Table 10 presents the reliability test results for a sample of 40 participants. To assess reliability, the Cronbach alpha value analysis method was utilized, and the data was processed using SPSS. In order to meet the main test requirements, it is necessary for the variables in the model to have a Cronbach alpha value exceeding 0.7 (Ghozali, 2016). Based on the presented findings, all variable values surpass the 0.7 threshold. As a result, the model has successfully passed the reliability test, indicating its suitability for further research purposes.

4.2 Descriptive Statistics

	N	Minimum	Maximum	Means	Std. Deviation
BA1	203	1	5	4.07	0.957
BA2	203	1	5	4.18	0.916
BA3	203	1	5	4.33	0.82
BA4	203	1	5	3.99	1.11
BA5	203	1	5	4.10	0.968
BAS1	203	1	5	3.78	0.912
BAS2	203	1	5	3.96	0.911
BAS3	203	1	5	3.95	0.935
BAS4	203	1	5	4.03	0.92
BAS5	203	1	5	3.56	1.055
PQ1	203	1	5	3.99	0.827
PQ2	203	1	5	3.79	0.929
PQ3	203	1	5	3.91	0.863
PQ4	203	1	5	3.92	0.969
PQ5	203	2	5	4.21	0.834
BL1	203	1	5	3.46	1.15
BL2	203	1	5	3.61	1.093
BL3	203	1	5	3.70	1.065
BL4	203	1	5	3.65	1.065
BL5	203	1	5	3.79	1.015
HM1	203	1	5	3.78	1.081
HM2	203	1	5	3.99	0.896
HM3	203	2	5	4.06	0.854
HM4	203	1	5	3.97	0.928
HM5	203	1	5	4.03	0.862
PD1	203	1	5	3.83	0.905
PD2	203	1	5	3.85	0.894

PD3	203	1	5	3.70	0.969
PD4	203	1	5	3.84	0.961

Table 11. Descriptive Statistics

Once the validity and reliability of the statement items for each construct have been assessed, the further step is to conduct an analysis of descriptive statistics. The mean and standard deviation of each indicator are calculated in this analysis.

Items	SD	D	Neutral	A	SA	Total	Mean	Std. Dev.
BA1	4	9	35	75	80	203	4.07	0.959
BA2	3	10	22	80	88	203	4.18	0.918
BA3	3	3	19	78	100	203	4.33	0.822
BA4	6	22	24	67	84	203	3.99	1.112
BA5	6	4	38	71	84	203	4.10	0.970

Table 12. Descriptive Statistics of the Brand Awareness

Following the analysis of the data, it is observed that the average ratings for all statements range from 4.07 to 4.33 on a scale of 1 to 5, indicating that respondents generally have a positive perception of Lemonilo. The standard deviations ranging from 0.822 to 1.112, shows that there are some differences in how individuals view the brand.

Among the statements, BA3 ("I can easily recognize Lemonilo in the market by looking at the packaging") has the highest mean rating of 4.33, indicating that respondents generally agree with this statement. The BA3 indicator is dominated by Strongly Agree with 100 respondents. Followed by BA2 ("I know Lemonilo healthy instant noodles through commercials/ads") also receives a high mean rating of 4.18, showing positive awareness of the brand through advertising. The BA2 indicator is dominated by Strongly Agree with 88 respondents.

The statements BA1 ("I think about Lemonilo when it comes to healthy instant noodle brand") The BA1 indicator is dominated by Strongly Agree with 80 respondents. In addition, BA5 ("I can easily recognize Lemonilo healthy instant noodle without any help or clue") both receive mean ratings above 4. The BA5 indicator is dominated by

Strongly Agree with 84 respondents. This shows that respondents have a positive association with the brand and recognize it.

BA4 ("Lemonilo is the first healthy instant noodle brand that comes to mind"), on the other hand, has a slightly lower mean rating of 3.99, but it still reflects a positive perception of Lemonilo as one of the leaders in the healthy instant noodle market. The BA5 indicator is dominated by Strongly Agree with 84 respondents

Items	SD	D	Neutral	A	SA	Total	Mean	Std. Dev.
BAS1	5	7	61	85	45	203	3.78	0.915
BAS2	4	7	44	87	61	203	3.96	0.914
BAS3	2	10	52	71	68	203	3.95	0.937
BAS4	2	11	38	80	72	203	4.03	0.922
BAS5	9	20	63	70	41	203	3.56	1.058

Descriptive Statistics of the Brand Association

A descriptive statistics analysis was conducted on the provided dataset, which includes five items labeled BAS1 to BAS5. Each item represents a statement related to Lemonilo, specifically focusing on various aspects such as price, unique features, and perceived benefits. Upon examining the results, it is evident that the mean values for the five statements range from 3.56 to 3.96.

Among the 5 statements, BAS4, "I think Lemonilo healthy instant noodles is unique" obtained the highest mean value of 4.03. It shows that on average, the respondent agrees with this statement as they perceive Lemonilo instant noodle is unique and have their own characteristics. The BAS4 indicator is dominated by Agree with 80 respondents.

Followed by BAS3, "I attract with the ingredients of Lemonilo healthy instant noodles that different from other instant noodles brand" received a mean value of 3.95. This shows a similar level of agreement in respondents as they find the uniqueness of Lemonilo instant noodle comes from the ingredients and composition. The BAS3 indicator is dominated by Agree with 71 respondents.

The statement BAS2, "I think Lemonilo healthy instant noodle is a popular brand" achieved a mean value of 3.96. This is an average level among respondents that they consider Lemonilo instant noodles is a well-known brand in the instant noodles category. The BAS2 indicator is dominated by Agree with 87 respondents.

For BAS1, "The price of Lemonilo healthy instant products suits with my preferences" The mean value was calculated as 3.78 that slightly lower agreement level compared to the previous statements shows the respondents have an average agreement with Lemonilo Instant noodles about their preferences. The BAS1 indicator is dominated by Agree with 85 respondents.

Lastly, BAS5, "I am aware that consuming Lemonilo healthy instant noodles will give a benefit for me" received the lowest mean value of 3.56 compared to other statements showing that the respondents have a lower agreement level in this indicator about the benefit they perceived when consuming Lemonilo instant noodles. The BAS5 indicator is dominated by Agree with 85 respondents.

Items	SD	D	Neutral	A	SA	Total	Mean	Std. Dev.
PQ1	2	6	41	98	56	203	3.99	0.829
PQ2	2	13	62	74	52	203	3.79	0.932
PQ3	1	8	56	82	56	203	3.91	0.865
PQ4	3	13	47	74	66	203	3.92	0.972
PQ5	0	7	33	74	89	203	4.21	0.836

Table 13. Descriptive Statistics of the Perceived Quality

The dataset analyzes respondents' perceptions and attitudes toward Lemonilo healthy instant noodles which represents a different statement about the product's quality and consumer preferences. The data shows that the mean ratings for all ranging from 3.79 to 4.21 on a scale of 1 to 5. This suggests a generally positive attitude toward Lemonilo healthy instant noodles among the respondents. The standard deviations range from 0.829 to 0.972, indicating that the responses are relatively different.

From the table, it is clear that PQ5 ("I prefer to choose a product with high quality for my body") has the highest mean rating of 4.21, showing that respondents prioritize quality when selecting food products for their personal health. The PQ5 indicator is dominated by Strongly Agree with 89 respondents. PQ1 ("Lemonilo healthy instant noodles provide detailed product information on their products") also receives a relatively high mean rating of 3.99, implying that respondents appreciate the brand's effort to provide the full product details. The PQ1 indicator is dominated by Agree with 98 respondents

PQ3 ("I trust the quality of Lemonilo healthy instant noodles") and PQ4 ("Lemonilo's slightly higher costs define their quality") both receive mean ratings above 3.90. Both indicators dominated with Agree statements, indicating that respondents have a positive perception of Lemonilo's product quality and associate it with the brand's pricing. PQ2 ("Lemonilo instant noodles have better product quality compared to other products"), on the other hand, receives a slightly lower mean rating of 3.79, indicating a lower level of agreement with this statement.

Items	SD	D	Neutral	A	SA	Total	Mean	Std. Dev.
BL1	12	25	72	46	48	203	3.46	1.153
BL2	8	21	66	56	52	203	3.61	1.096
BL3	9	13	61	66	54	203	3.70	1.068
BL4	7	19	65	60	52	203	3.65	1.068
BL5	5	12	64	61	61	203	3.79	1.018

Table 14. Descriptive Statistics of the Brand Loyalty

The dataset presents a descriptive statistics analysis of respondents' loyalty and attitudes towards Lemonilo as a healthy instant noodle brand. that represents a different statement related to loyalty, preference, and recommendation. The data shows that the average rating ranges from 3.46 to 3.79. This indicates that respondents have a relatively positive attitude toward Lemonilo. The standard deviations range from 1.018 to 1.153, showing that the responses are slightly different.

Looking at the statements, BL5 ("I will recommend Lemonilo healthy instant noodles to others") has the highest mean rating of 3.79. This indicates that respondents are more likely to recommend Lemonilo to others, meaning that the brand has a positive word-of-mouth potential. Both BL3 ("I am willing to pay slightly higher costs to purchase Lemonilo healthy instant noodles") and BL4 ("I will choose Lemonilo healthy instant noodles in the future") receive mean ratings 3.65. Both indicators dominated with Agree statements, showing that respondents are willing to invest in the brand and continue purchasing Lemonilo products.

The mean ratings for statements BL2 ("Lemonilo is my favorite healthy instant noodle brand") and BL1 ("I consider myself loyal to Lemonilo when choosing a healthy instant noodle brand") are slightly lower, at 3.61 and 3.46, respectively. This indicates an average level of agreement with these statements, pointing to potential for further improvement in terms of brand preference and loyalty.

Items	SD	D	Neutral	A	SA	Total	Mean	Std. Dev.
HM1	8	15	53	65	62	203	3.78	1.083
HM2	2	8	47	80	66	203	3.99	0.898
HM3	0	8	44	78	73	203	4.06	0.856
HM4	3	9	46	79	66	203	3.97	0.930
HM5	2	4	48	80	69	203	4.03	0.864

Table 15. Descriptive Statistics of the Health Motivation

The dataset provides an analysis of respondents' attitudes and preferences towards nutrition claims and healthy products which represent a different statement related to nutrition claims, product preference, and meeting personal needs. The data shows that the average rating ranges from 3.78 to 4.06. This reflects an average positive attitude among respondents toward nutrition claims and healthy product options. The standard deviations range from 0.856 to 1.083, indicating that the responses are slightly different.

From the table, it shows that HM3 ("I prefer to choose healthy products to meet the needs of my body") has the highest mean rating of 4.06. This indicates that respondents

prioritize their health needs and are more likely to choose products that benefit their health. The HM3 indicator is dominated by Agree with 78 respondents

HM5 ("I choose the product that is suitable for my daily nutrition needs") and HM4 ("I prefer to choose products that contain a benefit statement for my body") both have mean ratings above 3.97, indicating a similar positive attraction toward selecting products that meet their nutritional needs and provide specific benefits. Both indicators dominated with Agree statements.

Statements HM2 ("I preferably choose products that provide a nutrition claim") and HM1 ("I observe the nutrition claim when I see the product in the market") receive slightly lower mean ratings of 3.99 and 3.78 for each indicator. Although the results are still positive, this shows that nutrition claims may have a lower impact on product preference compared to other factors related to personal health needs. Both indicators dominated with Agree statements.

Items	SD	D	Neutral	A	SA	Total	Mean	Std. Dev.
PD1	4	8	55	87	49	203	3.83	0.907
PD2	3	9	54	87	50	203	3.85	0.896
PD3	2	19	66	67	49	203	3.70	0.972
PD4	4	12	53	78	56	203	3.84	0.964

Table 16. Descriptive Statistics of the Purchase Decision

The dataset presents a descriptive statistics analysis of respondents' reasons for purchasing Lemonilo healthy instant noodles. The data shows that the average rating ranges from 3.70 to 3.85. This indicates that respondents have a moderately positive attitude toward Lemonilo and their reasons for purchasing the product. The standard deviations range from 0.896 to 0.972, indicating that the responses are moderately variable.

PD1 indicator ("I purchase Lemonilo healthy instant noodles because they provide excellent information on their product") and PD2 ("I purchase Lemonilo healthy instant noodles because I trust the brand") both receive mean ratings of 3.83 and 3.85. Both

indicators dominated with Agree statements indicate that respondents value both the full product details provided by Lemonilo and their trust in the brand when making purchasing decisions.

PD4 ("I purchase Lemonilo healthy instant noodles because it suits my preferences") receives a mean rating of 3.84. The PD4 indicator is dominated by Agree with 78 respondents reflecting that when making purchasing decisions, respondents value the product's when they match with their personal preferences. PD3 ("I purchase Lemonilo healthy instant noodles because it benefits me") has a slightly lower mean rating of 3.70. The PD3 indicator is dominated by Agree with 67 respondents indicating a lower level of agreement with this statement. However, it is still in the positive range, showing that respondents consider the product's personal benefits when making purchasing decisions.

4.2.1 Respondents Profile

4.2.1.1 Gender

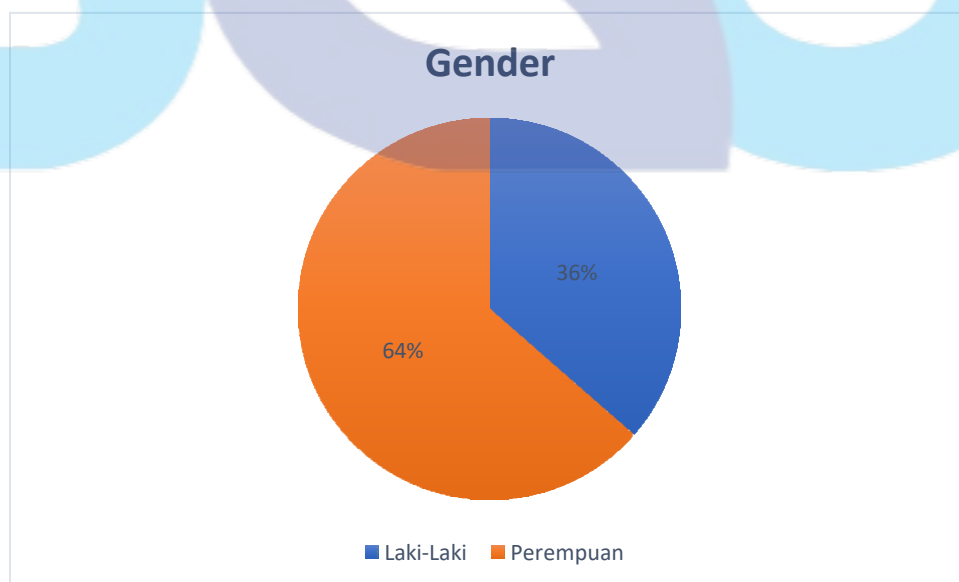


Figure 7. Respondents Gender

Based on figure 4.1, in terms of the respondent gender, male covered 36 % or 74 respondents out of 203 respondents and female covered 64% or equal to 129

respondents out of 203 respondents. Hence, in this research the respondents are mostly female with a 28% advantage over males.

4.2.1.2 Age

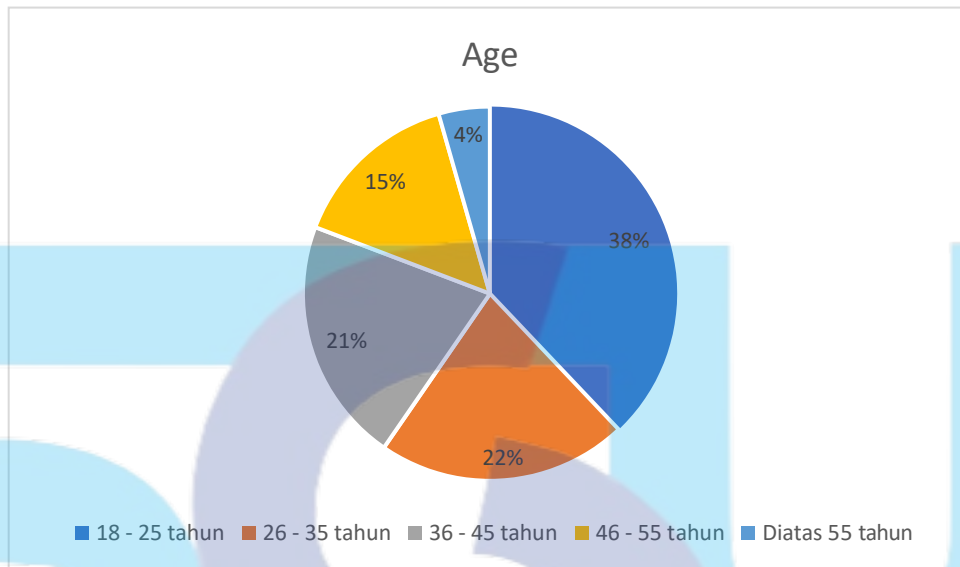


Figure 8. Respondents Age

The given data represents the distribution of individuals across different age groups. Among the surveyed population of 203 respondents, 77 individuals or 38% is on the age range of 18 to 25 years. The next age group, consisting of individuals aged 26 to 35 years, is represented by 44 people or 22%. Additionally, there are 43 individuals or 21% in the 36 to 45 years age group, while 30 people or 15% are within the 46 to 55 years range. Finally, the group of individuals above the age of 55 years consists of 9 people or 4% from the total respondents.

In summary, the data reveals that the majority of respondents, with 77 individuals, are between the ages of 18 and 25 years. This is a common trend as individuals tend to be more actively engaged in surveys and studies during their younger years.

4.2.1.3 Occupation

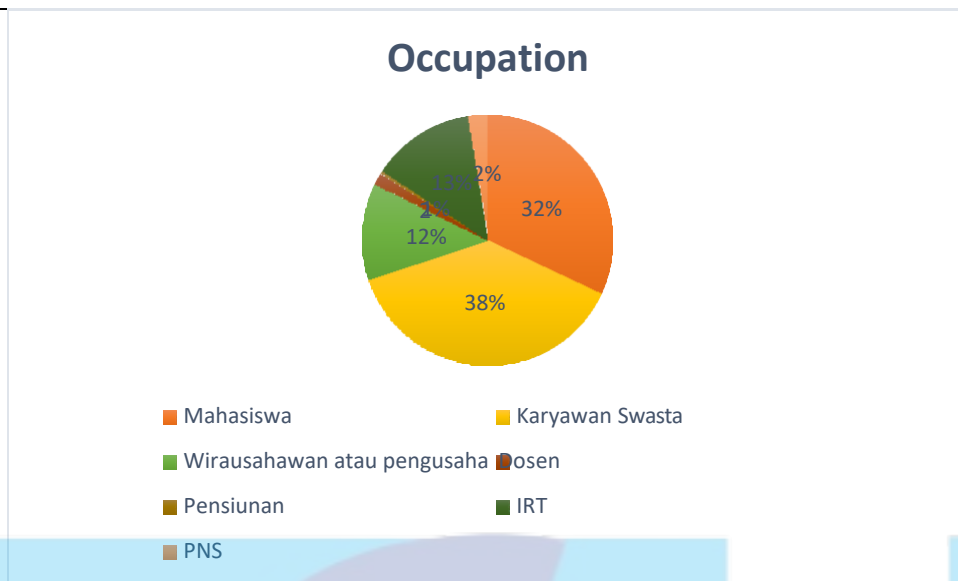


Figure 9. Respondents Occupation

Among the surveyed population of 203 respondents, 77 individuals or 38% are employed as private sector employees, while 65 individuals or 32% are categorized as college students. Additionally, there are 27 individuals or 13% who identified themselves as housewives (IRT), 25 individuals or 12% as entrepreneurs or business owners, and 3 individuals as university lecturers. The remaining occupations are represented by smaller numbers, with 5 individuals working as civil servants (PNS) and only 1 person being a retiree.

In summary, the data demonstrates a diverse occupational distribution among the surveyed individuals. Private sector employees and college students make up the largest groups, followed by housewives, entrepreneurs, university lecturers, civil servants, and retirees. These findings provide insights into the various occupational roles and statuses present within the surveyed population.

4.2.1.4 Income

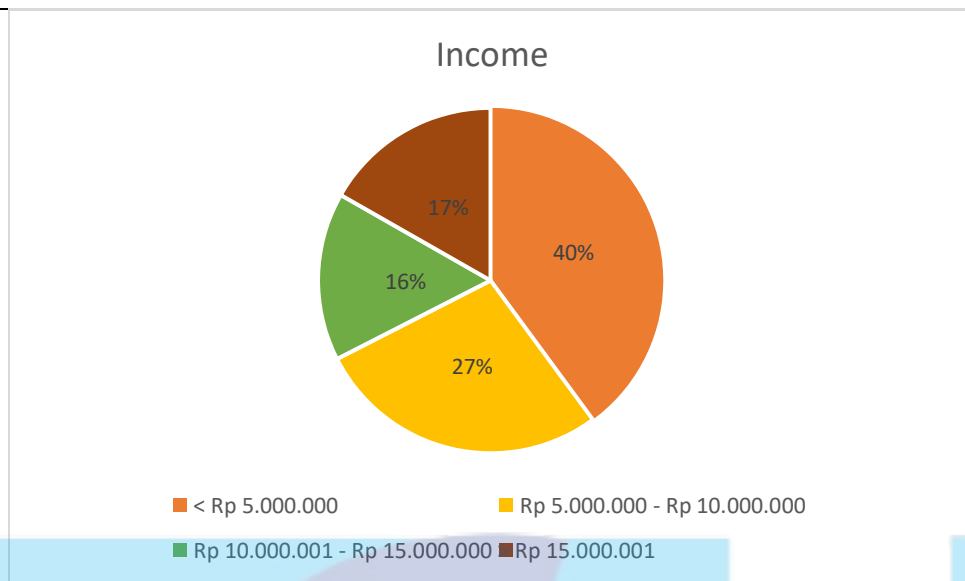


Figure 10. Respondents Income

Among the surveyed population of 203 respondents, 81 individuals or 40% have an income below Rp 5,000,000. Following that, there are 56 individuals or 27% are in the income range of Rp 5,000,000 to Rp 10,000,000. Moreover, 32 individuals or 16% have an income between Rp 10,000,001 and Rp 15,000,000, while 34 individuals or 17% have an income exceeding Rp 15,000,001.

In summary, the data showcases a diverse income distribution among the surveyed individuals. The majority of respondents have an income below Rp 5,000,000, while there are significant numbers of individuals in the higher income brackets of Rp 5,000,000 to Rp 10,000,000, Rp 10,000,001 to Rp 15,000,000, and above Rp 15,000,001. These findings provide insights into the income levels and income gap within the surveyed population.

4.2.1.5 Area



Figure 11. Respondents Area

The provided data represents the distribution of individuals across two locations: Jakarta and Tangerang. Among the surveyed population of 203 respondents, 74 individuals or 36% located in Jakarta, while a larger group of 129 individuals live in Tangerang.

In summary, the data shows the distribution of people between Jakarta and Tangerang, with Tangerang having a higher representation in the sample. These findings provide the comparison sample sizes of the two locations.

4.3 Outer Model Analysis

This research focuses on outer model analysis in SmartPLS, a popular structural equation modeling (SEM) software, based on the insights provided by Hair et al. (2021). The model includes indicator reliability, composite reliability to determine internal consistency, convergent validity, and discriminant validity. emphasizing the implementation of these techniques in SmartPLS. Outer Model Analysis involves examining the relationship between a latent variable (an unobserved construct) and its manifest variables (the observed indicators). In simpler terms, it focuses on understanding how each individual measurement is connected to the underlying concept it represents (Nasution et al., 2020).

The collected data, along with the constructed model, was used to conduct an analysis of the outer model. SEM PLS structural design model followed with exogenous variables and endogenous variables (Naustion et al.,2020) which is shown in figure 4 that Exogenous variables are used for assessing endogenous variables which are: Brand Awareness measured by 5 indicators, Brand Association measured by 5 indicators, Perceived quality measured by 5 indicators, Brand loyalty measured by 5 indicators, Health motivation by 5 indicators, and Purchase decision by 4 indicators.

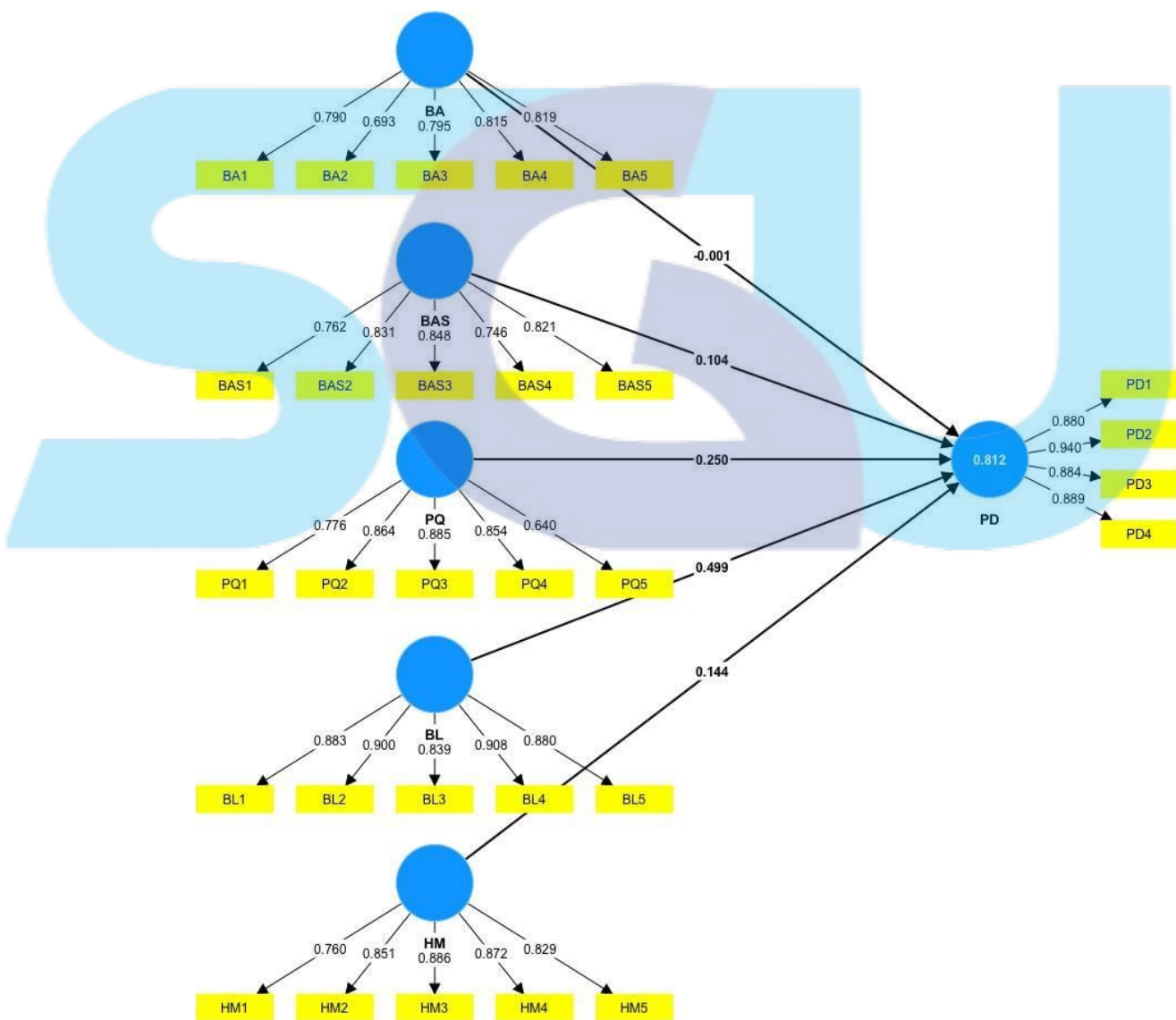


Figure 12. SmartPLS Outer Model Results

4.3.1 Internal Reliability Analysis and Convergent Validity

Variable	Indicator	Outer loading	AVE	CR
Brand Awareness	BA1	0.790	0.614	0.888
	BA2	0.693		
	BA3	0.795		
	BA4	0.815		
	BA5	0.819		
Brand Association	BAS1	0.762	0.644	0.9
	BAS2	0.831		
	BAS3	0.848		
	BAS4	0.746		
	BAS5	0.821		
Brand Loyalty	BL1	0.883	0.778	0.946
	BL2	0.900		
	BL3	0.839		
	BL4	0.908		
	BL5	0.88		
Health Motivation	HM1	0.760	0.707	0.923
	HM2	0.851		
	HM3	0.886		
	HM4	0.872		
	HM5	0.829		
Purchase Decision	PD1	0.880	0.807	0.943
	PD2	0.940		
	PD3	0.884		
	PD4	0.889		
Perceived Quality	PQ1	0.776	0.654	0.903
	PQ2	0.864		
	PQ3	0.885		
	PQ4	0.854		
	PQ5	0.640		

Table 17. Results of Internal Reliability Analysis and Convergent Validity

Based on the provided table, it is evident that the outer loading measurements for all indicators of each construct are above 0.5. This indicates that the outer loading in this study is considered satisfactory, show a good level of convergent validity. Furthermore,

the AVE values for each construct also pass the 0.5, indicating that the study has successfully met the requirements for convergent validity.

Additionally, the reliability test, as measured by composite reliability, demonstrates highly favorable results. The composite reliability values for each construct are all greater than 0.8, signifying a strong level of reliability for the measurement model.

In conclusion, the findings from the table provide strong evidence of good convergent validity as indicated by the favorable outer loading and AVE values. Moreover, the composite reliability results highlight the excellent reliability of the constructs in the study.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BA	0.844	0.858	0.888	0.614
BAS	0.862	0.872	0.9	0.644
BL	0.929	0.929	0.946	0.778
HM	0.896	0.904	0.923	0.707
PD	0.92	0.921	0.943	0.807
PQ	0.864	0.88	0.903	0.654

Table 18. Results of Cronbach's Alpha, Composite Reliability, and AVE

Cronbach's alpha values, which indicate the reliability of the constructs, all the constructs show satisfactory internal consistency. The indicators "BA" (Brand Awareness) and "BAS" (Brand Association) have Cronbach's alpha values of 0.844 and 0.862, indicating a high level of reliability. Similarly, the indicators "BL" (Brand Loyalty), "HM" (Health Motivation), "PD" (Purchase Decision), and "PQ" (Perceived Quality) demonstrate excellent internal consistency with Cronbach's alpha values of 0.929, 0.896, 0.92, and 0.864, respectively.

In summary, the analysis of the Cronbach's alpha values, composite reliability measures, and average variance extracted reveals that the measurement scales used for the constructs in this study are reliable and valid. These findings provide confidence in

the accuracy and consistency of the data collected, strengthening the overall quality of the research.

4.3.2 Discriminant Validity Analysis

	BA	BAS	BL	HM	PD	PQ
BA1	0.79	0.545	0.481	0.216	0.452	0.419
BA2	0.693	0.327	0.253	0.175	0.26	0.27
BA3	0.795	0.414	0.365	0.217	0.352	0.466
BA4	0.815	0.519	0.432	0.174	0.415	0.449
BA5	0.819	0.513	0.402	0.231	0.384	0.473
BAS1	0.479	0.762	0.593	0.326	0.559	0.596
BAS2	0.561	0.831	0.659	0.438	0.685	0.687
BAS3	0.509	0.848	0.706	0.445	0.706	0.738
BAS4	0.463	0.746	0.565	0.363	0.517	0.592
BAS5	0.418	0.821	0.717	0.461	0.665	0.68
BL1	0.471	0.722	0.883	0.482	0.739	0.701
BL2	0.465	0.71	0.9	0.433	0.768	0.74
BL3	0.386	0.668	0.839	0.588	0.76	0.708
BL4	0.458	0.734	0.908	0.496	0.798	0.733
BL5	0.458	0.747	0.88	0.522	0.769	0.733
HM1	0.22	0.376	0.405	0.76	0.453	0.401
HM2	0.224	0.428	0.487	0.851	0.526	0.502
HM3	0.191	0.434	0.494	0.886	0.542	0.51
HM4	0.266	0.511	0.578	0.872	0.603	0.58
HM5	0.184	0.383	0.418	0.829	0.492	0.414
PD1	0.463	0.695	0.762	0.586	0.88	0.731
PD2	0.466	0.737	0.811	0.575	0.94	0.788
PD3	0.396	0.694	0.773	0.537	0.884	0.733
PD4	0.424	0.704	0.778	0.552	0.889	0.718
PQ1	0.431	0.628	0.582	0.515	0.631	0.776
PQ2	0.479	0.735	0.707	0.472	0.681	0.864
PQ3	0.466	0.746	0.736	0.452	0.752	0.885
PQ4	0.473	0.74	0.748	0.389	0.735	0.854
PQ5	0.307	0.436	0.508	0.561	0.517	0.64

Table 19. Results of Cross Loadings

The analysis of Table 4-16 reveals that each construct has been categorized correctly, and the loading values for each construct are higher than their corresponding cross

loading values. As a result, it can be concluded that there are no concerns regarding discriminant validity in this study.

4.4 Structural Model Analysis

The initial stage to assess the structural model to determine the significance of the relationship between the constructs/variables (Purwanto & Sudargini, 2021). This evaluation is based on the path coefficient, which indicates the strength of the relationship between the constructs (Hair et al., 2017). It is important to note that the direction of the path (as indicated by the path coefficient) should align with the hypothesized theory. To test the hypothesis, the use of the bootstrap process is required to produce the t-statistic value. To run bootstrapping, the use of subsamples must be greater than the original data observation which typically 5000 subsamples (Hair et al., 2017).

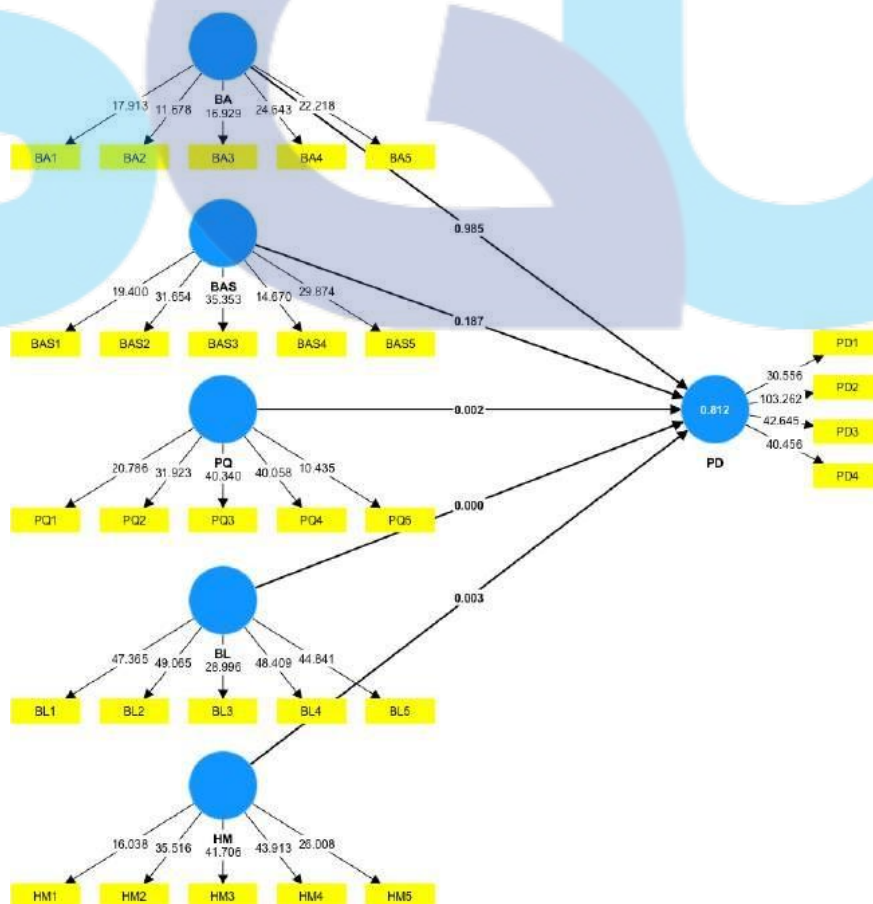


Figure 13. Smart PLS T- Statistics Results

The t-statistic values obtained from bootstrapping can be employed for hypothesis testing. Typically, in a two-tailed test with a significance level of 5%, the critical value is 1.96 (Hair et al., 2017).

	Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Conclusion
H1	Brand awareness has significant effect towards purchase decision of Lemonilo healthy instant noodles	-0.001	0.002	0.037	0.018	0.985	Not Supported
H2	Brand association has significant effect towards purchase decision of Lemonilo healthy instant noodles	0.104	0.111	0.079	1.319	0.187	Not Supported
H3	Brand loyalty has significant effect towards purchase decision of Lemonilo healthy instant noodles	0.499	0.488	0.076	6.534	0	Supported
H5	Health motivation has significant effect towards purchase decision of Lemonilo healthy instant noodles	0.144	0.15	0.048	3.001	0.003	Supported

H4	Perceived quality has significant effect towards purchase decision of Lemonilo healthy instant noodles	0.25	0.246	0.079	3.145	0.002	Supported
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Table 20. Path Coefficient Model Results

	R-square	R-square adjusted
PD	0.812	0.807

Table 21. Coefficient Determination Results

The next step is to assess the R² adjusted value. The interpretation of the R² adjusted value indicates the extent to which the variability of the endogenous variables can be explained by the exogenous variables (Purwanto & Sudargini, 2021). R² adjusted value range from 0 to 1, the higher the value indicate the greater accuracy (Hair et al., 2017)

In the provided table, the R Square adjusted value for the dependent variable, specifically purchase decision, is presented. This result is significant as it reveals that variables such as brand awareness, brand loyalty, brand association, perceived quality, and health motivation account for 80.7% of overall purchase decision.

4.5 Hypothesis Testing

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Conclusion
H1 Brand awareness has significant effect towards purchase decision of Lemonilo healthy instant noodles	-0.001	0.002	0.037	0.018	0.985	Not Supported

The T statistics value is 0.018, and the corresponding P value is 0.985. The T-statistics value (0.018) is lower than 1.96 and the P value (0.985) is higher than the conventional significance level of 0.05. This indicates that the observed relationship between brand awareness and purchase decision is not statistically significant. In other words, the result does not provide enough evidence to support the hypothesis that brand awareness has a significant effect on the purchase decision of Lemonilo healthy instant noodles.

Therefore, based on the analysis, it can be concluded that the hypothesis "Brand awareness has a significant effect towards purchase decision of Lemonilo healthy instant noodles" is not supported by the data. This means that the available evidence does not suggest a significant relationship between brand awareness and the purchase decision of Lemonilo healthy instant noodles in the given sample.

This result is in accordance with the previous studies by (Santoso & Cahyadi, 2014) that analyzed the impact of brand equity towards the purchase action, however in the variable of brand awareness it is shown that brand awareness does not have a significant effect towards purchase action in the automotive industry. Siska (2015) in the previous study also showed that brand awareness does not have a significant effect towards purchase action in case study of the beverage industry. The similar results also showed from the food and beverage industry that brand awareness does not have a significant effect towards purchase decisions (Chandra & Keni, 2019). Additionally, the results also showed the similarity in the context of brand awareness through marketing activities to purchase decisions, that does not have a significant effect towards purchase decision (Ansari et al., 2019). However, (Ansari et al., 2019) stated that marketing activities will influence the brand to create awareness. This result also showed in this study that the mean score for BA2 indicator "I know Lemonilo healthy instant noodles through commercials/ads" is relatively high as this influences the BA3 indicator that people can easily recognize Lemonilo healthy instant noodles in the market.

According to Adam (2016) brand awareness can be measured through Breadth and Depth in order to drive purchase behavior. Lemonilo in this research showed a strong depth of awareness, by analyzing the mean score at 4.07 for BA1 indicator "I think about Lemonilo when it comes to healthy instant noodle brand. However, it is more

crucial for a brand to have the breadth of awareness as this indicates what a certain brand will consumers think when they are in some situations and places (Keller, 2009). Therefore, measuring how easily a consumer can recall a brand isn't enough; it's also important to find out where and when they think of the brand (Adam, 2016). Santoso (2014) also adds that if the consumer only knows about a brand it won't necessarily make people want to buy it, unless it has distinctive qualities that set it apart from other brands.

Analyzing the demographics of the respondents in this study, it can be concluded that the majority of the respondents are aged 18-25, followed by those aged 26-35. The age category of 20-35 is also referred to as the millennial generation (Puspitayanti et al., 2022). Based on the research findings, millennials tend to make impulsive purchases or engage in what is known as irrational buying behavior, where the purchase process is carried out without prior planning and is driven by emotional factors (Desai, 2020). Therefore, due to the majority of respondents being millennials based on age demographics, it can be inferred that they are intend to buy products only based on emotions and lack of planning. Therefore, brand awareness does not have an impact on the purchase decision because millennials will still buy a product regardless of whether they are aware of its presence or not. This is because they make purchasing decisions based on their emotions and without careful planning.

	Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Conclusion
H2	Brand association has significant effect towards purchase decision of Lemonilo healthy instant noodles	0.104	0.111	0.079	1.319	0.187	Not Supported

The sample mean is calculated to be 0.111, suggesting a slightly positive relationship on average between brand association and purchase decision. The T statistics value is 1.319, and the corresponding P value is 0.187. The T-statistic (1.319) is lower than 1.96 and with a P value (0.187) above the conventional significance level of 0.05, the

statistical analysis does not provide sufficient evidence to support the hypothesis. Therefore, the conclusion is that the hypothesis "Brand association has a significant effect towards the purchase decision of Lemonilo healthy instant noodles" is not supported by the data.

This result is in accordance with the previous studies by Supiyandi (2022) that analyzed the influence of brand awareness, brand associations towards purchase decision in case study of marketplace, however the result showed that brand association does not have significant effect towards purchase decision. In that research, the uniqueness and the difference value does not significantly impact the purchase decision (Supiyandi et al., 2022). In the food and beverages industry, the results for brand association have a significant effect towards purchase decisions also rejected (Chandra & Keni, 2019). It is further explained that the uniqueness of the brand has not been remarkable for their consumer and the brand still could not own competitive advantage compared to other brands. To add, previous study also showed insignificant result for brand association to purchase decision as it influenced by the information provided by the brand has not been delivered successfully to consumers (Widjaja, 2019).

The strengthness of brand association is a crucial thing for a brand to stand out in the intense competition and attract consumers (Keller, 2009). The strength of brand association can be influenced by the brand benefits, personal relevancies, and the uniqueness of a brand (Adam, 2016). Analyzing from the results in this research, in BAS5 indicator "I am aware that consuming Lemonilo healthy instant noodles will give a benefit for me" has a lowest mean level compared to other indicators. From this result, it shows that Lemonilo has not successfully communicated their product benefit to the consumers and may not be relevant with personal needs. Indicator BAS4 "I think Lemonilo healthy instant noodles is unique" has the highest mean value. It shows that consumers agree about the uniqueness of the Lemonilo product however, from this uniqueness, Lemonilo still does not own the competitive advantage when compared to other brands. It is represented in BAS3 indicator "I attract with the ingredients of Lemonilo healthy instant noodles that different from other instant noodles brand" that has a lower mean value.

The results of this study indicate that the majority of the respondents are women for 64%, which is 28% higher than the percentage of male respondents. According to Desai (2020), women tend to evaluate a product based on their preferences, while men assess a product based on its association with the offered price. Additionally, Agarwal (in Desai, 2020) states that women are more likely to purchase a product based solely on their instincts, while men prefer to buy a product by considering its details and functions. Therefore, the lack of influence of brand association on the purchase decision can be analyzed from the gender demographics of the respondents, where the majority are women. Women tend to rely more on instinct and preferences rather than the details, functions, and price of a product when making a purchase.

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Conclusion
H3 Brand loyalty has significant effect towards purchase decision of Lemonilo healthy instant noodles	0.499	0.488	0.076	6.534	0	Supported

The sample mean is 0.488, indicating a relatively high average level of brand loyalty among the respondents. The T statistics value is 6.534, and the corresponding P value is reported as 0. T statistics value (6.534) is higher than 1.96 followed by the P value (0) being lower than the conventional significance level of 0.05 indicates strong evidence to support the hypothesis. Therefore, the conclusion drawn from the analysis is that the hypothesis "Brand loyalty has a significant effect towards the purchase decision of Lemonilo healthy instant noodles" is supported by the data.

This suggests that in the examined sample, brand loyalty does have a significant impact on the purchase decision of Lemonilo healthy instant noodles. The high T statistics value and the extremely low P value reinforce the finding of a strong relationship between brand loyalty and purchase decisions.

This result is in accordance with the previous studies by Siska (2015) that analyzed in beverage industry, showed that brand loyalty has a significant effect towards purchase decisions. Santoso in his research also prove that brand loyalty has significant effect toward purchase action, he also analyzed that once the consumer already trust and like the brand, they will considered themselves to loyal with a brand and can affect the purchase action. Brand loyalty also significantly influenced in the beverages industry (Chandra & Keni, 2019). Supriyandi (2022) in his research also showed that brand loyalty affect purchase decision partially or separately.

Brand loyalty will influence the consumer attachment to a brand and will trigger them to purchase the product later in the future (Chandra & Keni, 2019). The BL4 indicator in this research "I will choose Lemonilo healthy instant noodles in the future" has the mean rating above 3.5, showing that consumers that are loyal to Lemonilo healthy instant noodles will be more likely to purchase this products in the future. Once the consumer is attached to some specific brand, they are more likely to stay with the same brand even when they are faced with other alternative products offered in the market (Chandra & Keni, 2019). Consumers that are loyal to a brand are more likely to be more confident in making a choice (Supiyandi et al., 2022). Roozy (2014) in his study, confirmed that only brand loyalty has a positive relationship with recommendation. It also shown in this research in BL5 indicator ("I will recommend Lemonilo healthy instant noodles to others" that has the highest mean value, meaning that the consumers that are loyal to Lemonilo healthy instant noodles will be more likely to give recommendations to others about the brand and the products.

When comparing this analysis with the previous analyses of brand awareness (H1) and brand association (H2), we see that the conclusion for H3 is different. In H1 and H2, the hypotheses were not supported by the data, while H3 is supported. This indicates that, in the context of Lemonilo healthy instant noodles, brand loyalty appears to be a stronger predictor of purchase decisions compared to brand awareness and brand association.

Hypothesis		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Conclusion
H4	Perceived quality has significant effect towards purchase decision of Lemonilo healthy instant noodles	0.25	0.246	0.079	3.145	0.002	Supported

The sample mean is calculated to be 0.246, indicating a moderately high average level of perceived quality among the respondents. The T statistics value is 3.145, and the corresponding P value is reported as 0.002. T statistics value (3.145) is higher than 1.96 followed by the P value (0.002) below the conventional significance level of 0.05, the statistical analysis provides evidence to support the hypothesis. Therefore, the conclusion is that the hypothesis "Perceived quality has a significant effect towards the purchase decision of Lemonilo healthy instant noodles" is supported by the data.

This result is in accordance with the previous studies by Roozy that analyzed the effect of brand equity to purchase action in food industry, and the results showed that perceived quality has a significant effect towards purchase action. Adam (2016) in his study of the impact of brand equity towards purchase decision in technology industry also showed significant effect between perceived quality and purchase decision. This results also similar with Wdjaja (2019) that shows perceived quality significantly affect purchasing decision and Siska (2015) also give the same results for beverage industry. Chandra in his study that focused in beverage industry also showed the significant result for perceived quality and purchase decision

The brand should provide good quality and match with consumer expectation to create a trust in consumer which will influenced their purchase decision (Chandra & Keni, 2019). In this research, the consumer trust to Lemonilo healthy instant noodles shown in the PQ3 indicator "I trust the quality of Lemonilo healthy instant noodles" with the mean value of 3.91. The quality offered by a brand can be their major competitive advantage in modern marketing (Roozy et al., 2014), as it shown in the PQ5 indicator "I prefer to choose a product with high quality for my body" the consumer will choose

the product that can offer a good quality. Roozy (2014) also analyzed that consumer can analyzed the quality of a product based on the price sales and they are willing to pay more money for a brand that can give them a better quality. In this research it is shown in indicator PQ4 Lemonilo's slightly higher costs define their quality” with mean value above 3.90. A brand with high quality products are more likely to generate high profit as they can use this opportunity to get higher sales from their selling price (Roozy et al., 2014).

The finding that perceived quality is a significant predictor of purchase decisions aligns with the importance of product quality in consumer decision-making. It suggests that consumers perceive Lemonilo healthy instant noodles as having high quality, which positively influences their purchase decisions.

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Conclusion
H5 Health motivation has significant effect towards purchase decision of Lemonilo healthy instant noodles	0.144	0.15	0.048	3.001	0.003	Supported

The sample mean is calculated to be 0.15, indicating a moderately high average level of health motivation among the respondents. The T statistics value is 3.001, and the corresponding P value is reported as 0.003. T statistics value (3.001) is higher than 1.96 followed by P value (0.003) below the conventional significance level of 0.05, the statistical analysis provides evidence to support the hypothesis. Therefore, the conclusion is that the hypothesis "Health motivation has a significant effect towards the purchase decision of Lemonilo healthy instant noodles" is supported by the data.

This implies that in the analyzed sample, health motivation has a significant impact on the purchase decision of Lemonilo healthy instant noodles. The T statistics value and the low P value provide strong evidence to support this conclusion.

According to Loebnitz & Grunert (2018) in the previous study, people with high motivation will give a significant effect towards functional claims as they will process health related information on the product more deeply. Functional claims contain nutrition claims and also health benefits of a product. In this research indicator for functional claim in Lemonilo healthy instant noodles shown in HM2 and HM4 indicators. HM2 indicator "I preferably choose products that provide a nutrition claim" and HM4 indicator "I prefer to choose products that contain a benefit statement for my body" indicates that people with health motivation will more likely to choose Lemonilo healthy instant noodles because they provide a good information about the nutrition claim on their product and also the health benefit. The people with health motivation then will be more likely to evaluate the product they want to purchase (Loebnitz & Grunert, 2018). In this research it is shown in the HM1 indicator "I observe the nutrition claim when I see the product in the market" proven that the Lemonilo consumer will analyze and evaluate the nutrition claim before purchasing some healthy products.

Previous studies also analyze the impact of health motivation to purchase healthy food products which are influenced by several factors (Ali et al., 2021). The product attributes are one of the factors that can influence purchase decisions of healthy products. The characteristics of a product, the quality and health benefits provided are the crucial concern for product attributes. The other factors that influence purchase decisions of healthy products is consumer concern of their health and wellness which in this research shown in HM5 indicator "I choose the product that is suitable for my daily nutrition needs" indicates that the respondents for this research are having a concern about their healthiness. These factors will influence the choosing of healthy products as their option to purchase (Ali et al., 2021) which is shown in indicator HM3 in this research "I prefer to choose healthy products to meet the needs of my body" that has the highest mean value in overall health motivation indicators.

The finding of health motivation as a significant predictor of purchase decisions aligns with the increasing consumer emphasis on health and wellness. It suggests that consumers' motivation to prioritize their health plays a role in their decision to purchase a specific product like Lemonilo healthy instant noodles.

