

# The Influence of Price Perception, Brand Awareness and Quality Perception on Buying Interest in Champ Nuggets in East Java With Brand Image as an Intervening Variable

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## ABSTRACT

**Objective:** This study aims to analyze the influence of price perception, brand awareness, and quality perception on consumer purchasing interest in Nugget Champ in East Java, with brand image serving as an intervening variable. **Method:** A quantitative research design was applied using questionnaires distributed to 100 respondents aged 18–55 years in East Java. The sampling technique used was probability sampling with a simple random sampling approach, and data analysis was conducted using the PLS-SEM method through SmartPLS 3.0. **Results:** The findings indicate that price perception, brand awareness, and quality perception each have a positive and significant effect on brand image, which in turn strengthens consumer purchasing interest. Brand image acts as a key mediating factor linking consumers' cognitive evaluations to behavioral intentions. **Novelty:** This study contributes to marketing and consumer behavior literature by empirically validating the mediating role of brand image in the frozen food industry, offering practical insights for maintaining competitive advantage and consumer loyalty in an evolving lifestyle-driven market.

## INTRODUCTION

Life in era Now sued for all-round fast man No own Lots time due to Busy schedules. Therefore, frozen foods are now becoming increasingly popular, offering easy-to-cook, quick-cook options. A variety of frozen foods can be found all around us, including sausages, nuggets, roulade, meatballs, and more. These frozen foods are highly popular because they are practical, tasty, and can be stored for long periods. The frozen food market in Indonesia has reached two hundred trillion rupiah, a result of people's lifestyles. Which changed Which the more trend for consume food frozen. Survey Which done by Jakpat's survey of 1,245 sources yielded results that 91% of sources bought processed meat products such as nuggets, sausages and meatballs as their first choice [1].

Nuggets including in the product processed meat choice society that general popular. One of brand nuggets that popular is nuggets Champ Which is nuggets production from PT. Charoen Pokphand Indonesia. Nugget Champ is quite easy to find in the community. These nuggets are available from tradisional markets to modern ones. Nuggets Champ Enough popular public is entry nuggets Champ nominated Top *Brand Indonesia*.

**Table 1.** Top Brand Nuggets Indonesia

Brand	2022	2023	2024
Belfoods	8.20%	7.70%	9.60%
Champ	36.20%	36.70%	34.20%
Fiesta	30.10%	27.50%	26.70%
So Good	16.80%	16.00%	21.20%

Source [www.topbrand-award.com](http://www.topbrand-award.com)

Based on table on nuggets champ own presentation highest and reach top brand award with achieved 36.20% in 2022, 36.70% in 2023 and experienced a decline in 2024 with an achievement of 34.20%. This indicates that Champ nuggets are popular among the Indonesian public [2]. The brand image of Champ nuggets is quite good, as evidenced by winning top brand awards from year to year. Purchase interest in a product is influenced by various factors including price perception, brand awareness, quality perception and brand image.

Price perception is an individual's assessment of the price of a product, whether it meets individual expectations, thus influencing the individual's purchasing decision [3]. Information about prices that are affordable for consumers and have special meaning for consumers, then this information can be processed and interpreted by buyers according to their experience and can understand the character of the price [4].

Aaker said brand awareness is a potential consumer's ability to recall a brand. Increased buyer trust indicates high brand awareness. The buyer's ability to identify and remember brand can show level awareness brand. Brand can shaped images, symbols and names are very important and become assets and the identity of the company that differentiates between companies and creates competitiveness between companies and the market [5]. Rossiter and Percy stated that brand awareness is the ability of customers to understand new brands, with *brand awareness*, consumers will have the ability to want to buy so that the brand's goals achieve their targets [6]. Brand awareness is an expertise buyers to identify a brand that a brand falls into a certain category of goods or services [7].

Perceived quality is the subjective experience of quality felt by buyers based on experience and expertise, influenced by internal factors, namely population, understanding, personality, and emotions. In addition, it can be influenced by external factors, namely marketing activities and social influences [8]. Perceived quality according to Tjiptono When buyer can evaluate in a way comprehensive excess from product in a way No absolute compared to competing products [9].

A mental condition that manifests a directed response to a particular object or situation that can provide satisfaction, interest, and pleasure to an individual is interest. According to Kotler, buying interest is a tendency source person for in action before decide purchase done. Interest buy is the desire to make a purchase when there is an

opportunity in the future is used to assess the intention to make a purchase which is generally used to increase purchase expectations [10].

Brand image is one of the considerations buyers make in influencing the impact of purchasing interest. Brand image is... Good And strong cause interest buy and convincing candidate buyer for buy product. Memory Consumers' perceptions of a brand represent the product's brand image [11]. When deciding on a purchase, buyers prioritize the brand. The brand becomes the buyer's reference for purchasing a product. This is because the brand is the identity of a product. In addition to being an identity, it also serves as a comparison for other products [12].

Study Which implemented Zsazsa and Desy about influence perception price to interest buy produce influence results Which positive to interest buy [13]. On study other perception price can influential towards interest buy [3]. Whereas in study other about product private label. motivation consumer and interest buy No positively influenced by price perception [14]. Another study, namely on Sido Kangen Bakso, also revealed that price perception had no relevant influence on consumer purchasing interest [15].

In previous research, namely on Lemonilo noodles, it was shown that brand awareness can influence consumer purchasing interest [5]. In previous research, the brand awareness variable was also directly and absolutely related to purchasing interest in Hanasui products [16]. Other research in Bandung was contradictory because awareness brand No impact on interest buy shoe Patrobas [17]. Study previously Also shows that brand awareness has no influence on interest in purchasing clothing products on Shopee [18].

On study about Shopee perception quality previously show that perception quality impact positive for purchasing interest [3]. Other research shows the opposite, namely it does not affect purchasing interest [19]. Other research shows that perceived quality influences the interest in purchasing used clothing [20]. In this research in Madiun city found that perception of quality has an influence on interest in purchasing automatic Vespa [21].

Previous research that discussed brand image as an intervening variable on Erigo purchase interest showed positive or influential results [22]. Meanwhile, other research showed no influence of brand image as an intervening variable on Yamaha Nmax purchase interest in Padang [23]. In this research, in Boyolali on product Skintific show existence relatedness image brand as variables intervening on buying interest [24].

Study previously show existence No consistency results on variables perception price, awareness brand, and perceived quality. Meanwhile, the intervening variable, namely the brand image variable, consistently shows the same results. Therefore, a gap or gap was found which can be called *an Evidence gap*. The Evidence gap is the distance between several previous studies [25]. The existence of this gap therefore requires new research to strengthen the results and expand the literature. Therefore, a study is needed with the title The Influence of Price Perception, Brand Awareness, and Quality Perception

on Purchase Interest of Nugget Champ in East Java with Brand Image as an Intervening Variable.

**Formulation Problem:** How Influence Perception Price, Awareness Brand, And Perception Quality to Interest in Purchasing Nugget Champ in East Java with Brand Image as an Intervening Variable?

**Question Study:** Whether Influence Perception Price, Awareness Brand, And Perception Quality to Interest in Purchasing Nugget Champ in East Java with Brand Image as an Intervening Variable?

**Category SDGs:** In accordance with category SDGs 12 <https://sdgs.un.org/goals/goal12>

The selected SDG category is SDG 12. This category ensures sustainable consumption and production patterns. This is due to the continued growth in frozen food consumption, driven by the high level of frozen food consumption in the community, which creates sustainable production and advances the economy.

## RESEARCH METHOD

### Literature Review

#### A. Perception Price (X1)

Price perception is an individual's benchmark for considering whether a product or service meets the desires of potential buyers and ensures a purchase. Price perception can influence interest. buy. Information about prices can be reached by consumers and has special meaning for consumers, then the information can be processed and interpreted by buyers according to their experience and can understand the character of the price [4] Research conducted by Zsazsa and Desy on the influence of price perception on purchasing interest produced a positive influence on purchasing interest [13] In research conducted by Erik et al. price perception influences brand image [26]. According to Kotler and Armstrong, there are four indicators of price perception that are used to test and explore price relevance. The following are the four indicators of price perception [3]:

1. Affordability price.

The price set by the manufacturer that buyers receive. Within a given product or brand, prices often vary, ranging from the lowest to the highest.

2. Comparable price with quality.

Quality often become reject measuring in perception price for buyer. Lots Which assume that the more expensive the product have quality Which Good or the more cheap something product own quality Which low.

3. Comparable price with benefit.

Tall the low price of a product depends on the individual. If the price must be If the price is commensurate with the benefits of the product, consumers will decide to make a purchase. If the price is considered too high, the product will not provide the benefits consumers expect.

#### 4. Power competition price.

Buyers will compare prices with competitors. This tends to be the case for buyers. consider cheaper price and choose it.

H1: Perception price influential positive to interest Purchase H2: Positive price perception influences brand image.

H8: Perception price positive influence interest buy through image brand.

#### **B. Awareness Brand (X2)**

Rossiter and Percy suggest that brand awareness is the customer's ability to understand a new brand, with *brand awareness* will gain consumer ability in the desire to buy so that the goal of the brand reaches its target [6]. According to Kotler and Keller. Brand awareness is the ability to recognize and remember a brand in certain situations. In the study, the brand awareness variable is directly and absolutely related to purchasing interest [16]. If the buyer feels close and knows about the commodity, it is the buyer's knowledge of the character and quality of the commodity, thus advancing the commodity's *brand image* [27]. There are 4 indicators of brand awareness [16]:

1. *Recall*. The level of a consumer's ability to recall a brand when asked about the brand in question.
2. *Recognition*. Level ability consumer in recognize brand in something category
3. *Purchase*. Behavior consumer to opportunity choose brand to in alternative purchase.
4. *Consumption*. The level of consumer recall when purchasing and using a competitor's services or products.

H3: awareness brand relate positive to interest purchase. H4: Brand image is positively influenced by brand awareness.

H9: awareness brand positive influence interest buy through image brand.

#### **C. Perception Quality (X3)**

A person's assessment of brand quality is based on individual experience, knowledge, and expectations of a product's brand. Previous research on quality perception has shown that perceived quality has a positive impact on purchasing interest [3]. Brand image is influenced by perceived quality through commodity promotion tricks that lead to the formation of good quality insights towards commodities, which leads to the emergence of brands with good images [27]. According to Yoo et al., there are 4 brand indicators including [3]:

1. Assumption something brand certain own quality Which tall.
2. Very height potential quality brand certain.
3. The height potential level functional brand certain.
4. Potential very height position reliability something brand certain.

H5: perception quality relate positive to interest purchase. H6: Positive quality perceptions influence brand image.

H10: Perception quality influence positive interest buy through image brand.

#### D. Interest Buy (Y)

Regarding buying interest, it is the source's tendency to act before deciding to make a purchase. Purchase interest is the desire to make a purchase when there is an opportunity to use it in the future evaluation intention for do purchase Which generally used for increase estimation purchase [10]. Interest High purchasing power can encourage potential consumers to think about and make purchases, leading to a sale. According to Kotler and Keller, there are four indicators of purchasing interest. These indicators are [3]:

1. Interest purchase. It is leaning individual For shopping product.
2. Interest reference. It is leaning individual For give references product to person other.
3. Interest priority. It is trend individual For prioritize something product.
4. Interest search. It is interest Which give illustration behavior individual Which consistent pursuing information about a product you like with the aim of getting positive product points.

#### E. Image Brand (Z)

Brand image is one of the considerations buyers make in influencing the impact of purchasing interest. Brand image is... Good And strong cause interest buy and convincing candidate buyer for buy product. Memory consumers towards something brand represent image brand product [11]. Image brand according to Kotler and Keller is the buyer's thoughts about the brand that reflect the suitability of the buyer's thoughts, therefore it is easy for the buyer to remember. Purchase interest is significantly influenced by brand image in this study [17]. A trusted and good *brand image can influence* Consumers carry out transactions because they have a sense of trust in a brand [28] According to Suhaily and Darmoyo, there are 6 indicators of brand image [29]:

1. Evaluation positive from consumer to product or brand.
2. Superiority feature product than competitors.
3. Behavior like product by consumers.
4. Mark profitable from A brand or product.
5. Reason consumer choose product compared to competitors.
6. roduct or brand own difference with competitors.

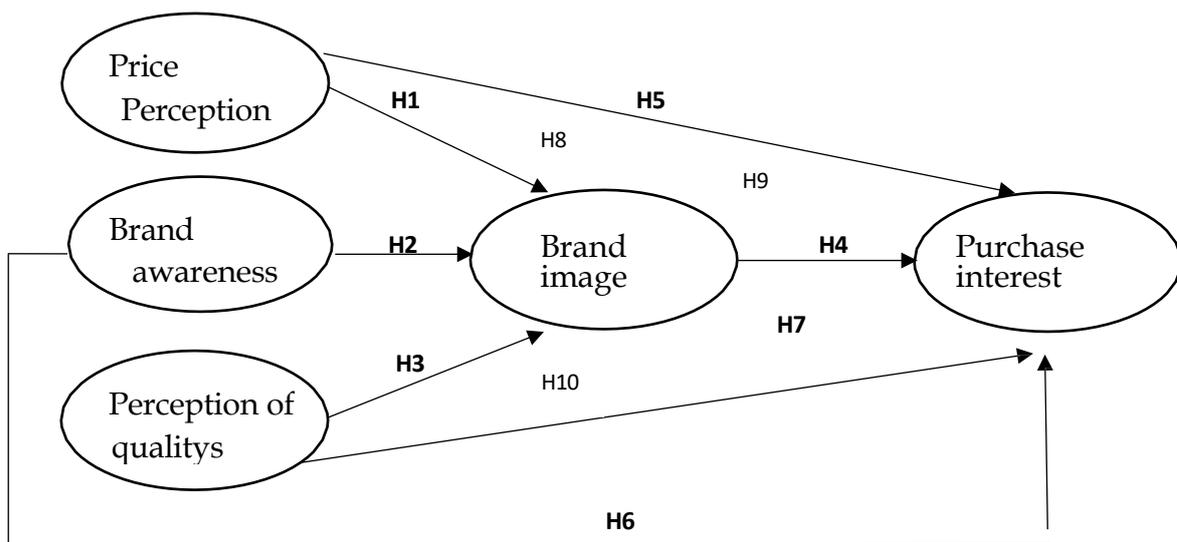
H7: Image brand influential positive to interest buy.

This research method uses a quantitative approach. Quantitative research aims to analyze and examine a sample and population. This research uses numbers as data to analyze the research, using random sampling techniques to determine the relationships between variables. study This is at in Java East with target consumer food frozen nuggets. Population in This research is about Champ nugget consumers in Java East. Sampling using *probability sampling technique* with method taking sample is through rules opportunity to determine part the sample. In this technique each part has equal opportunity to be used as a specimen. *Simple Random Sampling* according to Sugiyono is

a method of taking samples randomly without paying attention to the level in the community or population [30]. Source Which obtained from study This based on questionnaire Which obtained Good through online from the study was conducted on Champ nugget consumers in East Java, with a sample size of 100 respondents aged 18-55 years. The data analysis technique used in this study was the PLS-SEM method using the Smart PLS application.

3.0. SEM (*Structural Equation Model*) is type analysis multivariate used for study using PLS. Superiority SEM compared to Which other is own flexibility Which more superior in linking theory and data. PLS (*Partial Least Square*) is method analysis Which very strong due to data No Assuming a certain scale and a small sample size, PLS uses *inner* and *outer model evaluation*. The PLS analysis stages include SEM-PLS model estimation, validity testing, measurement model evaluation (*outer model*) including reliability testing, *composite reliability*, *Collinearity Statistics (VIF)*, Discriminant Validity Test (*inner model*) including R-Square ( $R^2$ ), and path coefficients.

### Framework Conceptual



## RESULTS AND DISCUSSION

### Result

#### Analysis Respondents

Table 3. Description Respondents

Type	Frequency	Category	Presentation
Type sex	69	Woman	69%
	31	Male	31%
Age	45	18-25 year	45%
	48	26-33 year	48%
	6	34-41 year	6%

Type	Frequency Category		Presentation
	42-55 year	1	1%
Domicile	Sidoarjo	50	50%
	Surabaya	19	19%
	Others	31	31%

Source : Output SmartPLS3 processed 2025

Based on the information listed in Table 3, the majority of respondents were female, namely 69% or 69 people, while male respondents numbered 31% or 31 people. In terms of age, respondents aged 26-33 years dominated with a percentage of 48% or 48 people, followed by the 18-25 age group at 45% or 45 people, and the 34-41 age group at 6% or 6 people and 42-55 years at 1% or 1 person. His domicile even many kinds of with Sidoarjo as domicile most as much as 50% or 50 people, Surabaya 19% or 19 person And Other is various type city and regency in Java East as much as 31% or 31 people.

### Test Validity

*Outer loading* is performed using a reflective indicator based on the correlation between item or component scores and construct scores, which can be calculated using SmartPLS. If the correlation value is above 0.70, the indicator is considered valid.

**Table 4.** Results Testing Outer Loading

Variables	Indicator	Outer Loading	Note
Perception Price (X1)	X1.1	0.871	Valid
	X1.2	0.937	Valid
	X1.3	0.883	Valid
Awareness Brand (X2)	X2.1	0.839	Valid
	X2.2	0.825	Valid
	X2.3	0.795	Valid
	X2.4	0.864	Valid
Perception Quality (X3)	X3.1	0.862	Valid
	X3.2	0.868	Valid
	X3.3	0.818	Valid
	X3.4	0.876	Valid
Interest Buy (Y)	Y1.1	0.867	Valid
	Y1.2	0.872	Valid
	Y1.3	0.880	Valid
	Y1.4	0.785	Valid
Image Brand (Z)	Z1.1	0.859	Valid
	Z1.2	0.825	Valid

Variables	Indicator	Outer Loading	Note
	Z1.3	0.898	Valid
	Z1.4	0.795	Valid
	Z1.5	0.841	Valid

Source : Output SmartPLS3 processed 2025

### Analysis Outer Model

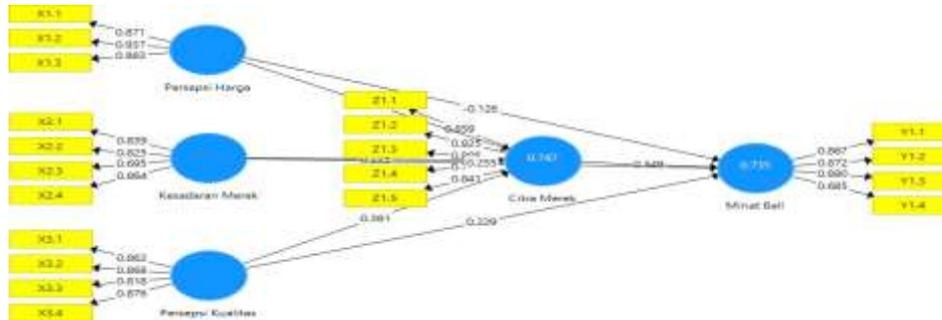


Figure 1. Results Bootstrapping Test

### Test Reliability

Testing reliability through Cronbach's Alpha kukan for evaluate consistency indicator in every variables. A variables considered reliable if mark Cronbach's Alpha Its reliability exceed number 0.7.

Table 5. Cronbach's Alpha Test Results

Variable	Cronbach's Alpha	Note
Perception Price (X1)	0.899	Reliable
Awareness Brand (X2)	0.820	Reliable
Perception Quality (X3)	0.846	Reliable
Image Brand (Z)	0.879	Reliable
Interest Buy (Y)	0.879	Reliable

Source : Output SmartPLS3 processed 2025

The test results are presented in Table 5 shows that the Cronbach's alpha value for the Price Perception variable as big as 0.899, mark Cronbach's alpha Awareness Brand as big as 0.820, mark Cronbach's alpha Perception Quality was 0.846, Brand Image Cronbach's alpha value was 0.879, and Purchase Intention was 0.879. All values exceeded 0.7, thus concluding that the five variables met the reliability criteria. The test reaction table shows that all constructs had composite reliability values and Cronbach's alpha values >0.70, thus indicating reliability.

**Table 6.** Results Test Average Variant Extracted (AVE)

Variables	Average Variant Extracted (AVE)	Note
Perception Price (X1)	0.713	Valid
Awareness Brand (X2)	0.654	Valid
Perception Quality (X3)	0.689	Valid
Image Brand (Z)	0.805	Valid
Interest Buy (Y)	0.733	Valid

Source : Output SmartPLS3 processed 2025

Based on the table above, it states that the Average Variant Extracted (AVE) value is above 0.5, so the Average Variant Extracted (AVE) in a word state validity Which Good. Based on table in on method The method used is cross loading. This reaction states that the indicators of each construct have higher scores compared to the indicators in other constructs.

**Composite Reliability (CR)** used for test consistency internal something construct or variables latent measured by a number of indicators in a structural equation model (SEM), such as Partial Least Squares Structural Equation Modeling (PLS-SEM). The main objective is to assess how well the indicators collectively measure the same construct. The criterion for a good CR value is generally 0.70 or higher. A value above 0.70 indicates that the indicators have high consistency in measuring the construct, so the measurement is considered reliable. However, for exploratory research, a value of 0.60 is still acceptable.

**Table 7.** Results Test Composite Reliability

Variables	Composite Reliability	Note
Perception Price (X1)	0.925	Valid
Awareness Brand (X2)	0.882	Valid
Perception Quality (X3)	0.898	Valid
Image Brand (Z)	0.925	Valid
Interest Buy (Y)	0.917	Valid

Source : Output SmartPLS3 processed 2025

### Collinearity Statistics (VIF)

In general, mark A VIF below 5 is considered to indicate the absence of multicollinearity problems. significant in the model PLS-SEM You. Some experts even using limit Which more conservative, like 3.3. Here is the interpretation:

**VIF = 1:** No There is correlation between variables predictor.

**1 < VIF < 5 (or < 3.3):** Correlation between variables predictor moderate, and generally considered can accepted. Multicollinearity at this level is not usually considered

to substantially interfere with the analysis results.

**Table 5. Collinearity Statistics (VIF)**

**Table 8. Results Test VIF**

	VIF
X1.1	2,489
X1.2	3,549
X1.3	2,258
X2.1	2,481
X2.2	2,042
X2.3	1,322
X2.4	2,375
X3.1	2,466
X3.2	2,556
X3.3	2,412
X3.4	2,855
Y1.1	3,280
Y1.2	2,393
Y1.3	3,132
Y1.4	1,552
Z1.1	3,679
Z1.2	2,162
Z1.3	4,261
Z1.4	1,990
Z1.5	2,533

Source : Output SmartPLS3 processed 2025

**Discriminant Validity Test Results.** Reflective indicators based on cross-loading between indicators. And the construction understood as test validity discriminant. Construction latent predict indicator on the block they more good than block other; so from That, indicator can stated valid If own loading the most significant factor in the intended construct.

**Results Test Validity Discriminant**

**Table 9. Cross Loading Values**

	Image Brand	Awareness Perception Brand	Interest Buy	Price	Perception Quality
X1.1	0.602	0.490	0.472	0.871	0.443
X1.2	0.697	0.573	0.518	0.937	0.465
X1.3	0.709	0.615	0.537	0.883	0.536
X2.1	0.553	0.839	0.634	0.428	0.552

	Image Brand	Awareness Perception Brand	Interest Buy	Perception	
				Price	Quality
X2.2	0.600	0.825	0.538	0.506	0.521
X2.3	0.645	0.695	0.621	0.598	0.587
X2.4	0.574	0.864	0.582	0.474	0.555
X3.1	0.667	0.628	0.669	0.506	0.862
X3.2	0.669	0.609	0.676	0.481	0.868
X3.3	0.524	0.518	0.558	0.387	0.818
X3.4	0.667	0.601	0.639	0.460	0.876
Y1.1	0.698	0.641	0.867	0.503	0.572
Y1.2	0.702	0.593	0.872	0.434	0.678
Y1.3	0.731	0.685	0.880	0.549	0.671
Y1.4	0.557	0.532	0.685	0.393	0.546
Z1.1	0.859	0.603	0.656	0.596	0.587
Z1.2	0.825	0.674	0.702	0.608	0.715
Z1.3	0.898	0.662	0.754	0.619	0.656
Z1.4	0.795	0.554	0.591	0.696	0.608
Z1.5	0.841	0.618	0.720	0.646	0.560

Source : Output SmartPLS3 processed 2025

On table the mark cross loading on 0.5 so that can stated whole cell indicator valid Because fulfil correlation.

### Analysis Model Structural (Inner Model)

Testing of the inner model or structural model is done by assessing the relationship or influence between constructs, mark significance, as well as mark R-Square ( $R^2$ ) from model study. Results analysis measurement using SmartPLS 3.0 is displayed in the following image form:

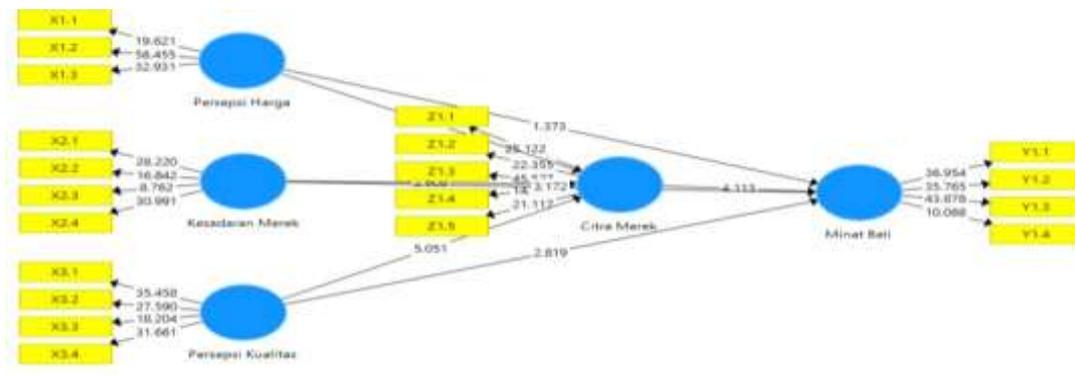


Figure 2. Diagram inner loading SmartPLS

In this stage, an explanation of how strong the relationship or influence is between the independent latent variable and the dependent latent variable is carried out by

referring to the measurement standard, where a value of 0.75 indicates influence Which strong, 0.50 show influence currently, And 0.25 show influence Which weak. The table below presents the estimated R-Square values obtained using SmartPLS:

**Table 10. R Square**

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>Image Brand</b>	0.747	0.739
<b>Interest Buy</b>	0.735	0.724

Source : Output SmartPLS3 processed 2025

Based on Table 10 shows that the Brand Image variable (Z) has an R-Square value of 0.747 or 75%, while variables Interest Buy (Y) show mark as big as 0.735 or 73%. Values This indicates that model structural in study This classified as strong Because own R-Square in on 0.67. With thus, it can be concluded that Brand Image has contribution good for the model with R-Square 75%, and Interest Buying also shows a strong influence with an R-Square value of 73%.

**Table 12. Results Path Coefficient**

	<b>Original Samples (0)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T-Statistics (0/STDEV)</b>	<b>P-values</b>
<b>brand image -&gt; Purchase interest</b>	0,549	0,530	0,135	4,065	0,000
<b>brand awareness -&gt; brand image</b>	0,235	0,239	0,094	2,487	0,013
<b>brand awareness -&gt; purchase interest</b>	0,255	0,258	0,076	3,367	0,001
<b>price perception -&gt; brand image</b>	0,407	0,400	0,087	4,699	0,000
<b>price perception -&gt; purchase interest</b>	0,226	0,319	0,094	3,332	0,003
<b>perceived quality -&gt; brand image</b>	0,361	0,366	0,071	5,113	0,000
<b>perceived quality -&gt; purchase interest</b>	0,229	0,245	0,085	2,694	0,007
<b>brand awareness -&gt; brand image -&gt; purchase intention</b>	0,1129	0,127	0,063	2,056	0,040
<b>price perception -&gt; brand image -&gt; purchase interest</b>	0,224	0,210	0,067	3,315	0,001

	<b>Original Samples (0)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T-Statistics (0/STDEV)</b>	<b>P-values</b>
<b>perceived quality -&gt; brand image -&gt; purchase intention</b>	0,198	0,193	0,058	3,406	0,001

Source : Output SmartPLS3 processed 2025

Based on from table 12 can explained that :

1. Purchase interest is significantly and positively influenced by brand image, as seen from the t-statistic of 4.065. means  $> 1,960$  And p-value 0,000 or  $< 0.05$ . Matter This concluded from results measurement the that Brand image has a linear influence on purchasing interest, the better the Nugget Champ brand image, the greater the public's purchasing interest will be.
2. Brand Awareness has a positive and significant influence on Brand Image, as seen from the t-statistic of 2.487. means  $> 1,960$  And p-value 0.013 or  $< 0.05$ . Matter This concluded from results measurement the that Brand image is linearly influenced by brand awareness, the better the brand awareness of Nugget Champ in the community, the higher the brand image of Nugget Champ.
3. Awareness brand influential positive and significant to interest buy. seen from t-statistic as big as 3,367 which mean  $> 1,960$  And p-value 0,000 or  $< 0.05$ . Matter This concluded from results measurement the that Brand awareness has a linear influence on purchasing interest, the higher the brand awareness of Nugget Champ in the community, the higher the public's purchasing interest.
4. Perception price positive influence and significant to image brand. seen from t-statistic amounting to 4,699 which mean  $> 1,960$  And p-value 0.001 or  $< 0.05$ . Matter This concluded from results the measurement that perception Price has a linear influence on brand image, the higher the price perception of Nugget Champ in society, the higher the brand image of Nugget Champ.
5. Price perception has a positive and significant effect on purchasing interest, as seen from the t-statistic of 3.332, which means  $> 1,960$  And p-value 0.003 or  $< 0.05$ . Matter This concluded from results measurement that Price perception has a linear influence on purchasing interest, the higher the price perception of Nugget Champ in society, the higher the image of purchasing interest of Nugget Champ.
6. Perception quality influential positive and significant to image brand, seen from t-statistic as big as 5,113 which mean  $> 1,960$  And p-value 0,000 or  $< 0.05$ . Matter This concluded from results measurement that Perception of quality has a linear influence on brand image, the higher the perception of Nugget Champ quality in society, the higher the Nugget Champ brand image will be.
7. Perception quality influential positive and significant to interest buy, seen from t-statistic as big as 2,694 which mean  $> 1,960$  And p-value 0.007 or  $< 0.05$ . Matter This

- concluded from results measurement that Perception of quality has a linear influence on purchasing interest, the higher the perception of quality of Nugget Champ in the community, the higher the image of purchasing interest of Nugget Champ.
8. Awareness brand influential to Interest buy through image visible brand from t-statistic as big as 2,054 which mean  $> 1,960$  And p-value 0.040 or  $< 0.05$ . Matter This concluded from results measurement the that Brand awareness can influence purchasing interest through brand image mediation.
  9. Price perception influences purchase intention through brand image. This can be seen from the t-statistic of 3.315, which means  $> 1,960$  And p-value 0.001 or  $< 0.05$ . Matter This concluded from results measurement that Price perception can influence purchasing interest through brand image mediation.
  10. Perception quality influential to Interest buy through image visible brand from t-statistic as big as 3,315 which mean  $> 1,960$  And p-value 0.001 or  $< 0.05$ . Matter This concluded from results measurement that Price perception can influence purchasing interest through brand image mediation.

### *Discussion*

The influence of price perception on purchase intention is an important aspect of consumer behavior that can provide insight into how consumers evaluate products based on their price. This study found that price perception has a positive and significant influence on purchase intention for Nugget Champ. This means that the higher the price perception, the higher the price perception. perception the price that owned public against Nugget Champ, even bigger their purchase interest in the product. In other words, a price that consumers perceive as appropriate or valuable can increase their interest in purchasing the product. The results of this study also show that the relationship between price perception and purchase interest is linear, meaning that changes in price perception directly impact compared straight with change of interest buy. Perception the price that positive can create a good product image in the eyes of consumers, thus encouraging them to make purchases. This condition emphasizes the importance of the right pricing strategy by the company to increase product attractiveness in the market. By understanding the influence of price perception, the company can manage product prices effectively to align with consumer expectations and ultimately increase Nugget Champ sales. This is in line with previous research on purchasing interest in Optic Sun's, which found that purchasing interest was positively influenced by price perception [31].

Price perception has an influence positive and significant towards brand image. This shows the higher the public's perception of the price of Nugget Champ products, the better the brand image of the product. In other words, consumers who assess the price of the product as reasonable or appropriate for its quality Which accepted tend form image brand Which positive. Findings This indicates existence linear relationship between

perception price and image brand, in where perception price play a role as factor important in forming perceptions consumer to brand in a way overall. Influence positive perception price to image brand This can be explained that price No only just number, but also is indicator mark product in eye consumers. When consumers perceive a product's price as commensurate with the benefits and quality received, this strengthens the brand's image as a valuable and trustworthy brand. Conversely, the perception of prices that are too high or inappropriate can degrade the brand's image. Therefore, companies need to pay attention to pricing strategies so that the price perception formed in the community can support a positive brand image, which can ultimately increase consumer loyalty and purchasing decisions for the product. This is in line with previous research on PT. Central Proteina Prima in Tegal that brand image is positively influenced by price perception [32].

Awareness brand own influence positive and significant to interest buy Which show that the higher the consumer awareness of a brand, the greater the consumer interest in purchasing the product. the. With say other, awareness brand play a role as factor Which influence decision consumers to choose a product, in this case Nugget Champ. The more the brand is known and remembered by the public, the more buying interest public awareness of the product will also increase linearly. Brand awareness not only increases consumer recognition and recall of the product but also builds trust that encourages consumers to make purchases. Therefore, companies need to focus on marketing strategies. Which can increase awareness brand, like campaign promotion Which consistent and strengthening brand image, in order to significantly increase consumer purchasing interest. This finding confirms that efforts to increase brand awareness are an effective strategic step in driving increased product sales in the market. This is in line with previous research on Innisfree products that found that purchasing interest is positively influenced by brand awareness [33].

Results study This show that awareness brand influential positive and significant to image brand on Nugget Champ products. This means that the higher the level of public awareness of the Nugget Champ brand, the better the brand image. Which formed in consumer mind Also will be more and more good. Linear influence between Brand awareness and brand image mean that any increase in brand awareness will be followed by a proportional increase in brand image. In other words, as people become more familiar with and remember the Nugget Champ brand, their assessment of the product's quality, reputation, and superiority will also increase. Therefore, the strategy marketing Which focus on improvement awareness brand very important for build image brand strong and positive in the market. Previous research on Bata shoes showed a positive influence of brand awareness on purchasing interest [27].

Influence perception quality own influence positive and significant to interest buy Which show that the more tall perception consumer to quality something product, so the more big also interest buy the one This study found that perceived quality had a positive

and significant effect on purchasing interest in Nugget Champ. This means that when people think the quality of Nugget Champ is getting better, then their interest in buying product the also increase. Perception quality Which Good No only direct increase interest purchase, but also strengthens the product's brand image in the eyes of consumers, so that a positive brand image will encourage consumers to be more interested in making purchases. Therefore, companies need to pay attention to consistently improving product quality in order to build a positive perception in the community, which ultimately will increase interest buy and loyalty consumer. Matter This strengthened by study previously regarding interest in buying an iPhone in Surabaya shows significant and positive results, that interest in buying is influenced by perceptions of quality [34].

Perceived quality has a positive and significant influence on brand image. This shows that the more tall perception consumer to quality product Nuggets Champ, so image brand Nuggets Champ in the public's eyes are also getting better. In other words, consumers who assess product quality positively tend to form a positive brand image as well, so the relationship between perceived quality and brand image is linear and direct. Influence positive perception quality to image brand This own implications strategic for companies in managing brands. Companies must focus on consistently improving product quality so that positive consumer perceptions of the product can be maintained and developed. A strong brand image not only increases the product's appeal in the market, but can also strengthen the brand's position in competition and improve consumer purchasing decisions. This is in line with previous research on TVRI in Padang City that brand image is significantly influenced by perceived quality [35].

From results analysis show that image brand own influence Which positive and significant to Consumer purchasing interest. These results indicate that the better Nugget Champ's brand image, the more likely people are to be interested in purchasing the product. A positive brand image makes consumers feel confident in the product's quality and superiority, thus encouraging them to buy it. do purchase. Connection between image brand and interest buy nature linear, which means improvement brand image will be followed by a direct increase in purchasing interest. In other words, if the company succeeds in building image brand Which strong and positive, so interest buy public to product Nuggets Champ Also will increase. This shows the importance of marketing strategies that focus on strengthening brand image, such as through promotions, product innovation, and good service. This study provides empirical evidence that efforts to improve brand image brand No only impact on perception consumer, but Also in a way direct increase consumer purchasing interest. This is reinforced by previous research on the Scoopy motorbike in Yogyakarta that purchasing interest is positively influenced by brand image [36].

The influence of price perception on purchasing interest through brand image shows how consumers assess price something product can influence desire For buy product the, with image brand as an important intermediary. This means that price

perception not only has a direct impact on purchase intention but also indirectly influences purchase intention through brand image. In other words, brand image acts as a mediator that strengthens the influence of price perception on consumer purchasing decisions. Furthermore, these findings indicate that consumers tend to assess product prices in the context of brand image. attached on product the. If price considered in accordance or worth it with quality and reputation brand, then consumer purchasing interest will increase. Conversely, price perceptions that are inappropriate or do not match the brand image can lower interest buy. By Because That, company need notice strategy determination price in harmony with image brand Which want to built so that can maximize interest buy consumer. Matter This emphasizes the importance of integration between price perception and brand image in an effort to increase product attractiveness in the market.

Brand awareness has a positive and significant influence on purchasing interest through brand image, which shows that awareness brand No only impact direct on interest buy consumer, but also through role image mediation brand. With say other, the more tall awareness consumer to something brand, the more positive image The brand image formed in the minds of consumers, which ultimately increases their purchasing interest. Brand image serves as a bridge that strengthens the influence of brand awareness, so that consumers not only recognize the brand but also have a positive perception that drives purchasing decisions. This study confirms that brand awareness plays an important role in form purchase interest through image brand as a variable Mediation. Good brand awareness allows consumers to recognize and remember a brand more easily, effectively forming a positive brand image. A strong brand image increases consumer trust and interest in a product, thereby increasing their likelihood of making a purchase. By Because That, strategy marketing Which focus on improvement awareness brand at a time Strengthening brand image can be the key to significantly increasing consumer purchasing interest.

The influence of perceived quality on purchasing interest through brand image shows that consumer perception of quality product no only impact direct on desire buy, but also through building a strong brand image. In other words, when consumers perceive a product as being of good quality, this strengthens the brand image in their minds, thereby indirectly increasing purchase intention. Brand image functions as mediator Which connect perception quality with interest buy, strengthen connection This is done by providing added value and trust in the products offered. A good brand image can strengthen the perception of quality and create product differentiation that makes consumers more confident in making purchases. purchase. By Therefore, companies need to focus not only on improving quality product, but also on brand image management to maximize consumer purchasing interest. Thus, a marketing strategy that integrates product quality improvement and brand image strengthening will be more effective in influencing decision purchase consumers. Things This in accordance with

study previously about Vario 150 ESP in Madiun which states that perception quality influential significant to interest buy through image brand as a mediating variable [37].

## CONCLUSION

**Fundamental Finding :** This study concludes that brand image plays a central and mediating role in influencing consumer purchasing interest in Champ Nugget products. The results show that brand image has a positive and significant effect on purchase interest, indicating that consumers' positive perceptions of a brand directly enhance their intention to buy. Furthermore, brand awareness, price perception, and quality perception each positively and significantly influence the formation of brand image, suggesting that higher brand recognition, fairer price evaluations, and better product quality collectively strengthen consumers' favorable image of the brand. Additionally, these three factors not only affect purchasing interest directly but also indirectly through brand image as a mediating variable, confirming its pivotal role in shaping consumer decisions. **Implication :** To increase consumer purchasing interest, the company should adopt a holistic marketing strategy that prioritizes enhancing brand awareness, implementing appropriate pricing management, and continuously improving product quality – all of which contribute to building a strong and positive brand image. **Limitation :** This study is limited to a single product category and may not fully capture the diversity of consumer preferences across different regions or market segments. **Future Research :** Future studies are encouraged to broaden the research scope by comparing multiple food brands, incorporating demographic or psychographic variables, and employing experimental or longitudinal designs to better understand how brand-related perceptions evolve and influence consumer purchasing behavior over time.

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