

PRODUCT QUALITY ANALYSIS IN INCREASING BUYING INTEREST IN THE TODAY'S FAST-FOOD BUSINESS

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ABSTRACT

Fast food industry current face challenges in maintaining interest buy consumers in the middle increasingly fierce competition strict especially regarding quality product that is a factor main decision purchase. This study aims to analyze in a way comprehensive in dimensions quality products in ready- to-eat food contemporary. The method used is qualitative research. descriptive with data collection through interview in-depth and observation participatory in consumers in Kendari City. The results of the study showed that the dimensions quality products that include authentic and consistent taste, attractive and functional packaging, relevant menu innovations, and consistency production have a role in improving interest buy. In addition, the attraction product, loyalty consumers, and recommendations from word of mouth participate strengthen the relationship. The implications of this research contribute theoretical in the development of marketing science culinary and practical for business actors in formulating strategies for increasing quality products for sustainable competitiveness.

Keywords: quality product, interest buy, menu innovation, loyalty consumers.

INTRODUCTION

Growth of the fast food industry current in Indonesia shows very dynamic trend along with the rapid urbanization and change pattern consumption public urban (Setiawan and Mulyani Sunarharum 2020; Silver 2024). The increase income and style life all-round practical push consumer especially generation young to vote more often fast food as a solution need their daily (Amrynia and Prameswari 2022; Elnagi et al. 2017). Business competition in this sector is increasingly strict so that demands that business actors continue innovate and maintain quality products to stay relevant in the middle preference rapidly changing consumer (Onwuegbele et al. 2025; Setiawan and Mulyani Sunarharum 2020; et al. 2024) . Quality product becomes a factor the key that is significant influence decision purchase consumers in business fast food current (Agazu and Kero 2024; Cuong 2022; Husriadi, Makmur, and Aswin 2025).

Despite various efforts fast food current Keep going present variety of new product innovations, fluctuations interest buy consumer still often happens (Manhas, Sharma, and Quintela 2024). This phenomenon shows that innovation alone is not enough to guarantee loyalty or improvement interest buy so that required deeper understanding about factors that actually have an impact on the decision purchase consumer specifically quality products. In this regard, some big previous research about the fast food industry more focus on aspects marketing, price, and promotion as factors main influencing factors behavior consumer (Gan et al. 2024; Husriadi, Muh., Ikrar Muadsim 2025; Shcherbakova 2020). However, studies that specifically specific exploring the role of quality products in the context of ready -to-eat food current is still very limited. Moreover, empirical studies that link in a way direct dimensions quality products such as taste, packaging, and menu innovation with interest buy in the generation market segment urban youth are almost unheard of. This condition gives rise to need urge for in-depth research aspect quality products and their influence on behavior purchase consumers. This study aims to conduct a comprehensive analysis on the dimensions quality product so that it can provide a deep contribution, both in terms of theoretical and practical in developing fast food business strategies contemporary. This research also offers an innovative approach by integrating dimensional analysis quality product specific to fast food contemporary and its relationship to interests buy consumer generation young. Contribution theoretical results expected to enrich literature marketing and management of culinary business while providing implications practical for business actors in formulating strategies for increasing quality product. The importance of this research lies in its ability strengthen competitiveness business fast food current especially in dealing with the dynamics of preferences consumers who continue develop quickly and complexly.

RESEARCH METHODS

This research method uses a qualitative approach with a descriptive study design to understand quality product on interest buy consumer business fast food contemporary. The research population consists of from consumer fast food current events in the sub-district Wua-Wua and District Mandonga by using purposive sampling technique for selecting representative respondents based on criteria consumption. The research procedure includes data collection through interview in-depth, observation participatory, and documentation studies related to products and behavior consumers. Data analysis techniques using thematic analysis method with the Miles and Huberman approach which includes data reduction, data presentation, and extraction conclusion in a way systematic. This approach allows understanding comprehensive to perception consumers and factors quality product on interest buy in a way contextual and in-depth.

RESEARCH RESULT

5.1 Quality Product

Based on research results show that the quality product becomes a factor the main thing that forms perception consumers on fast food contemporary with focus main dimensions of taste, packaging, menu innovation and consistency. Consumers assessing taste as the most crucial indicator that prioritizes authenticity and consistency delicious taste as well as freshness material standard as a determinant main satisfaction. In addition, the taste and quality material Standard is a priority consumer in choosing fast food. Packaging also plays a role significant, where the design is attractive and aesthetic enhances visual appeal, while functionality easy packaging portable and hygienic to support needs urban consumers who prioritize practicality. This is in line with the findings (Shcherbakova 2020) who stated that the taste and quality material Standard is a priority consumers in choosing fast food. Packaging also plays a role significant, where the design is attractive and aesthetic enhances visual appeal, while functionality easy packaging portable and hygienic to support needs urban consumers who prioritize practicality. Research by (Spence and Van Doorn 2022) confirm trend improvement request packaging environmentally friendly and practical as part from quality expected product consumers. In addition, menu innovation is a factor important supporter, with the addition of flavor variants and adjustments to trends health as well as continued practicality developing. Consumers appreciate menu variations that are relevant to your style life healthy and needs personalization. Lastly, consistency in maintaining standard prescription and supervision quality material standard becomes the key sustainability quality product.

5.2 Interest Buy Consumer

Based on research results show that interest buy consumers in business fast food contemporary is very visible in the attraction product, loyalty consumers, recommendations, and sensitivity. From the appeal side products, attractive product visuals taste is a factor main point of interest attention consumer especially generation young people who prioritize aesthetics and experience consumption. Products that are capable of fulfil need style live fast and practical also get response positive. Loyalty consumer formed through purchase repetition driven by satisfaction consumers on quality product in a way consistent. This satisfaction not only increases frequency purchase but also strengthens connection term long between consumers and brands. This is in line with the findings (Zhong and Moon 2010) that consumers fast food tend to be loyal if the product fulfil taste expectations and practical packaging . In addition, sensitivity to quality shows that consumers in a way active respond improvement quality product with enhancement interest buy.

5.3 Challenges and Opportunities

Based on research results show that one of the constraint the main thing is limitations source material standard quality which often depends on the supply local which is not always stable. Fluctuation price material standards are also an obstacle, so that have an effect on production costs and profit margins. In addition, skills uneven distribution of workforce in management and processing fast food becomes a challenge operational that need to be addressed. No less important, business actors face challenges in packaging use environmentally friendly which is increasingly becoming a demand consumers and government regulations. On the other hand, there are opportunity big one that appears from increasing interest consumers on products quality and healthy along with growing awareness will style life healthy and sustainable. By adopting product innovation so increase efficiency chain supply as well as adapt to the trend sustainability and digitalization so that business actors can overcome challenge at a time utilize the opportunity to strengthen competitiveness in a highly competitive market.

CONCLUSION

Based on research results, it can be concluded that the quality product has a central role in improving interest buy consumers in business fast food contemporary. Dimension qualities such as authentic and consistent taste, attractive and functional packaging, menu innovations that are relevant to trends, and consistency in the production process proven impact on decisions purchase. In addition, the attraction products and loyalty consumer participate strengthen connection between quality products and interests buy. However, this research also faces limitations related to coverage limited sample and geographic context so that the results need to be interpreted with caution. As a suggestion, business actors It is recommended to continue increase quality product in a way holistic with a focus on taste and packaging innovation as well as guard consistency production. Further research can expand coverage geographical and use method mix to get a more comprehensive understanding. In addition, it is important for further researchers to explore influence factor external such as social media and trends consumers towards interest buy. Social and ethical implications also need to be considered especially in terms of transparency information responsible products and promotions answer.

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