

EFFECT OF BRAND IMAGE IN INCREASING PURCHASE INTENTION OF BREAD MSMEs

Bunga Kartika *

Halu Oleo University, Kendari, Indonesia
bungakartika181@gmail.com

Nada Kusuma

Halu Oleo University, Kendari, Indonesia
nadatamrin@gmail.com

Muh. Husriadi

Halu Oleo University, Kendari, Indonesia
husriadiadi@gmail.com

ABSTRACT

Development The rapid growth of MSMEs bread in Kendari City is facing challenges in building a strong brand image to increase purchase intention in the midst of intense market competition and change preference consumers. This study aims to understand how brand image through utilization local cultural values and digital marketing strategies have effect so that intention buy consumers in MSMEs bread. Qualitative research method using design descriptive. Interview in-depth, observation participatory, and documentation and inductive data analysis through coding and categorization theme. The results of the study show that integration local cultural symbols in branding and strategic social media management own effect to increase trust and loyalty consumers. However, the risks of digital overexposure and limitations human resources are an obstacle in maintaining authenticity brand. Consistency of taste, social testimonials, and availability. product limited also plays an important role in strengthening purchase intention. The implications of this study emphasize importance digital marketing training that is oriented towards conservation cultural values and the development of adaptive marketing strategies to support the sustainability of bread MSMEs in the local market.

Keywords: MSMEs, digital marketing, local culture, consumers.

INTRODUCTION

Development rapid business in the sector food especially the bakery business is one of the significant phenomena in the Indonesian economy. Bakery MSMEs not only contributes big on creation employment and absorption workforce but also in supporting resilience food as well as diversification product culinary local (Husriadi 2023; Tambunan 2019) . However , in the midst of increasingly competitive dynamics tight and change preference fast consumers MSMEs bakery faces challenge substantial in maintaining existence as well as increase its competitiveness (Lakshmi 2017) . This can be seen in the process of building an effective brand

image . (Alda et al. 2025) . Most of the MSMEs bakery players do not understand the strategies and concepts. the basis of branding so that difficulty create a strong image in the mind consumer (Husriadi 2024; Watson et al. 2015) .

As a result , many MSMEs bread brands that are not yet capable stand out in an increasingly competitive market competitive (Maftuchach, Rohman, and Darda 2022) . In addition , low awareness or consciousness Consumers of MSMEs bread brands are another cause of the lack of loyalty customer (Pusung, Narsa, and Wardhaningrum 2023) . When consumers are not familiar or do not have connection emotional with the brand , they tend to choose product from a brand that is already more widely known (Cid et al. 2022; Husriadi 2021) . This has an impact directly to the purchase intention or intention to buy which is an indicator main success marketing. Without intention high purchase , MSMEs bread sales will difficult increase although products offered own good quality (Singh et al. 2025) .

In the context of marketing, the role of consumers as the main actors in the decision-making process the decision cannot be ignored because perception and preference consumers become a factor determinant success product in the market. One of the aspect crucial in forming the perception is the image brand image which functions as a mental representation of consumers regarding quality and value MSMEs bread products. Strong brand image believed capable effect on the level trust and loyalty consumer at a time increase intention purchase intention (Faruq 2024; Husriadi, Muh., Fari Aus, Nada Kusuma 2025) . However , if we look at from previous research tends to take a holistic approach general without giving specific focus to sub - sectors certain industries , such as the bakery industry, which have characteristics and challenges unique (Ghose and Lowengart 2013; Husriadi and Ode Muhammad Sardin 2024) . These limitations become significant considering the MSMEs bread market in several sub-district in the city drive has its own dynamics which are visible in its behavior consumer local, cultural, and different preferences compared to other MSME segments. In addition, the literature empirical research connection direct between brand image and purchase intention in the context of the MSMEs bakery market in Kendari City is still very minimal.

This opens up room for research that not only deepens understanding of behavior consumers in this segment, but also adapt the analytical approach to cultural attributes as well specific local market characteristics. In addition, although the relationship between brand image and behavior consumers has a lot studied in various industries, still there is limitations of studies that apply This perspective is on local MSMEs operating in the traditional bread market.

Therefore, this study offers a contextual approach that is relevant to the characteristics Unique MSMEs bread in Kendari city which often faces limitations resources and challenges tight market competition. This study not only contributes theoretically by expanding understanding the role of brand image in improving intention buy consumer but also presents

contribution significant practical for MSMEs players. By understanding the dynamics of an effective brand image, MSMEs players can formulate a more appropriate marketing strategy. target to increase competitiveness and sales volume the bread products they run. Furthermore, this study has relevance strategic in supporting growth the bakery MSMEs sector as an integral part of the creative economy, which contributes positive on local economic development. Thus, this research is expected to provide important implications for academics, practitioners, and makers policies in developing MSMEs based on culture and locality.

RESEARCH METHODS

This research method uses a qualitative approach with a descriptive study design to obtain understanding deep regarding the phenomena being studied. Research procedures include stage preparation, data collection through interview in-depth and observation participatory, as well as documentation. Data collection techniques are carried out in a way purposive to get informants relevant to the research topic. Data analysis was carried out in a way inductive through the coding process open, categorization, and withdrawal theme main, so that allows researchers to interpret meaning from the data that has been collected in a way systematic and comprehensive. Data validity is maintained through triangulation sources and techniques.

RESULTS AND DISCUSSION

5.1 Digitalization

Based on the results of this study show that the use of social media as a marketing strategy has become an important aspect. crucial for SME bread in increasing market reach and sales volume. Based on results interview with respondent's key that the implementation of social media strategies, including the creation of Instagram accounts, Facebook Pages, Google Maps, and the use of the GoFood platform, were successful expand access consumers and improve interaction with customers. Interesting and consistent content on social media is able to increase awareness and interest buy consumer in a way significant, as seen from increasing target customers and revenue sale during period implementation of this digital strategy. However, the study also identified potential risk of digital overexposure lower perception authenticity Brand. Consumer tend skeptical of brands that are too aggressive on social media which can reduce value authentic MSMEs bread products that have been built so far through local cultural values and quality traditional. In addition, the limitations human resources in managing digital marketing becomes a constraint real. Many MSME actors do not yet have ability technical and time to manage digital content optimally, so that effectiveness digital marketing is not yet optimal. This requires existence training special assistance and mentoring so that MSMEs can utilize social media effectively strategic and sustainable. This finding is in line with the research results (Sharabati et al. 2024) which confirms that digital

marketing is effective increase sales of MSMEs, but balance is needed so as not to sacrifice authenticity brand . In addition , (Jabeen et al. 2024) show the importance of proper content management so that advertising on social media can increase interest buy without cause suspicion consumers towards price markups . Thus, an integrated and quality - oriented digital strategy content as well as HR capacity is key success marketing of MSMEs bread in the digital era.

5.2 Perception Consumer

Based on the results of this study show that perception Consumers of MSMEs bread products have a big influence on the consistency of taste which is a factor main in building trust and loyalty customer. Consistency of taste that suits your taste consumer create experience positive repeating that strengthens their belief in quality product. In addition, social testimonials or word-of-mouth have proven to be an important mechanism in strengthening decision purchase. Recommendation from friends, family, or community provide social proof that increases credibility brand and drive intention buy Consumers. Availability Limited products also play a role in creating impression exclusivity that is psychological increase mark product in the eye consumers and encourage them to make immediate purchases. purchases so as not to run out. This is in line with research findings (Sahid and Abadi 2024) which confirm that consistency quality product in a way significant increase trust consumers and loyalty in the food MSMEs segment traditional . In addition , research (Wu et al. 2021) states that social testimonials play a role as a factor strengthening mediation connection between perception quality products and decisions purchase especially in local markets that rely heavily on interactions community . Therefore, bakery SMEs need to maintain consistency of taste, facilitating distribution testimony positive, and manage availability product in a way strategic to increase competitiveness and business sustainability.

CONCLUSION

This study reveals that a strong brand image built through integration local cultural values and the right digital marketing strategy can increase consumer purchase intention in bread MSMEs in Kendari City. Consistency of taste, social testimonials, and availability product limited to be a factor main thing that strengthens trust and loyalty consumers. However, challenges such as the risk of digital overexposure and limitations human resources in digital marketing management need to get serious attention to maintain authenticity brand and effectiveness of marketing strategies. Therefore, bakery SMEs are advised to develop sustainable digital marketing capacity while still maintain local cultural values in branding. Training and mentoring Technical is the key to optimizing digital marketing without sacrifice authenticity brand. Further research It is suggested to explore the role of product innovation and social media as variables. mediation in increasing the competitiveness of MSMEs in various regions.

REFERENCES

- Alda, Tania et al. 2025. "Design of a Strategy for the Sustainable Development of the Bakery Industry in Medan City †." : 1–9.
- Cid, Allan, Pierre Blanchet, François Robichaud, and Nsimba Kinuani. 2022. "A Conceptual Framework for Developing Brand Management Strategies." *Businesses* 2(4): 546–61.
- Faruq, Muhammad Umar. 2024. "Commercium: Journal of Business and Management Perceived Quality on Purchase Intention of New Brand: How Do Customers Use Brand Recognition and Brand Familiarity?" *Commercium : Journal of Business and Management* 101(2): 101–17. <https://journal.idscipub.com/commercium>.
- Ghose, Sanjoy, and Oded Lowengart. 2013. "Consumer Choice and Preference for Brand Categories." *Journal of Marketing Analytics* 1(1): 3–17.
- Husriadi, Muh., Fari Aus, Nada Kusuma, Amos. 2025. "INNOVATIVE INDIVIDUAL CHARACTERISTICS AND ORGANIZATIONAL MARKETING COMMUNICATION STRATEGY, ORGANIZATIONAL CULTURE, INNOVATIVE INDIVIDUAL CHARACTERISTICS AND ORGANIZATIONAL COMMITMENT IN IMPROVING SMALL AND." (February).
- Husriadi, Muh. 2023. "THE ROLE OF STRATEGIC ENTREPRENEURSHIP IN EFFORT TO DEVELOP BUSINESS SOCIETY: A LITERATURE REVIEW." 2(2). <https://risetEkonomi.com/jurnal/index.php/feb>.
- Husriadi, Muh. 2021. "Analysis of the Effect of Organizational Culture and Job Satisfaction on Organizational Commitment in Improving Employee Performance." 2(1). <http://www.openjournal.unpam.ac.id/index.p>.
- Husriadi, Muh. 2024. "BRAND AWARENESS STRATEGY AS A COMMUNICATION MEDIA IN INCREASING MSMES." 3(2): 42–50.
- Husriadi, Muh, and La Ode Muhammad Sardin. 2024. "Factors That Create Customer Loyalty in the Cold Beverage Business Sector: A Strategic Analysis." *International Journal of Social and Education (INJOSEDU)* 1(1): 107–17.
- Jabeen, Riffut et al. 2024. "Investigating the Impact of Social Media Advertising and Risk Factors on Customer Online Buying Behavior : A Trust - Based Perspective." *Future Business Journal* . <https://doi.org/10.1186/s43093-024-00411-8>.
- Lakshmi, E. 2017. "Consumer Preference and Quality of Bakery Product - Bread." *International Journal of Food, Nutrition and Dietetics* 5(3): 41–44.
- Maftuchach, Viniyati, Abdul Rohman, and Ahmad Darda. 2022. "The Effect of Entrepreneurship Orientation and Marketing Innovations on Competitive Advantage and Their Impact on Business Performance of Small and Medium Culinary Business in DKI Jakarta during the Covid 19 Pandemic." *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume* 5,(2022): 3801–15.

- Pusung, Cancellyn Shearin, Niluh Putu Dian Rosalina Handayani Narsa, and Oktaviani Ari Wardhaningrum. 2023. "Innovation, Competitive Strategy and MSME Performance: A Survey Study on Culinary Smes in Indonesia During the Covid-19 Pandemic." *Business: Theory and Practice* 24(1): 160–72.
- Sahid, Wahno, and Feryyal Abadi. 2024. "The Effect of Product Quality, Service Quality on Customer Loyalty Mediated Satisfaction for Grabfood Customers in Jabodetabek." *International Journal of Science and Society* 6(2): 545–65.
- Sharabati, Abdel Aziz Ahmad et al. 2024. "The Impact of Digital Marketing on the Performance of SMEs: An Analytical Study in Light of Modern Digital Transformations." *Sustainability (Switzerland)* 16(19).
- Singh, Inderpreet, Amit Dutt, Prashant Chauhan, and Preeti Mehra. 2025. "Impact of Social Media Marketing Practices on Purchase Intentions in the F&B Industry and the Mediating Effect of Trust." *International Journal of Information Technology* . <https://doi.org/10.1007/s41870-024-02391-y>.
- Tambunan, Sincere. 2019. "Recent Evidence of the Development of Micro, Small and Medium Enterprises in Indonesia." *Journal of Global Entrepreneurship Research* 9(1).
- Watson, George F, Joshua T Beck, Conor M Henderson, and Robert W Palmatier. 2015. "Building, Measuring, and Profiting from Customer Loyalty." *Journal of the Academy of Marketing Science* 43(6): 790–825. <https://doi.org/10.1007/s11747-015-0439-4>.
- Wu, Wen et al. 2021. "Consumer Trust in Food and the Food System: A Critical Review." *Foods* 10(10): 1–15.