



Analysis of Product Quality and Advertising on the Purchase Intention of Opak Oded Consumers in Sumedang

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Abstract

The 'New Normal' period caused by the ongoing Covid-19 pandemic has had a profound impact on Opak Oded's business, with income turnover reduced by 75%. This sharp decline is primarily attributed to disruptions in distribution channels, which have significantly affected business operations and led to a reduction in staff from 70 to 43 employees. This study aims to examine the influence of product quality and advertising on the purchasing intentions of Opak Oded customers in the Sumedang region. A quantitative descriptive analysis method was employed, using a survey of 96 participants. Data were analyzed using Structural Equation Modeling (SEM) with Smart PLS 3.0 software to assess the relationship between product quality, advertising, and purchase intention. The findings reveal that both product quality and advertising have a significant and positive effect on individuals' intentions to buy Opak Oded products. Moreover, these two factors combined have a substantial influence on purchase intention. The novelty of this research lies in its focus on a traditional local product during the pandemic, providing insights into how small businesses can adapt their marketing strategies during economic downturns. However, this study is limited to one geographic location (Sumedang) and the goods delivery sector.

Keywords: *Advertising Impact, Advertising, Pandemic, Product quality, Purchase intention*

INTRODUCTION

Indonesia is a country that has a large and potential market for producers to market their products. Micro, small, and medium enterprises (MSMEs) play a pivotal role in this economy, contributing significantly to the national GDP and employment. However, these businesses, including traditional producers like Opak Oded, face significant challenges, especially during periods of economic disruption. One of the most pressing disruptions has been the 'New Normal' period brought on by the Covid-19 pandemic, which has severely impacted many MSMEs globally (Wati & Amalia, 2024).

Opak Oded is a typical West Javanese food made from white sticky rice processed with natural ingredients such as grated coconut, brown sugar, and pandan leaves. This food has a unique and distinctive taste, so many people like it. However, even though Opak Oded has been known to the Indonesian public for a long time, there are still many factors that influence consumers' intentions towards this product. During the 'New Normal,' Opak Oded experienced a 75% reduction in income, mainly due to disruptions in its distribution channels. This decline reflects broader global trends where MSMEs face logistical and operational challenges due to supply chain disruptions and reduced consumer spending. The focus of this case study is on how MSMEs, like Opak Oded, can navigate such disruptions and maintain consumer interest.

Product quality is a very important factor in determining consumer intentions (Parilla & Abadilla, 2023). Good product quality will make consumers satisfied and return to buying the



product. On the other hand, poor product quality will make consumers disappointed and not buy the product again. Therefore, Opak Oded producers must pay attention to the quality of the products they produce in order to meet consumer needs and satisfaction. Apart from product quality, advertising is also a very important factor in influencing consumer intentions. Good advertising can attract consumers' attention and make them interested in buying the product. Conversely, bad or unattractive advertising can make consumers uninterested in buying the product. In the context of Opak Oded, advertising is also very important to increase consumer intention. In this digital era, advertising can be done through various platforms such as social media, websites, and mobile applications. By carrying out appropriate and effective advertising, Opak Oded producers can increase consumer intentions and expand their market.

However, although product quality and advertising are very important in influencing consumer intentions, there are still many other factors that also influence consumer intentions towards Opak Oded. These factors include price, product availability, brand image, and consumer preferences. This research, while focused on Opak Oded, contributes to a broader understanding of how MSMEs can survive during economic downturns by improving product quality and enhancing advertising strategies.

Sumedang is a district within the administrative area of West Java Province. Sumedang is an area consisting of 26 sub-districts and is divided into several sub-districts and villages. Sumedang is the capital of the Regency, which is located around 45 kilometers from Bandung City ([Sudrajat, 2021](#)). Sumedang crosses the main route of Bandung Cirebon, which is the main route for travelers and tourists. The region is not only famous for its natural tourist attractions but also for its various kinds of culinary specialties ([Rahayu, 2021](#)). The culinary food is usually very salty and rich in taste. There are lots of choices of typical Sumedang food, such as Cilembu sweet potatoes, oncom, and opak. Of the many typical Sumedang foods, Opak has a very unique shape and taste ([Iriani, 2022](#)).

From the results of the pre-survey data, 47% agreed that Opak Oded provided optimal quality, and 53% felt that Opak Oded did not provide optimal quality. Advertisements that are attractive, easy to understand, and match the real product being offered will arouse consumer purchase intentions. Likewise, Opak Oded Sumedang creates advertisements for its promotional tools; the media used are social media platforms such as Instagram and Facebook. Researchers conducted a pre-survey of 30 consumers regarding Opak Oded advertising in terms of the attractiveness of the advertisement, whether the advertisement is easy to understand, and whether it is in accordance with the product being offered. The result is that 14 people agree that the Opak Oded advertisement makes consumers interested in buying, while 16 people feel that the advertisement has not been able to attract consumer intentions. A total of 13 people stated that consumers were interested in buying Opak Oded, which met expectations, while 17 people stated that they were not.

According to [Kotler, Bowen, and Makens \(2016\)](#), purchase intention arises after an alternative evaluation process, where a person makes a series of choices regarding the product they want to buy based on the brand. The objectives of this research are to thoroughly assess the quality of Opak Oded products in the Sumedang region, examining the aspects that contribute to consumer satisfaction or dissatisfaction. Additionally, this study aims to analyze the advertising strategies used by Opak Oded, particularly how effective these strategies are in attracting consumer interest in the digital age, where platforms like Instagram and Facebook play a key role. Furthermore, the research seeks to evaluate the purchasing intentions of Sumedang consumers towards Opak Oded, understanding their motivations and barriers. Another critical objective is to determine the significance of both product quality and advertising in shaping consumer purchase intentions, identifying the strengths and areas for improvement in both areas. Finally, this study

aims to offer practical recommendations for enhancing product quality and advertising efforts, helping Opak Oded, and other similar MSMEs, to navigate economic challenges like the 'New Normal' period and better engage with their consumer base.

LITERATURE REVIEW

Product quality

Product quality has been consistently cited as one of the most important factors affecting consumer decisions. According to [Tjiptono \(2016\)](#), product quality refers to a set of attributes and characteristics that meet or exceed customer expectations. These attributes include performance, features, durability, reliability, and aesthetics. The significance of product quality is particularly evident in traditional food products, where the uniqueness and authenticity of the ingredients play a critical role in shaping consumer preferences ([Amalia, 2017](#)).

Several studies have confirmed that high product quality positively influences customer satisfaction, leading to increased purchase intentions and repeat purchases ([Saidani & Arifin, 2013](#); [Satria, 2017](#)). In particular, MSMEs that produce traditional foods like Opak Oded rely heavily on the quality of their products to retain loyal customers and attract new ones. However, maintaining consistent product quality becomes increasingly challenging during times of economic disruption, such as the 'New Normal' period of the Covid-19 pandemic. Disruptions in supply chains and production capabilities may cause variability in product quality, which can significantly affect consumer perceptions and intentions to repurchase ([Paludi & Nurchorimah, 2021](#)).

Product Quality Dimensions

There are several dimensions of product quality that producers need to pay attention to meet consumer needs and satisfaction. The following are several dimensions of product quality [Tjiptono \(2016:134\)](#):

- a. Performance: The performance dimension relates to the product's ability to carry out the functions expected by consumers. Products that have good performance will be able to meet consumer needs and satisfaction.
- b. Features: The feature dimension relates to the uniqueness and superiority of the product compared to similar products. Products that have better features will be more popular with consumers.
- c. Reliability: The reliability dimension relates to a product's ability to perform well and consistently over a long period of time. Products that have good reliability will make consumers feel more confident and satisfied.
- d. Durability: The durability dimension relates to a product's ability to last over a long period of time. Products that have good durability will make consumers feel more satisfied and will not need to replace the product often.
- e. Ease of use: The ease of use dimension relates to the ease of use of the product. Products that are easy to use will be more popular with consumers.
- f. Aesthetics: The aesthetic dimension relates to the visual appearance of the product. Products that have an attractive visual appearance will be more popular with consumers.
- g. After Sales Service: The after-sales service dimension is related to the manufacturer's ability to provide good after sales service to consumers. Good after-sales service will make consumers feel more satisfied and confident.

Advertisement

Advertising is another pivotal factor influencing consumer decision-making. [Kotler and Keller \(2016\)](#) define advertising as a non-personal, paid form of communication that promotes products or services, often using various media channels. Effective advertising has the ability to inform consumers about a product, evoke emotional responses, and ultimately influence purchase behavior ([Sudaryono, 2016](#)). The role of advertising is particularly critical for MSMEs that need to build brand awareness and differentiate themselves in a competitive market.

There are various forms of advertising appeals, including rational appeals that focus on the product's functional benefits and emotional appeals that tap into consumers' feelings and attitudes ([Sudirjo & Handoyo, 2018](#)). In recent years, digital advertising has become increasingly important, with platforms like social media enabling MSMEs to reach broader audiences at lower costs ([Pujyanto, 2003](#)). Studies have shown that digital advertising, especially on platforms such as Instagram and Facebook, can significantly increase consumer engagement and purchasing intentions.

Despite the wealth of advertising research, there remains a gap in understanding how traditional advertising strategies apply to MSMEs producing niche products like Opak Oded. The digital transformation of advertising, coupled with the need to maintain relevance during economic downturns, requires a more in-depth analysis of how advertising can be optimized for MSMEs in the traditional food sector ([Nugroho et al., 2023](#)).

Dimensions and Indicators

According to [Kotler and Keller \(2016: 609\)](#), there are five main decisions in creating an advertising program, and they can also be called the 5Ms:

- a. **Mission:** The first M is mission, which refers to the advertising goals that the company wants to achieve. The mission statement should clearly define the goal of the advertising campaign, such as increasing brand awareness, promoting a new product, or driving sales. Mission statements should be specific, measurable, achievable, relevant, and time-bound (SMART).
- b. **Money:** The second M is money, which refers to the budget allocated to an advertising campaign. The budget should be based on the company's marketing goals, target audience, and media channels used. The budget must be sufficient to achieve the desired results, but not excessive to the point of decreasing profits.
- c. **Message:** The third M is the message, which refers to the content of the advertising campaign. The message must be clear, concise, and relevant to the target audience. The message should highlight the unique selling proposition (USP) of the product or service, and differentiate it from competitors. The message must also be consistent across all media channels used.
- d. **Media:** The fourth M is media, which refers to the channels used to convey advertising messages to target audiences. Media channels should be selected based on target audience demographics, psychographics, and media habits. Media channels can include traditional media such as television, radio, and print media, as well as digital media such as social media, search engines, and mobile applications.
- e. **Measure:** The fifth M is measurement, which refers to evaluating the effectiveness of an advertising campaign. The measurements should be based on the marketing objectives specified in the mission statement. The measurements can include both quantitative and qualitative metrics, such as reach, frequency, engagement, brand awareness, and sales. Measurements should be taken periodically to track the progress of an advertising campaign and make necessary adjustments.

Meanwhile, advertising indicators according to [Sundarapandiyana et al. \(2015:198\)](#):

- 1) Attention (attention) to advertising impressions
- 2) Intention (interest) towards visualization
- 3) Belief (belief) in the content of the advertising message

Purchase Intention

According to [Kotler and Keller \(2016: 137\)](#), purchase intention is consumer behavior that appears as a response to an object that shows a person's desire to make a purchase. Meanwhile, according to [Priansa \(2016\)](#), purchase intention focuses attention on something accompanied by feelings of pleasure towards an item, and this intention arises with a feeling of confidence that the item has a use, so that someone wants it. to buy the item.

Dimensions and Indicators of Purchase Intention

According to [Priansa \(2016\)](#), the dimensions of purchase intention are divided into 4:

- 1) Transactional Interests
- 2) Referential Interest
- 3) Preference
- 4) Exploration Intent

Indicators that influence purchasing intentions according to [Schiffman and Kanuk \(2015\)](#):

- 1) Have a desire to find information about products.
- 2) Consider purchasing.
- 3) Have the desire to try.
- 4) Have curiosity about the product.
- 5) Want to have a product.

Product Quality and Advertisement

While both product quality and advertising have been extensively studied as individual factors influencing purchase intentions, less attention has been given to their combined impact. Previous studies have typically analyzed these factors in isolation, but this research seeks to bridge that gap by investigating how the interplay between product quality and advertising affects consumer behavior. A high-quality product, when paired with well-executed advertising, is likely to have a synergistic effect, leading to a more pronounced influence on consumer purchase intentions ([Sudirjo & Handoyo, 2018](#)).

The Theory of Planned Behavior (TPB) ([Alalwan, 2018](#)) offers a useful framework for understanding the role of product quality and advertising in shaping consumer intentions. According to TPB, attitudes towards behavior, subjective norms, and perceived behavioral control influence individuals' intentions to perform a particular behavior, such as purchasing a product. Product quality and advertising serve as external factors that shape consumer attitudes, thereby influencing their purchase intentions. This study applies the TPB framework to assess how these two factors jointly affect consumer decision-making in the MSME sector. Moreover, the consumer decision-making process posits that consumers go through various stages before making a purchase, including problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior ([Kotler & Keller, 2016](#)). Advertising plays a crucial role in the information search and alternative evaluation stages, while product quality impacts the post-purchase experience, influencing repeat purchases and brand loyalty.

Several studies have explored the role of product quality and advertising in influencing consumer behavior within the MSME sector. [Alalwan \(2018\)](#) examined how advertising on social

media influences customer purchase intentions and found that digital platforms offer an interactive space for consumers, fostering engagement and leading to stronger purchase intentions. [Satria \(2017\)](#) explored the effect of product quality on purchase intentions in MSMEs and concluded that product quality has a direct and significant impact on consumer satisfaction and loyalty, which are crucial for the long-term success of MSMEs.

However, these studies have not fully addressed the unique challenges that MSMEs face during crises, such as the Covid-19 pandemic. MSMEs in the traditional food sector, like Opak Oded, operate in niche markets where both product quality and advertising must be adapted to external disruptions such as supply chain issues and changing consumer preferences. This study builds on the findings of previous research by investigating how product quality and advertising interact to influence consumer behavior during an economic downturn.

Building on the literature, three key hypotheses are developed for this study:

H1: Product quality has a significant positive effect on consumer purchase intentions for Opak Oded products. High-quality products are more likely to generate positive consumer experiences, leading to higher satisfaction and greater purchase intentions ([Tjiptono, 2016](#)).

H2: Advertising has a significant positive effect on consumer purchase intentions for Opak Oded products. Effective advertising, particularly when leveraging digital platforms, helps raise awareness and interest, thereby increasing purchase intentions ([Kotler & Keller, 2016](#)).

H3: Product quality and advertising together have a significant positive effect on consumer purchase intentions for Opak Oded products. The combined effect of product quality and advertising is expected to enhance consumer purchase intentions more than either factor alone ([Sudirjo & Handoyo, 2018](#)).

RESEARCH METHODS

This study employed a quantitative descriptive research design to investigate the relationship between product quality, advertising, and consumer purchase intentions for Opak Oded products in Sumedang, West Java. The primary goal was to understand how these factors influence consumer behavior, particularly in the context of traditional food products amid the economic challenges introduced by the 'New Normal' period during the Covid-19 pandemic.

To achieve this, the research involved a structured questionnaire distributed to a sample of 96 respondents. The selection of respondents was done using purposive sampling, ensuring that participants met specific criteria relevant to the study. First, respondents were required to be at least 17 years old, as this is the legal age of majority in Indonesia, where individuals are considered capable of making independent purchasing decisions ([Cahyaningsih et al., 2023](#)). This age criterion ensured that respondents had the cognitive maturity and purchasing power necessary to provide informed responses regarding their consumption behavior. Additionally, only those who had prior experience purchasing or consuming Opak Oded products were included in the sample, to ensure that the participants' insights were relevant to the factors influencing purchase intentions.

Data collection was carried out using a structured questionnaire that included closed-ended questions. The questionnaire focused on three main areas: product quality, advertising, and purchase intention. To measure product quality, respondents were asked about key dimensions such as performance, reliability, durability, and overall satisfaction with Opak Oded products. The section on advertising explored the effectiveness of Opak Oded's promotional efforts, including the clarity of the message, the attractiveness of the advertisements, and the alignment between the advertisements and the actual product. Respondents also assessed the types of media used, including social media platforms such as Instagram and Facebook. Lastly, questions about purchase intention aimed to capture the likelihood of consumers buying Opak Oded products again,

including their intention to make repeat purchases. A five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5), was used to gather responses on each of these factors, allowing for the quantification of consumer attitudes.

The data collected from the questionnaires were analyzed using Structural Equation Modeling (SEM) via Smart PLS 3.0 software. SEM was selected due to its capability to assess complex relationships between multiple variables, allowing the study to test the strength and significance of the hypothesized relationships between product quality, advertising, and purchase intention. The analysis process began with testing the validity and reliability of the questionnaire through factor loadings and Cronbach's Alpha, ensuring that the constructs measured were both accurate and consistent. Path analysis was then conducted to examine the direct relationships between the independent variables (product quality and advertising) and the dependent variable (purchase intention), as well as the combined effect of product quality and advertising on purchase intention. The hypotheses developed for the study were tested using a t-statistic to determine the significance of the relationships.

FINDINGS AND DISCUSSION

Respondent's Characteristics

Table 1. Respondent's Characteristics

Category	Subcategory	Amount	Percentage (%)
Gender	Male	38	40%
	Female	58	60%
Age	Under 20 years	15	16%
	21-30 years	36	37%
	31-40 years	45	47%
Occupation	Student / Learner	14	15%
	Private sector employee	37	39%
	Self-employed / Work alone	35	36%
	Other	10	10%

The majority of the respondents were women (60%), with 38 men (40%) and 58 women (60%). This suggests that the customer base for Opak Oded, or at least the respondents, are predominantly women. This could imply that women are more likely to engage with or purchase traditional food products such as Opak Oded, possibly because they may play a larger role in household food purchasing. The largest age group among respondents is 31-40 years old, representing 47% of the sample. This is followed by the 21-30 years age group at 37%, and the under-20 group at 16%. This suggests that Opak Oded's target market primarily consists of working-age adults who may have greater purchasing power. The 31-40 age group is likely to consist of individuals with stable incomes and established preferences, while the 21-30 age group could represent a younger, more dynamic consumer segment. A significant portion of the respondents are private sector employees (39%) and those who are self-employed (36%). Students represent 15% of the respondents, while 10% fall into the "Other" category. This indicates that Opak Oded's consumers are mainly employed individuals, either working for companies or running their own businesses, which may affect their purchasing behavior and preferences toward more affordable yet high-quality traditional products.

The theory of this research lies in its unique approach of combining the analysis of product quality and advertising to understand their joint impact on consumer behavior, particularly in a disrupted market environment. While numerous studies have examined the influence of product quality or advertising separately, this research addresses the gap by investigating how these two factors interact to shape consumer purchasing intentions. The disruption caused by the 'New Normal' period following the Covid-19 pandemic provides an especially relevant context for this study, as it highlights the compounded challenges businesses face in maintaining consumer interest. By exploring both product quality and advertising in tandem, this research provides a more holistic view of how businesses can adapt their strategies to survive and thrive in times of crisis. This dual analysis is essential because, in a highly competitive and disrupted market, neither product quality nor advertising alone may be sufficient to sustain consumer loyalty; rather, it is the synergy between these elements that can create a stronger, more resilient consumer base. Moreover, this research extends beyond traditional market conditions, offering valuable insights into how small and medium enterprises (SMEs), like Opak Oded, can recalibrate their strategies to cope with economic downturns and disrupted distribution channels, thereby contributing to the broader literature on crisis management and marketing resilience.

Hypothesis Testing

The first hypothesis (H1), which posited that product quality has a significant positive effect on consumer purchase intentions, was confirmed. The SEM results showed that product quality had a strong positive relationship with purchase intention (t-statistic = 3.220, $p < 0.05$). This indicates that consumers who perceive Opak Oded products as high-quality are more likely to intend to purchase them again. Key aspects such as product performance, durability, and overall satisfaction were found to be significant drivers of this intention.

These findings are consistent with the broader body of literature on product quality and consumer behavior. For instance, [Tjiptono \(2016\)](#) and [Satria \(2017\)](#) both highlighted that high product quality leads to increased customer satisfaction and stronger purchase intentions, particularly in the context of food products. However, this study adds to the conversation by exploring the effect of product quality on a traditional food product during a period of economic disruption. The economic instability caused by the COVID-19 pandemic could have led consumers to deprioritize product quality in favor of affordability. However, the findings suggest that even in challenging times, consumers still prioritize quality, reinforcing the importance of maintaining high standards despite external disruptions.

Advertising and Purchase Intention

The second hypothesis (H2), which proposed that advertising has a significant positive effect on purchase intention, was also supported by the data (t-statistic = 4.221, $p < 0.05$). Advertising was found to have a notable impact on consumer behavior, with effective ads enhancing consumer awareness and interest in Opak Oded products. Elements such as the clarity of the message, attractiveness of the advertisements, and the alignment between the advertisement and the actual product were key factors driving purchase intention.

This finding aligns with previous studies on advertising's role in shaping consumer attitudes and behavior. For example, [Johnson and Sinatra \(2014\)](#) demonstrated that well-crafted advertisements, especially those that appeal to consumer emotions and rational decision-making, can significantly increase purchase intentions. In the case of MSMEs, [Pujiyanto \(2003\)](#) also emphasized the importance of leveraging digital platforms like social media to reach wider audiences. However, the present study contributes a novel angle by assessing advertising's

effectiveness for traditional food products, such as Opak Oded, during an economic downturn. While other studies have primarily focused on large or global brands, this research shows that even small-scale producers can benefit from targeted advertising strategies, especially on digital platforms like Instagram and Facebook.

Combined Effect of Product Quality and Advertising

The third hypothesis (H3), which suggested that product quality and advertising together would have a significant positive effect on purchase intention, was confirmed (path coefficient for product quality = 0.423, path coefficient for advertising = 0.374). This highlights the synergistic effect of these two factors on consumer behavior. Consumers who were exposed to both high product quality and effective advertising were significantly more likely to express a strong intention to purchase Opak Oded products compared to when only one of these factors was emphasized. This combined effect offers a deeper understanding of consumer decision-making, particularly for MSMEs. Prior research often isolated product quality and advertising, examining them as separate drivers of purchase behavior. For instance, while [Saidani and Arifin \(2013\)](#) focused solely on product quality, and [Sudirjo and Handoyo \(2018\)](#) emphasized the role of advertising, this study bridges the gap by examining the interaction between the two. The findings suggest that MSMEs, such as Opak Oded, should not only focus on maintaining high product quality but also invest in consistent, well-targeted advertising. When these two elements are strategically combined, they amplify each other's impact on consumer purchase intentions.

One of the primary contributions of this research lies in its exploration of MSME consumer behavior during a global crisis like the Covid-19 pandemic. While previous studies have thoroughly examined product quality and advertising under normal market conditions, there is limited research on how these factors influence purchasing decisions during economic disruptions. The findings of this study demonstrate that even in challenging times, product quality remains a critical factor for consumers. Additionally, the research highlights the pivotal role of digital advertising in sustaining consumer interest, particularly when traditional MSMEs are forced to adapt to the digital age. Another novel contribution is the focus on traditional food products within the MSME sector. The study adds to the limited body of knowledge on how consumer behavior shifts with respect to niche, local products such as Opak Oded, and how advertising strategies can be adapted to meet the unique needs of MSMEs. By demonstrating that both product quality and advertising are crucial in driving consumer purchase intentions for traditional food products, the research provides valuable insights for MSMEs looking to remain competitive in an increasingly digital marketplace.

This study's findings are largely consistent with existing research on consumer behavior, but it also highlights new perspectives on how MSMEs can navigate crises. While prior research has primarily focused on larger corporations and established brands, this study extends those insights to smaller, local businesses, showing that the same principles of product quality and advertising apply, albeit with specific challenges unique to MSMEs. This comparison underscores the importance of not only maintaining high standards in product quality but also embracing digital transformation in advertising to capture consumer attention, even during periods of economic uncertainty.

R square

The R-Square (R²) value is used to determine the predictive power of the structural model in SEM-PLS analysis. The criterion for an R-squared value that is close to 0.6 is considered strong, 0.3 is considered moderate, and 0.19 is considered weak ([Chin & Wynne, 1999](#)). The R-square value

can be seen in the following table :

Table 2. R-square Result

	R-Square	R-Square adjusted
Purchase Intention	0.566	0.557

From the panel, it can be seen that the R2 value is close to 0.6, this can be categorized as quite strong.

CONCLUSION

The findings of this study, which explored the impact of product quality and advertising on consumer purchase intentions for Opak Oded, offer several valuable insights that could extend beyond this specific product. The results showed that both product quality and advertising significantly influence consumer behavior, which aligns with established consumer behavior theories. While the focus of this study was on Opak Oded, a traditional food product, the conclusions regarding the importance of product quality and advertising are likely to apply to other products, especially those within the traditional food sector or other local MSMEs. The consistent positive relationship between product quality and purchase intention suggests that maintaining high standards in product offerings remains critical for any product, regardless of type or category. Similarly, the role of advertising in shaping consumer perceptions and driving purchase intentions is a universal marketing principle that can benefit a wide range of products.

However, it is important to note that the extent of the findings' applicability to other product types might vary depending on specific market conditions, consumer expectations, and the competitive landscape. Products that differ significantly from traditional food, such as high-tech goods or luxury items, may require additional considerations, particularly in terms of how consumers evaluate quality and respond to advertising.

In conclusion, while the findings from this study are directly related to Opak Oded, they have broader implications for other products, particularly in the MSME sector and traditional product categories, where product quality and targeted advertising play a central role in driving consumer purchase decisions.

LIMITATIONS & FURTHER RESEARCH

While this study provides valuable insights into the effects of product quality and advertising on consumer purchase intentions for Opak Oded, several limitations should be acknowledged to frame the scope of the findings.

- a. **Geographical Scope:** Although the study was conducted in Sumedang, the results may not fully reflect the behavior of consumers in other regions of Indonesia, particularly those with different cultural or economic backgrounds. Consumer preferences and responses to product quality and advertising can vary significantly across different geographical locations, limiting the generalizability of the findings.
- b. **Product Focus:** This study is specifically focused on Opak Oded, a traditional food product. The nature of the product, being a locally produced traditional snack, may limit the applicability of the findings to other product categories, such as non-food items or technology-based products. The emotional and cultural connection consumers have with traditional food products could differ from how they perceive other types of goods.

- c. Advertising Strategy Scope: The study primarily looked at advertising through social media platforms such as Instagram and Facebook, which are popular tools for MSMEs. However, it did not extensively explore other forms of advertising, such as traditional media (e.g., television, radio) or emerging platforms (e.g., influencers, content marketing), which may have different impacts on purchase intentions, especially in regions with limited internet penetration or among older demographics.
- d. Consumer Demographics: The respondent pool for this study was largely focused on consumers aged 17 and above, who are legally capable of making purchasing decisions. While this is appropriate for the scope of this study, it overlooks younger consumers or those from different economic or educational backgrounds who may also have influence over household purchase decisions. Future studies should consider a broader range of consumer demographics to capture a more diverse spectrum of consumer behavior.

Recommendations for Future Research

Given the limitations identified, there are several opportunities for future research:

- a. Broader Geographic Scope: Future studies should extend beyond Sumedang to investigate whether the relationship between product quality, advertising, and purchase intention holds across other regions in Indonesia or other countries. This will help understand how regional differences in culture, economic conditions, and market dynamics influence consumer behavior.
- b. Exploration of Other Advertising Channels: While this study focused primarily on digital advertising via social media, future research could explore the impact of other advertising channels such as influencer marketing, content marketing, and traditional media. This would help MSMEs understand which platforms are most effective for reaching various target audiences, especially in different demographic or socio-economic segments.
- c. Impact of Cultural Factors on Advertising: As traditional food products often carry cultural significance, future studies could investigate how cultural identity and heritage play a role in advertising efficacy. For example, it would be beneficial to explore whether emphasizing cultural heritage in advertising has a more substantial effect on consumer purchase intentions for traditional products compared to non-traditional products.

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