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The Influence of Food Safety and Health Behaviour on Purchase Intention and Its Implications for Purchase Decisions at Oish Bakery

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Abstract

This study aims to analyse the effect of food safety and health behaviour on purchase intention and its implications for purchase decisions among Oish Bakery consumers. The research method used is a quantitative approach with a survey technique involving 120 respondents. Data analysis uses multiple linear regression analysis and mediation tests. The results of the study indicate that food safety and health behaviour have a positive effect on purchase intention. Purchase intention has been proven to have a significant effect on purchase decisions and mediates the effect of food safety and health behaviour on purchase decisions. These findings indicate that improving food safety and health is an important strategy in increasing consumer purchase intention and purchase decisions in the bakery industry.

Keywords: *Food Safety, Health Behaviour, Purchase Intention, Repurchase Decision, Bakery*

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in strengthening the Indonesian economy through their contribution to gross domestic product and employment creation. The food and beverage sector, in particular, represents one of the most dynamic segments of MSMEs due to its strong linkage with daily consumer needs and local economic development. Despite this significant contribution, many food-sector MSMEs continue to encounter challenges related to maintaining consistent product quality and complying with food safety standards, which remain critical factors in sustaining consumer trust and competitiveness.

In response to increasing consumer awareness of healthy consumption patterns, food producers are now expected to deliver products that are not only affordable and tasty but also hygienic, safe, and nutritionally beneficial. Consumers today tend to prefer products perceived as safe, hygienic, and produced using natural ingredients. This shift in consumer expectations forces food MSMEs to continuously improve their production practices to meet evolving safety and health standards.

Oish Bakery, one of the culinary MSMEs operating in Yogyakarta, attempts to address these challenges by implementing production processes that avoid chemical preservatives and

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prioritize the use of natural ingredients. Such strategies aim to build consumer trust and enhance product appeal among increasingly health-conscious consumers. However, the success of these efforts ultimately depends on how consumers perceive food safety and how their health-related behavior influences their purchasing decisions.

Food safety has become a central concern in the food industry because it directly impacts public health and consumer confidence. Proper food handling, hygienic processing, and safe ingredient selection contribute to the perception of product reliability. Previous studies have demonstrated that food safety significantly influences consumers' willingness to purchase food products, as perceived safety reduces perceived risk and increases trust in producers.

Besides food safety, individual health behavior also plays an essential role in shaping consumption patterns. Health behavior refers to actions undertaken by individuals to maintain or improve health, including dietary choices and lifestyle habits. Consumers who adopt healthier lifestyles tend to be more selective in choosing food products, often preferring items that align with their health values, such as natural, preservative-free, or hygienically produced foods.

From a marketing perspective, purchase intention acts as a key predictor of actual purchasing behavior. Purchase intention reflects a consumer's likelihood or readiness to buy a particular product based on perceived value, trust, and satisfaction. When purchase intention is strong, consumers are more likely to proceed to actual purchase decisions.

Furthermore, purchase intention can function as an intervening or mediating variable linking consumer perceptions and final purchase decisions. Consumers may first develop intention based on safety perception and personal health considerations before translating that intention into actual purchasing actions. Thus, understanding the mediating role of purchase intention provides a clearer explanation of how perceptions of food safety and health behavior influence purchase decisions.

Based on these considerations, this study aims to examine the effect of food safety and health behavior on purchase decisions, with purchase intention serving as an intervening variable among consumers of Oish Bakery Yogyakarta. This research is expected to contribute to the literature on consumer behavior in food MSMEs while providing practical insights for culinary business actors in improving strategies related to food safety and health-oriented marketing.

H1: Food safety has a positive effect on purchase intention.
H2: Health behavior has a positive effect on purchase intention.
H3: Purchase intention has a positive effect on purchase decisions.
H4: Purchase intention mediates the effect of food safety on purchase decisions.
H5: Purchase intention mediates the effect of health behavior on purchase decisions.

METHODOLOGY

This study uses a quantitative approach with an explanatory research design that aims to explain the causal relationship between the variables of food safety, health behavior, purchase intention, and purchase decision. A quantitative approach was chosen because it is able to measure the relationship between variables objectively through statistical analysis.

The type of data used in this study is primary data. The data was obtained directly from respondents through the distribution of questionnaires to Oish Bakery Yogyakarta consumers who had purchased bread products. The questionnaire was compiled based on

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variable indicators adapted from previous studies relevant to the topics of food safety, health behavior, purchase intention, and purchase decision.

The population in this study was all consumers of Oish Bakery Yogyakarta. Given that the population size could not be determined with certainty, the sampling technique used was purposive sampling, which is a technique for determining samples with specific criteria. The criteria for respondents in this study included: (1) consumers who had purchased Oish Bakery products at least once, and (2) were at least 17 years old. The number of samples used was 120 respondents, which was considered to have met the minimum requirements for regression analysis and mediation test.

The independent variables in this study are food safety and health behavior. Food safety is measured through consumer perceptions of the cleanliness of the production process, the safety of raw materials, and product storage. Health behavior is measured through the level of consumer awareness in choosing healthy foods, paying attention to nutritional content, and avoiding products that pose a risk to health.

The mediating variable is purchase intention, which is measured through consumers' tendency to buy, interest in trying again, and intention to recommend the product to others. The dependent variable is purchase decision, which is measured through product selection decisions, purchase frequency, and satisfaction after purchase.

All variable indicators were measured using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5).

Data collection techniques were carried out using a survey method with a structured questionnaire. The questionnaire was distributed directly to consumers of Oish Bakery Yogyakarta. Before use, the research instrument was first tested through validity and reliability tests to ensure that each question item was able to measure the research variables accurately and consistently.Data Analysis Techniques

Data analysis was performed using statistical software. The analysis stages included descriptive tests to describe the characteristics of the respondents, validity and reliability tests to examine the suitability of the instruments, and classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests.

To test the hypothesis, multiple linear regression analysis was used to determine the effect of food safety and health behavior on purchase intention, as well as the effect of purchase intention on purchase decision. Furthermore, the mediating role of purchase intention was tested using the Sobel test as suggested by Shabrina et al. (2023). This test aims to determine whether purchase intention is able to significantly mediate the effect of food safety and health behavior on purchase decision.

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RESULT AND DISCUSSION

Respondent characteristics

Table 1. Result of Respondent Characteristics Test

Category	Information	Amount	Presentation
Age	18-25 years old	105	80,8%
	26-35 years old	19	14,6%
	36-45 years old	6	4,6%
Have you ever shopped at Oish Bakery in Yogyakarta?	YES	110	84,6%
	NO	20	15,4%

Source: processed primary data, 2025

shows respondent data according to consumer age. Based on the table above, it can be concluded that of the 130 respondents, most respondents aged 18-25 years numbered 105 respondents with a percentage of 80.8%. This is followed by respondents aged 26-35 years, numbering 19 respondents with a percentage of 14.6%, and respondents aged 36-45 years, numbering 6 respondents with a percentage of 4.6%. Meanwhile, the data shows respondents according to consumers who have shopped at Oish Bakery. Based on the table above, it can be concluded that of the 130 respondents, the majority of respondents who had shopped there numbered 110 respondents, representing 84.6%. This was followed by respondents who had never shopped at Oish Bakery, numbering 20 respondents, representing 15.4%.

Validity Test

Table 2. Validity Test

Variabel	Item statement	R-Count	R-table	Description
Food safety (FS)	FS1	0.665	0.176	Valid
	FS2	0.769	0.176	Valid
	FS3	0.784	0.176	Valid
	FS4	0.746	0.176	Valid
	FS5	0.734	0.176	Valid
	FS6	0.715	0.176	Valid
	FS7	0.785	0.176	Valid
	FS8	0.785	0.176	Valid
	FS9	0.744	0.176	Valid
Health behaviour (HB)	HB1	0.824	0.176	Valid
	HB2	0.610	0.176	Valid
	HB3	0.760	0.176	Valid
	HB4	0.784	0.176	Valid
	HB5	0.784	0.176	Valid
	HB6	0.709	0.176	Valid
	HB7	0.779	0.176	Valid
Purchase intention (PI)	PI1	0.791	0.176	Valid
	PI2	0.727	0.176	Valid
	PI3	0.745	0.176	Valid
	PI4	0.744	0.176	Valid
	PI5	0.764	0.176	Valid
	PI6	0.736	0.176	Valid

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	PI7	0.795	0.176	Valid
	PI8	0.823	0.176	Valid
``Purchase decision (PD)	PD1	0.763	0.176	Valid
	PD2	0.637	0.176	Valid
	PD3	0.820	0.176	Valid
	PD4	0.797	0.176	Valid
	PD5	0.811	0.176	Valid
	PD6	0.798	0.176	Valid
	PD7	0.811	0.176	Valid
	PD8	0.766	0.176	Valid

Source: Spss data, 2025

Based on Table 4.2, which shows the validity test results for the questionnaire items, it can be concluded that all items in each variable have a calculated r greater than the table r (0.176), so all questionnaire items are valid and suitable for use in this study. For the food safety (FS) variable, there are nine questions (FS1-FS9) with calculated r values ranging from 0.665 to 0.785. The health behavior (HB) variable also consists of seven items (HB1-HB7) with calculated r values ranging from 0.610 to 0.824, all of which are declared valid. The purchase intention (PI) variable consisted of eight questions (PI1-PI8), all of which had calculated r values ranging from 0.727 to 0.823, all of which exceeded the table r value. Finally, the purchase decision (PD) variable consists of eight questions (PD1-PD8), each with a calculated r value ranging from 0.758 to 0.902.

Reliability Test

Table 3. Reliability Test

Variabel	Cronbach`s Alpha	Description
Food Safety	0.901	Reliabel
Health Behaviour	0.871	Reliabel
Purchcse Intention	0.898	Reliabel
Purchase Decision	0.902	Reliabel

Source: Spss data, 2025

It can be concluded from Cronbach's Alpha values in the table above that all four variables have values above 0.70. Variables can be considered reliable if Cronbach's Alpha values are above 0.70, which means that the statements in the variables are suitable for use in questionnaire data collection. research instrument used is declared reliable and can be used for the next stage of analysis.

Normalitas Test

Table 4. Normalitas Test Equation 1

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		126
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.03439335
Most Extreme Differences	Absolute	.103
	Positive	.057
	Negative	-.103
Test Statistic		.103
Asymp. Sig. (2-tailed)		.002[c]
Monte Carlo Sig. (2-tailed)	Sig.	.130[d]

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	99% Confidence Interval	Lower Bound	.121
		Upper Bound	.139
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 2000000.			

Source: Spss data, 2025

Table 5. Normalitas Equation 2

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		126	
Normal Parameters[a,b]	Mean	.0000000	
	Std. Deviation	2.15503732	
Most Extreme Differences	Absolute	.109	
	Positive	.068	
	Negative	-.109	
Test Statistic		.109	
Asymp. Sig. (2-tailed)		.001[c]	
Monte Carlo Sig. (2-tailed)	Sig.	.094[d]	
	99% Confidence Interval	Lower Bound	.087
		Upper Bound	.102
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 299883525.			

Source: Spss data, 2025

In Table 4 equation 1 and Table 5 equation 2, it can be seen that the Kolmogorov-Smirnov test results show Monte Carlo Sig. (two-tailed) significance values of 0.130 and 0.94 or > 0.05. This study is normally distributed, meaning that the classical assumptions of normality are satisfied.

Multikolinearitas Test

Table 6. Multikolinearitas Test Equation 1

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Food Safety	.410	2.440
	Health Behaviour	.410	2.440
a. Dependent Variable: purchase intention			

Source: Spss data, 2025

Table 7. Multikolinearitas Test Equation 2

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Food Safety	.302	3.309

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Coefficients[a]			
Model		Collinearity Statistics	
	Health Behaviour	.279	3.587
	Purchase intention	.220	4.548
a. Dependent Variable: Purchase Decision			

Source: Spss data, 2025

Based on the table above, it can be concluded that all tolerance values are > 0.10 and VIF < 10.00, so it can be concluded that there is no multicollinearity among the independent variables in the regression model.

Heterokedastisitas Testing

Table 8 . Heterokedastisitas Test Equation 1

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.955	1.094		1.787	.076
	Food Safety	.059	.043	.190	1.366	.175
	Health Behaviour	-.090	.049	-.258	-1.856	.066
a. Dependent Variable: ABS_RES1						

Source: Spss data, 2025

Table 9 . Heterokedastisitas Test Equation 2

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.380	1.114		3.035	.003
	Food Safety	-.001	.050	-.003	-.017	.987
	Health Behaviour	-.068	.059	-.195	-1.154	.251
	Purchase intention	.007	.063	.022	.116	.908
a. Dependent Variable: ABS_RES2						

Source: Spss data, 2025

In Tables 1 and 2, it can be seen that the results of the heteroscedasticity test show that all significance values are > 0.05. Therefore, in this study, it can be concluded that the research data does not exhibit heteroscedasticity.

Multiple Linear Regression Test

Table 10 . Multiple Linear Regression Test Equation 1

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.963	1.564		1.895	.061
	Food Safety	.406	.061	.437	6.616	.000
	Health Behaviour	.529	.070	.502	7.602	.000
A. Dependent Variable: Purchase intention						

Source: Spss data, 2025

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Based on the table above, the significance value of the food safety variable is 0.000, and that of the health behavior variable is 0.000. It can therefore be concluded that the food safety and health behavior variables have a significant effect on purchase intention.

Table 11 . Multiple Linear Regression Test Equation 2

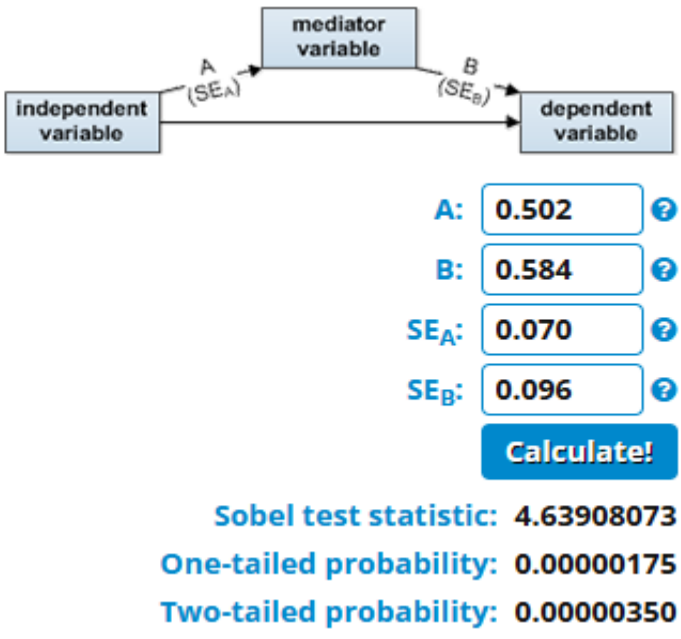
Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.691	1.688		-1.002	.318
	Food Safety	.087	.076	.084	1.147	.254
	Health Behaviour	.323	.090	.273	3.596	.000
	Purchase intention	.655	.096	.584	6.830	.000
A. Dependent Variable: Purchase Decision						

Source: Spss data, 2025

Based on the table above, the significance value of the food safety variable is 0.254, health behavior is 0.000, and purchase intention is 0.000. It can therefore be concluded that the food safety variable does not have a significant effect on purchase intention, while the health behavior and purchase intention variables have a significant effect on purchase decision.

Sobel Testing

The effect of food safety (X1) on purchase decision (Y) through purchase intention (Z).



Pictures sobel calculate 1

Source: Primary data, processed in 2025.

Based on the figure above, a one-tailed probability value of 0.000 (>0.05) was obtained, indicating that purchase intention has a significant effect as a mediating variable between food safety and purchase decision. Thus, purchase intention is able to significantly mediate the effect of food safety on purchase decision.

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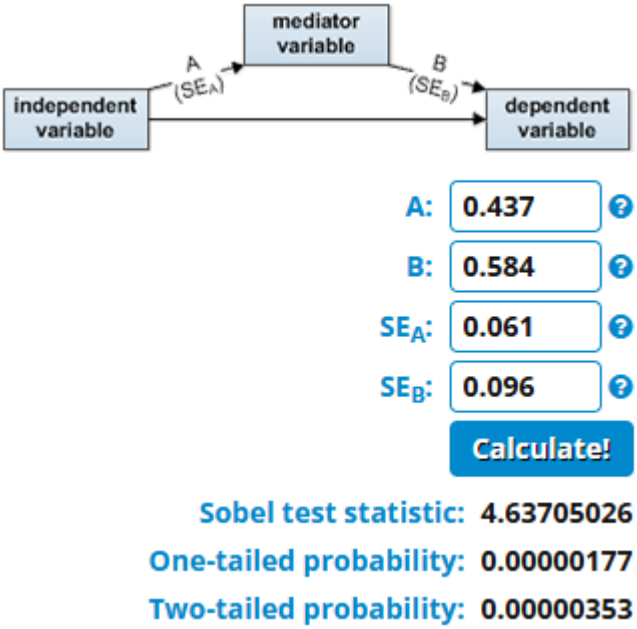
The effect of Health Behavior (X2) on Purchase Decision (Y) through Purchase Intention (Z).



Pictures Sobel Calculate 2

Source: Primary data, processed in 2025.

Based on Figure above, a one-tailed probability value of 0.000 (>0.05) was obtained, indicating that purchase intention has a significant effect as a mediating variable between health behavior and purchase decision. Thus, purchase intention is able to significantly mediate the effect of health behavior on purchase decision.

Discussion

The validity and reliability test results show that all indicators are valid and reliable. The classical assumption test shows that the data is normally distributed and free from multicollinearity and heteroscedasticity (Ginting et al., 2024).

The regression results show that food safety and health behavior have a significant positive effect on purchase intention. Purchase intention also has a significant effect on purchase decision. The Sobel test shows that purchase intention significantly mediates the effect of food safety and health behavior on purchase decision.

These findings are in line with the research by Szymkowiak et al. (2022), which states that health orientation influences the purchase intention of food products. The significant effect of food safety on purchase intention confirms the importance of hygiene standards in increasing consumer confidence. In addition, the mediating role of purchase intention supports the customer experience theory proposed by Lemon and Verhoef (2016).

CONCLUSION

This study concludes that food safety and health behavior have a positive effect on purchase decisions through purchase intention. Purchase intention has been proven to act as an intervening variable that strengthens the relationship between perceptions of safety and health behavior and purchasing decisions.

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The practical implication of this study is the need for MSME bakeries to improve food safety standards and educate consumers on healthy behavior in order to encourage interest in purchasing and purchasing decisions.

Appendix

No	Variable	Items	Source
1.	Food Safety	1. I am concerned that the bread at Oish Bakery is not stored hygienically. 2. I am concerned that the ingredients used in making bread at Oish Bakery are not safe. 3. I am afraid of consuming bread that may be past its expiration date. 4. I believe that the bread sold at Oish Bakery is safe for consumption. 5. I am confident that Oish Bakery uses high-quality ingredients. 6. I am confident that Oish Bakery maintains hygiene in the bread-making process. 7. I am confident that Oish Bakery has implemented good food safety standards. 8. I believe that Oish Bakery's bread products are made using hygienic processes. 9. I believe that local bread products such as those from Oish Bakery are able to maintain product safety and hygiene.	(Revised, 2020)
2.	Health Behaviour	1. I prefer to buy bread at Oish Bakery because it tastes good and is healthy. 2. I avoid bread that contains preservatives or artificial coloring. 3. I choose bread from Oish Bakery because I believe their products are more hygienic than bread from other places. 4. I choose bread from Oish Bakery because I think it is safe for my health. 5. I choose bread from Oish Bakery because it is suitable as a food to accompany an active lifestyle. 6. I maintain a balanced diet and exercise routine, including choosing healthy bread products. 7. I exercise regularly and pay	(Ferrer-urbina,2023)

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		attention to my food intake, such as healthy bread from Oish Bakery.	
3.	Purchase Intention	1. In my opinion, the price of Oish Bakery products is in line with the quality provided. 2. I feel that the prices offered by Oish Bakery are affordable compared to other bakeries. 3. I consider other customers' reviews before purchasing products at Oish Bakery. 4. Positive reviews from other customers make me more confident about buying from Oish Bakery. 5. I have a positive perception of the Oish Bakery brand. 6. The Oish Bakery brand image makes me interested in trying its products. 7. I believe that Oish Bakery products are safe and of high quality. 8. I believe Oish Bakery can meet my expectations in terms of quality and service.	(Sugito Sugito, 2023)
4.	Purchase Decision	1. I consider other consumer reviews before deciding to buy products at the Oish Bakery store. 2. I considered various alternatives before deciding to buy bread products at Oish Bakery. 3. Oish Bakery's bread products meet my expectations and desires. 4. I feel that Oish Bakery's products meet the quality standards I want. 5. I tend to consistently buy the same bread products from Oish Bakery. 6. I am loyal to Oish Bakery products and rarely try similar products from other stores. 7. I rate the quality of Oish Bakery products as very good in terms of taste and texture. 8. Oish Bakery bread products are always consistent in quality every time I buy them.	(Merabet, 2020)

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