

Understanding Consumer Purchase Decisions for Traditional Food in Indonesia: An Application of the Theory of Planned Behavior

Yusuf Enril Fathurrohman^{1, 2}, Arif Prashadi Santosa³ and
Alfato Yusnar Kharismayah⁴

ABSTRACT

This study investigates consumer behavior toward traditional food in Indonesia, particularly in the BARLINGMASCAKEB region comprising Banjarnegara, Purbalingga, Banyumas, Cilacap, and Kebumen Regencies. The Theory of Planned Behavior (TPB) is used as the primary framework. Thus, the research aims to analyze the influence of attitude, subjective norms, and perceived behavioral control on purchase intention, and how this intention subsequently affects purchase decisions. A survey was conducted with 179 valid responses using a five-point likert-scale questionnaire. Data was analyzed through Smart Equation Modelling (SEM) using Smart-PLS. The results show that attitude becomes the strongest predictor and significantly influence purchase intention, followed by perceived behavioral control. However, subjective norms did not have a significant effect. Moreover, purchase intention confirmed a strong and significant effect on purchase decision. The model demonstrated 65.7% of the variance in purchase intention and 59.7% in purchase decision; indicating moderate to strong explanatory power. The findings also give valuable insights for various stakeholders especially policy-maker and marketers in promoting traditional food consumption by enhancing attitudes and reduce perceived barriers. Applying TPB to traditional food in Indonesia, the study offers insights to boost demand, support local vendors, and promote regional development while preserving cultural identity.

Keywords: Consumer Behavior, Traditional Food, Theory of Planned Behavior, Purchase Intention, Purchase Decision.

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¹ Doctoral School of Management and Business, Faculty of Economics and Business, University of Debrecen, Debrecen, Hungary. E-mail: yusuf.enril@mailbox.unideb.hu

² Agribusiness Study Program, Faculty of Agriculture and Fisheries, Universitas Muhammadiyah Purwokerto, Purwokerto, Indonesia. E-mail: yusuf.enril@gmail.com

³ Agrotechnology Study Program, Faculty of Agriculture and Fisheries, Universitas Muhammadiyah Purwokerto, Purwokerto, Indonesia. E-mail: arifpras.santosa@gmail.com

⁴ Faculty of Economics and Business, Universitas Muhammadiyah Purwokerto, Purwokerto, Indonesia. E-mail: chipatoyusnar@gmail.com