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Analysis of Purchase Decisions for MSME-Processed Functional Food Products in the Jabodetabek Region: A Model Testing of the Effects of Functional Value, Brand Image, Electronic Word of Mouth, and Local Wisdom-Based Marketing

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Abstract: The Influence of Functional Value, Brand Image, Electronic Word of Mouth, and Local Wisdom-Based Marketing on Purchase Decisions for MSME Functional Food Products in the Jabodetabek Region. This study was motivated by the increasing competition among MSME functional food products in urban areas, which necessitates marketing strategies grounded in rational, digital, and cultural value dimensions. The research aims to analyze the effects of functional value, brand image, electronic word of mouth communication, and Local Wisdom-Based Marketing on consumers' purchase decisions. An explanatory quantitative approach was employed, utilizing a survey of 240 consumers of MSME functional food products in the Jabodetabek region selected through purposive sampling. The data were analyzed using Structural Equation Modeling based on Partial Least Squares. The findings indicate that all variables exert a positive and significant influence on purchase decisions, with electronic word of mouth emerging as the most dominant variable, followed by Local Wisdom-Based Marketing, brand image, and functional value. These results affirm that purchase decisions are shaped by a combination of rational, social, symbolic, and cultural stimuli processed through consumers' cognitive and affective evaluations. This study contributes to the development of MSME marketing strategies through the integration of functional, digital, and local cultural values.

Keywords: Purchase Decision, Functional Food MSMEs, Functional Value, Local Wisdom-Based Marketing, Electronic Word of Mouth.

INTRODUCTION

Increasingly complex dynamics can be observed in the growing consumption of functional foods in Indonesia, which is closely associated with shifts in consumer preferences and behavior, particularly in urban areas. Consumers are no longer guided solely by considerations of price and availability. Instead, they increasingly evaluate product quality, health benefits, added value, and product identity linked to local cultural heritage (Maulita et

al., 2025). This trend becomes more significant when viewed alongside data from the 2024 Food Consumption Statistics Report, which indicates a decline in the consumption of several local commodities. Over the past year, peanut consumption decreased by 6.6% and cassava consumption declined by 16%. These developments highlight an important challenge as well as a strategic opportunity. Under these conditions, the development of functional foods derived from local ingredients presents a promising alternative for revitalizing consumer interest while simultaneously enhancing the economic value of domestic agricultural commodities.

In this context, micro, small, and medium enterprises (MSMEs) play a crucial role in advancing the functional food industry in Indonesia. Functional food MSMEs contribute to local economic development while promoting the utilization of high-potential domestic commodities that can be processed into value added products (Tirtana et al., 2022). According to data from Statistics Indonesia (2023), there are approximately 4.85 million businesses operating in the food and beverage provision sector, generating total sales of IDR 998.37 trillion and employing nearly 9.8 million people. These figures illustrate the substantial capacity of MSMEs to stimulate growth in the food industry. In addition, consumer demand for healthier and more sustainable food products has been addressed through MSME driven innovation, particularly in the development of functional foods derived from plant based and horticultural resources (Miftah et al., 2023).

The consumption of functional foods has gained increasing attention alongside the growing public awareness of health and well-being. This trend is particularly evident among younger generations and urban communities, who tend to prioritize products that are practical and offer additional value (Retnaningsih & Junedi, 2024). A survey conducted by Posman and Delima (2024) found that 71.2% of respondents chose functional foods because they were perceived to enhance immune resilience. This finding suggests that health considerations have become an integral part of contemporary consumption lifestyles.These results are consistent with data reported by the National Food Agency (2023), which indicate that the average energy intake of the population reaches 2,088 kcal per capita per day, while average protein consumption amounts to 62.33 g per capita per day. These figures reflect a growing public concern for the quality of nutritional intake. Consequently, functional foods are increasingly viewed not only as nutritionally beneficial products but also as expressions of lifestyle orientation and consumer identity.

Consequently, both rational and psychological factors play an important role in shaping purchasing behavior toward functional food products. Consumers rely on functional value to evaluate product quality, perceived benefits, and the appropriateness of price relative to its utility (Asmayadi & Hartini, 2015; Sweeney & Soutar, 2001). In addition, brand image forms consumers' perceptions, trust, and emotional associations with a product, which ultimately influence consumer preferences and purchasing decisions (Guliyev, 2023; Malik et al., 2012). Furthermore, electronic word of mouth (e-WOM) has developed into an important source of information that consumers use to evaluate products, particularly functional foods that are often perceived as carrying certain consumption risks (Liu et al., 2022; Romadhoni et al., 2023). Local Wisdom-Based Marketing, a marketing strategy that utilizes cultural values, traditions, and local wisdom as a basis for product differentiation, has also become an increasingly important factor for Indonesian MSMEs (Novilia & Sudarmiatin, 2025).

This study employs the Stimulus–Organism–Response (S-O-R) theory introduced by Mehrabian and Russell (1974). The theory explains that consumers' internal states, referred to as the organism component, are influenced by external stimuli such as marketing strategies. These stimuli affect cognitive and affective processes, which subsequently generate behavioral responses in the form of purchase decisions. The S-O-R model has frequently been applied in marketing research to explain how consumer behavior is shaped by product value, brand image, and digital marketing communication (Islam et al., 2020; Kim et al., 2020; Sohaib et al., 2022).

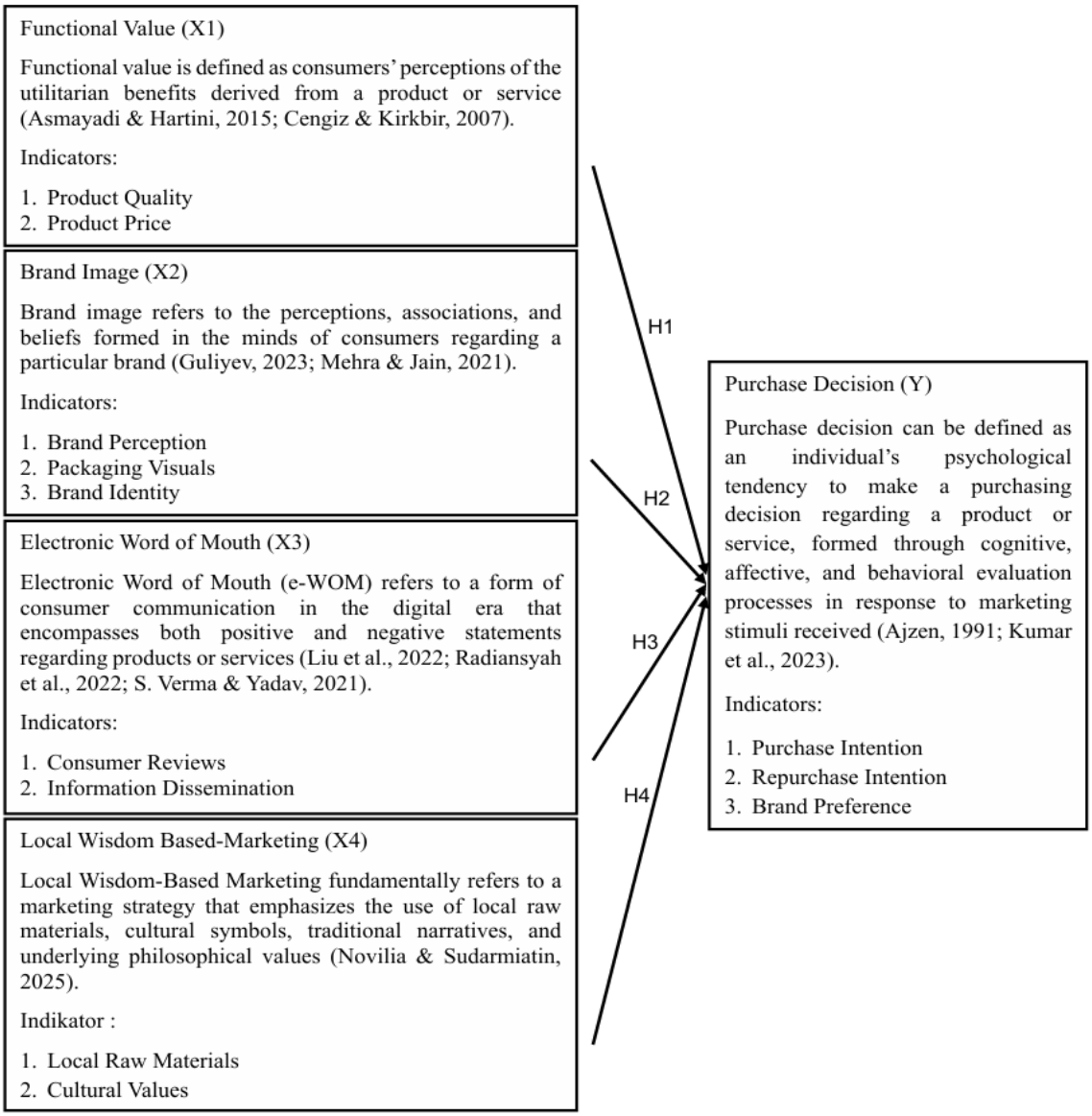
In the present study, functional value, brand image, electronic word of mouth, and Local Wisdom-Based Marketing are conceptualized as stimuli that may influence purchase decisions either directly or through consumers' internal evaluation processes. Empirical studies that integrate these factors within a single comprehensive framework remain relatively limited, particularly in the context of functional food MSMEs. Most previous research has tended to examine brand image and electronic word of mouth separately. In contrast, the roles of functional value and Local Wisdom-Based Marketing have rarely been explored simultaneously. Nevertheless, Local Wisdom-Based Marketing, which integrates local cultural values, traditional principles, and heritage narratives, has been shown to strengthen consumer loyalty and enhance product differentiation when combined with contemporary marketing strategies (Hartati & Mala, 2025; Marpung et al., 2025; Tirtana et al., 2022).

As indicated in previous studies, each of these variables has generally been examined in isolation. Functional value has been shown to influence purchase intention across various product categories, although its effect may be mediated by consumer trust (Raharja et al., 2022; Song et al., 2024). Brand image has also been consistently identified as a significant determinant of both purchase decisions and consumer loyalty (Ihzaturrahma & Kusumawati, 2021a; Tahir et al., 2024). Electronic word of mouth has likewise been demonstrated to play an important role in shaping purchase intention and purchasing decisions across different industries, including the creative sector and markets for local products (Rahman & Mia, 2025; Setiawan & Maulana, 2024). Meanwhile, studies on marketing strategies grounded in local wisdom indicate that the integration of cultural values can enhance competitiveness and strengthen emotional connections between consumers and MSME products (Budi et al., 2025; Surti et al., 2024).

Nevertheless, prior research still reveals several important limitations. First, most studies have examined these variables separately, which has limited the development of a comprehensive understanding of how rational, social, and cultural stimuli jointly influence consumer behavior. Second, research that specifically investigates consumer behavior toward functional food products produced by MSMEs and derived from local ingredients remains relatively limited. Third, the majority of existing studies have focused on general commercial products or other industrial sectors, with relatively little attention given to the dynamics of purchase decisions within the context of functional food MSMEs among urban consumers. In light of these conditions, a significant research gap can be identified. There is still no comprehensive theoretical model that integrates functional value, brand image, Electronic Word of Mouth, and Local Wisdom-Based Marketing in explaining purchase decisions for MSME functional food products. Furthermore, the application of the S-O-R theory that positions local wisdom as a primary marketing stimulus remains limited, particularly within the context of functional food MSMEs in the Jabodetabek region.

Based on the foregoing background, this study aims to empirically analyze the effects of functional value, brand image, Electronic Word of Mouth, and Local Wisdom-Based Marketing on purchase decisions for MSME functional food products in the Jabodetabek region. The study seeks to address the research problem by examining the extent to which each research variable influences consumers' purchase decisions regarding MSME processed functional food products in this region. Through this approach, the study is expected to provide a more comprehensive understanding of the factors that shape consumer purchasing behavior. In addition, the findings are anticipated to contribute to the development of more effective marketing strategies for functional food MSMEs in Indonesia.

The conceptual framework of this research is as follows:



Source: Research Results

Figure 1. Framework of Thought

The following section presents the development of the research hypotheses:

1. The Influence of Functional Value on Purchase Decision
   Functional value represents consumers' perceptions of the utilitarian benefits of a product, which are associated with quality, reliability, and the appropriateness of price relative to the benefits received (Nguyen et al., 2021; Sweeney & Soutar, 2001). Previous studies indicate that strong perceptions of product quality and benefits can enhance consumers' purchase intentions and ultimately lead to purchasing decisions (Amin & Tarun, 2021; Raharja et al., 2022; Song et al., 2024). Based on this theoretical foundation and empirical evidence, the following hypothesis is proposed: H1**:** Functional value influences purchase decision.

2. The Influence of Brand Image on Purchase Decision
   Brand image reflects consumers' perceptions, associations, and beliefs regarding a brand, which are formed through prior experiences and marketing communications (Chen et al., 2021; Moslehpour et al., 2022). A positive brand image can strengthen consumer trust, preferences, and loyalty toward a product (Ihzaturrahma & Kusumawati, 2021b; Ramli et al., 2021; Tahir et al., 2024). Accordingly, the following hypothesis is proposed:
   H2: Brand image influences purchase decision.
3. The Influence of Electronic Word of Mouth on Purchase Decision
   Electronic Word of Mouth (e-WOM) refers to digital communication among consumers in the form of reviews, comments, and recommendations about products shared through online platforms (Liu et al., 2022; Verma & Yadav, 2021). Information disseminated through e-WOM is often perceived as more credible by consumers and plays an important role in the information search process as well as product evaluation prior to purchase (Rahman & Mia, 2025; Roy et al., 2024; Saraswati & Giantari, 2022). Based on these considerations, the following hypothesis is proposed:
   H3: Electronic Word of Mouth influences purchase decision.
4. The Influence of Local Wisdom-Based Marketing on Purchase Decision
   Local Wisdom-Based Marketing refers to a marketing strategy that integrates local cultural values, traditions, and community identity in the development and promotion of products (Irjayanti & Lord, 2024; Primantari et al., 2022). The incorporation of local cultural values into products can enhance product differentiation and strengthen the emotional connection between consumers and the brand (Budi et al., 2025; Novilia & Sudarmiatin, 2025). Accordingly, the following hypothesis is proposed:
   H4: Local Wisdom-Based Marketing influences purchase decision.

METHODS

This study employs a quantitative approach with an explanatory research design aimed at examining the causal relationships among the variables under investigation. The quantitative approach was selected because it enables statistical testing of hypotheses and allows objective measurement of latent constructs. Primary data were collected through a survey method using a structured questionnaire as the research instrument. The data obtained are primary in nature and allow for empirical analysis. Structural Equation Modeling based on Partial Least Squares (SEM-PLS) was applied to test the research model, which involves multiple latent variables and reflective indicators. This method is considered appropriate for studies with complex models and data distributions that do not necessarily follow normal distribution assumptions (J. Hair et al., 2017).

The study was conducted in the Jabodetabek region, a metropolitan area characterized by a relatively high level of functional food consumption and recognized as a central hub for MSME processed food activities. The research object consists of consumers of MSME functional food products, as this group is directly involved in the purchase decision making process and possesses relevant empirical experience for analysis. The research was carried out over a period adjusted to the availability of respondents within the region. The target population of this study includes all consumers of MSME functional food products in the Jabodetabek area. A purposive sampling technique was employed because the exact population size could not be determined. The criteria for selecting respondents were as follows: (1) individuals who have purchased functional food products produced by MSMEs, (2) individuals aged at least 18 years, and (3) individuals residing in the Jabodetabek region. Since the population in this study is considered infinite the recommended approach for determining the sample size is to multiply the number of indicators by five to ten times (J. Hair et al., 2017). Therefore, the formula used to determine the sample size in this study is as follows:

(Number of statements) × (10 times)

This study includes four independent variables, namely functional value, brand image, electronic word of mouth (e-WOM), and Local Wisdom-Based Marketing. In addition, one dependent variable is examined, namely purchase decision. To ensure conceptual validity, each construct was measured using five indicators adapted from previous studies. The indicators for functional value were adapted from Calvo-Porral and Viejo-Fernández (2024); Raharja et al. (2022). Brand image indicators were derived from N Ihzaturrahma and Kusumawati (2021); Liang, Xu, and Huang (2024). The indicators for electronic word of mouth were adapted from Rahman and Mia (2025); Setiawan and Maulana (2024). Indicators for Local Wisdom-Based Marketing were adapted from Budi et al. (2025); Novilia and Sudarmiatin (2025). Finally, the indicators for purchase decision were adapted from N Ihzaturrahma and Kusumawati (2021); Liang et al. (2024); Park, Zourrig, and El Hedhli (2021).

After the research instrument was developed, consisting of five variables measured using a six point Likert scale adopted from Keyser and Sweetland (1984), it was applied to collect the data. The use of a six point Likert scale aims to minimize the tendency of respondents to select neutral responses and to increase the sensitivity of the measurement. This data collection method was chosen because it is efficient and capable of reaching a large number of respondents across different locations (Sugiyono, 2017). The six point Likert scale is categorized into the following response options:

Table 1. Scoring Points

Score Points	Description
1	Strongly Disagree
2	Disagree
3	Slightly Disagree
4	Slightly Agree
5	Agree
6	Strongly Agree

Source: Research Results

The research process was conducted comprehensively to systematically compile all survey results while also expanding the supporting literature to ensure that the quantitative data provide a thorough understanding of the research topic. The questionnaire used in this study consists of four main sections. First, the opening section contains brief information about the researcher. Second, the psychological information section aims to explore the psychographic aspects of respondents, particularly their experiences in purchasing MSME functional food products. Third, the questionnaire includes a set of statements directly related to the research variables. Fourth, the demographic section collects respondent information, including gender, domicile, highest level of education, employment status, and age.

The operational definitions and indicators of each research variable are presented in Table 2.

Table 2. Operationalization of Variables

Variable	Definition and source	Indicator
Functional Value	Functional value is defined as consumers' perceptions of the utilitarian benefits derived from a product or service (Asmayadi & Hartini, 2015; Cengiz & Kirkbir, 2007).	FV1. Sound production process FV2. Extended product shelf Life FV3. Reasonable product price FV4. Price appropriateness in relation to health benefits

Brand Image	Brand image refers to the perceptions, associations, and beliefs formed in the minds of consumers regarding a particular brand (Guliyev, 2023; Mehra & Jain, 2021).	BI1. Positive brand image BI2. Memorable brand BI3. Attractive packaging design. BI4. Iconic and appealing brand logo BI5. Clear and comprehensive packaging information BI6. Easily recognizable brand symbols or labels.
Electric Word of Mouth	Electronic Word of Mouth (e-WOM) refers to a form of consumer communication in the digital era that encompasses both positive and negative statements regarding products or services (Liu et al., 2022; Radiansyah et al., 2022; S. Verma & Yadav, 2021).	EWM1. Reading online reviews prior to purchase EWM2. Consumer recommendations on social media EWM3. Willingness to share product experiences online EWM4. Willingness to recommend the product to others
Local Wisdom Based-Marketing	Local Wisdom-Based Marketing fundamentally refers to a marketing strategy that emphasizes the use of local raw materials, cultural symbols, traditional narratives, and underlying philosophical values (Novilia & Sudarmiatin, 2025).	LW1. Use of natural or locally sourced raw materials. LW2. Interest in products made with regionally distinctive natural ingredients LW3. Reflection of local culture or wisdom in the product LW4. Representation of pride in local identity
Purchase Decision	Purchase decision can be defined as an individual's psychological tendency to make a purchasing decision regarding a product or service, formed through cognitive, affective, and behavioral evaluation processes in response to marketing stimuli received (Ajzen, 1991; Kumar et al., 2023).	PD1. Interest in purchasing products not previously tried PD2. Perceived appropriateness of purchase based on health benefits. PD3. Intention to repurchase the product. PD4. Satisfaction with the purchase experience. PD5. Preference for local MSME products PD6. Confidence in the product's quality and value

The research began with problem identification followed by a review of relevant literature to examine differences in previous studies concerning marketing components that influence purchase decisions for MSME functional food products. The data obtained from the distributed questionnaires were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The data analysis was conducted in two main stages. The first stage involved descriptive statistical analysis and inferential analysis. Descriptive analysis was used to describe respondent characteristics and the distribution of responses for each research variable without making generalizations. Subsequently, SEM-PLS analysis was performed by evaluating the measurement model (outer model) and the structural model (inner model). The evaluation of the outer model included testing convergent validity through factor loading values, with acceptable values exceeding 0.70. Discriminant validity was assessed using cross loading, which is considered satisfactory when the values are greater than 0.70. Reliability testing was conducted using Composite Reliability and Cronbach's Alpha. A construct is considered reliable when it has a Composite Reliability value above 0.70, although values above the minimum threshold of 0.60 are still acceptable (Freeze et al., 2015; Ghozali et al., 2013; Haryono et al., 2019).

Meanwhile, the evaluation of the inner model is conducted through several indicators. The coefficient of determination (R^2) is used to assess the predictive strength of the model, predictive relevance (Q^2) is applied to measure predictive capability, and Goodness of Fit

(GoF) is used to evaluate the overall adequacy of the model (J. F. Hair et al., 2016b; Juliandi, 2018). In general, an R^2 value of 0.75 is considered strong, 0.50 is categorized as moderate, and 0.25 is regarded as weak (Juliandi, 2018). The predictive capability of the model can be assessed through the Q^2 value. When the Q^2 value is greater than zero, the model is considered to have predictive relevance. More specifically, a Q^2 value of 0.02 indicates a weak model, 0.15 indicates a moderate model, and 0.35 indicates a strong model (Juliandi, 2018). In addition, the GoF value can be interpreted using the following criteria: 0.10 represents a small GoF, 0.25 indicates a medium GoF, and 0.36 reflects a large GoF (J. F. Hair et al., 2016a). Hypothesis testing was conducted using a bootstrapping procedure with 5,000 resamples to obtain stable parameter estimates. The level of significance applied in this study was 5 percent, with a critical t-statistic value of 1.65 (Furadantin, 2018). This resampling procedure is considered adequate for improving the estimation of standard errors in the PLS approach. In this method, the t-value thresholds used to determine significance are 1.28 for a 10 percent significance level, 1.65 for a 5 percent significance level, and 2.33 for a 1 percent significance level. This study adopts a 5 percent significance level, therefore the critical threshold applied is a t-value of 1.65

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 308 consumers of MSME functional food products in the Greater Jakarta area (Jabodetabek). The respondent profile was predominantly female (79.5%), with males accounting for 20.5%. In terms of age distribution, the dominant groups were those aged over 40 years (28.6%) and 31–35 years (21.1%), indicating that functional food consumers are largely drawn from the productive adult to mature adult age segments. With respect to educational attainment, the majority of respondents held a bachelor's degree, totaling 148 individuals (48%). This suggests that respondents possess sufficient cognitive capacity to evaluate marketing information and product attributes in a rational manner. Regarding employment status, most respondents were employed (48%), followed by self-employed individuals (28%), unemployed respondents (21%), and retirees (3%). These findings indicate that the majority of respondents have independent sources of income and belong to economically active age groups with relatively stable purchasing power. This profile is particularly relevant to understanding purchase decisions for MSME-processed functional food products in the Jabodetabek region.

Evaluation of the Measurement Model (Outer Model)

Convergent Validity

Table 3. Outer Loading Values

Indicator	BI	PD	LW	FV	WM
BI1.	0.765				
BI2.	0.812				
BI3.	0.878				
BI4.	0.898				
BI5.	0.845				
BI6.	0.781				
PD1.		0.861			
PD2.		0.861			
PD3.		0.805			
PD4.		0.796			

PD5.	0.759			
PD6.	0.867			
LW1.		0.707		
LW2.		0.758		
LW3.		0.897		
LW4.		0.885		
FV2.			0.908	
FV3.			0.709	
FV4.			0.925	
WM1.				0.777
WM2.				0.799
WM3.				0.853
WM4.				0.851

Source: Research Results

Convergent validity was evaluated using outer loading values and the Average Variance Extracted (AVE). Based on the figure above, each indicator demonstrates an outer loading value above 0.70. However, the NF1 indicator within the functional value variable shows an outer loading value below the threshold of 0.70, which required the removal of this indicator due to insufficient validity. Setiabudhi et al. (2025) emphasize that indicators that do not meet the criteria for convergent validity should be eliminated in order to improve internal construct consistency, the Average Variance Extracted (AVE), and the overall reliability of the model. This phenomenon is consistent with the perspective of J. F. Hair et al. (2021), who state that indicators may become invalid when they do not adequately correspond to the empirical context of a study, even though they may appear theoretically relevant. Therefore, the removal of FV1 does not indicate a weakness in the research instrument. Rather, it reflects a refinement process of the measurement model to ensure that it is more contextual and representative of consumer perceptions regarding MSME functional food products. Consequently, the results of the inner model evaluation and hypothesis testing become more accurate and scientifically interpretable. This also strengthens the finding that functional value has a significant influence on purchase decisions, as the construct has been measured using indicators that are both valid and reliable.

The Functional Value indicators (FV2–FV4) demonstrate very strong outer loading values, ranging from 0.709 to 0.925. This finding confirms that product benefits, quality, and functional usefulness constitute the primary dimensions in consumers' evaluation of functional food products. The Brand Image indicators (BI1–BI6) exhibit outer loading values between 0.765 and 0.898, indicating that each indicator effectively represents consumers' perceptions of the reputation, trustworthiness, and brand identity of MSME products. For the Local Wisdom-Based Marketing variable, indicators LW1 to LW4 show outer loading values ranging from 0.707 to 0.897. This result suggests that the integration of local cultural values, traditional wisdom, and heritage narratives within marketing strategies is perceived by consumers as a coherent and unified construct. Similarly, the e-WOM indicators (WM1–WM4) present outer loading values above 0.70, demonstrating that online reviews, recommendations, and digital information consistently contribute to shaping purchase decisions. The Purchase Decision indicators (PD1–PD6) also exhibit high outer loading values, ranging from 0.759 to 0.867. These results indicate that consumer purchase decisions are consistently reflected through behavioral expressions such as purchase intention, product selection, and willingness to repurchase.

Table 4. Average Variance Extracted (AVE) Values

Indicator	Average variance extracted (AVE)	Description
Brand Image	0.691	Valid
Purchase Decision	0.682	Valid
Electronic Word of Mouth	0.665	Valid
Functional Value	0.727	Valid
Local Wisdom Based-Marketing	0.673	Valid

Source: Research Results

Furthermore, the table above indicates that all variables have AVE values greater than 0.50. These AVE values demonstrate that each construct is capable of explaining more than 50 percent of the variance in its respective indicators. Among the variables examined, functional value and brand image exhibit the strongest construct validity, with AVE values of 0.727 and 0.691, respectively. Overall, the model satisfies the criteria for convergent validity. This finding confirms that the indicators used in this study are highly correlated and effectively measure the same construct, as required in reflective measurement models (J. F. Hair et al., 2021).

Discriminant Validity

In SEM-PLS analysis, this assessment is generally evaluated using cross loading values. The cross loading values can be observed in the following table.

Table 5. Cross Loading

Indicator	Brand Image	Purchase Decision	Local Wisdom Based Marketing	Functional Value	Electronoc Word of Mouth
BI1.	0.765	0.571	0.504	0.558	0.397
BI2.	0.812	0.487	0.411	0.451	0.403
BI3.	0.878	0.503	0.440	0.436	0.356
BI4.	0.898	0.533	0.461	0.425	0.381
BI5.	0.845	0.559	0.447	0.491	0.378
BI6.	0.781	0.452	0.423	0.385	0.380
PD1.	0.522	0.861	0.615	0.530	0.509
PD2.	0.555	0.861	0.640	0.555	0.500
PD3.	0.425	0.805	0.503	0.443	0.617
PD4.	0.518	0.796	0.504	0.478	0.512
PD5.	0.517	0.759	0.538	0.469	0.454
PD6.	0.565	0.867	0.649	0.578	0.565
LW1.	0.474	0.541	0.707	0.558	0.379
LW2.	0.332	0.516	0.758	0.384	0.429
LW3.	0.466	0.614	0.897	0.553	0.442
LW4.	0.485	0.603	0.885	0.553	0.423
FV2.	0.490	0.536	0.577	0.908	0.308
FV3.	0.431	0.457	0.411	0.709	0.307
FV4.	0.498	0.582	0.609	0.925	0.387
WM1.	0.351	0.422	0.360	0.300	0.777
WM2.	0.388	0.513	0.432	0.341	0.799
WM3.	0.414	0.545	0.429	0.309	0.853
WM4.	0.362	0.589	0.452	0.339	0.851

Source: Research Results

The table above indicates that each indicator represents its respective latent variable more strongly than other variables within the model. The discriminant validity results demonstrate that the constructs examined do not exhibit conceptual redundancy and genuinely represent distinct theoretical dimensions. These findings suggest that Functional Value, Brand Image,

electronic word of mouth, and Local Wisdom-Based Marketing constitute different yet complementary stimuli that influence Purchase Decision, in accordance with the Stimulus–Organism–Response theoretical framework.

Construct Reliability

Table 6. Composite Reliability dan Cronbach's Alpha

Indicator	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Brand Image	0.910	0.913	0.930
Purchase Decision	0.906	0.910	0.928
Local Wisdom Based-Marketing	0.828	0.837	0.887
Functional Value	0.805	0.827	0.888
Electronic Word of Mouth	0.839	0.849	0.892

Source: Research Results

The Composite Reliability and Cronbach's Alpha values for all constructs exceed the minimum threshold of 0.70, indicating strong internal consistency among the indicators in measuring their respective latent variables. High reliability values suggest that the research instrument is capable of producing consistent measurements when applied to similar contexts and subjects (J. F. Hair et al., 2021). Strong reliability also reflects that respondents' perceptions of functional value, brand image, electronic word of mouth, and Local Wisdom-Based Marketing are formed in a relatively homogeneous manner. This condition can be understood considering that the respondents originate from the Jabodetabek region, which is characterized by relatively high levels of digital literacy and exposure to marketing information. As a result, their perceptions of product attributes tend to be consistent.

Evaluation of the Structural Model (Inner Model)

Coefficient of Determination (R^2)

The analysis results indicate that the Purchase Decision construct (PD) exhibits an R^2 value of 0.661 and an adjusted R^2 value of 0.656. This finding suggests that the combined effects of functional value, brand image, electronic word of mouth, and Local Wisdom-Based Marketing account for 66.1% of the variance in consumers' purchase decisions regarding MSME-processed functional food products in the Jabodetabek region. The R^2 value falls within the strong or substantial category in the context of consumer behavior research. Accordingly, the structural model demonstrates a high level of explanatory power, indicating that the stimulus constructs employed are highly relevant in influencing purchase decisions.

Table 7. Coefficient of Determination (R^2)

	R-square	R-square adjusted
Purchase Decision	0.661	0.656

Source: Research Results

Predictive Relevance (Q^2)

The model's ability to predict the indicators of the endogenous variable was assessed using the Q^2 value. All purchase decision indicators (PD1–PD6) exhibit positive Q^2 values, ranging from 0.372 to 0.533. The highest value is observed for indicator PD6 (Q^2 = 0.533), indicating that the model demonstrates strong predictive capability with respect to consumers' purchase decision behavior. In this study, the relatively high Q^2 values indicate that the combination of functional value, brand image, electronic word of mouth, and Local Wisdom-Based Marketing is not only statistically significant but also practically useful in explaining the

behavior of consumers of MSME functional food products. This finding further strengthens the validity of the Stimulus–Organism–Response model applied in this research.

Table 8. Predictive Revance (Q^2)

	Q^2 predict	PLS-SEM_RMSE	PLS-SEM_MAE
PD1.	0.452	0.662	0.489
PD2.	0.480	0.642	0.477
PD3.	0.392	0.499	0.364
PD4.	0.382	0.586	0.405
PD5.	0.372	0.690	0.504
PD6.	0.533	0.496	0.372

Source: Research Results

Model Fit Assessment (Goodness of Fit)

This study assessed overall model adequacy using the Goodness of Fit (GoF) approach as the final stage of SEM-PLS model evaluation. Mathematically, the GoF value is calculated as the square root of the product between the average Average Variance Extracted (AVE) of all latent constructs and the coefficient of determination (R^2) of the primary endogenous variable**.**

R^2 value = 0.661

Average AVE

$$Average\ AVE = \frac{0{,}727 + 0{,}691 + 0{,}673 + 0{,}665 + 0{,}682}{5}$$

$$Average\ AVE = \frac{3{,}438}{5}$$

$$Average\ AVE = 0{,}688$$

Goodness of Fit (GoF)

$$GoF = \sqrt{(Rata - rata\ AVE\ X\ R^2)}$$

$$GoF = \sqrt{(0{,}688\ X\ 0{,}661)}$$

$$GoF = \sqrt{(0{,}455)}$$

$$GoF = 0{,}675$$

Based on the Goodness of Fit calculation, a GoF value of 0.675 was obtained. This value substantially exceeds the threshold for a large GoF of 0.36, as proposed by Tenenhaus et al. (2004) and further supported by (J. F. Hair et al., 2016a). Therefore, it can be concluded that the proposed research model demonstrates a very high level of overall adequacy. The elevated GoF value indicates that the model successfully integrates the quality of the measurement model with the strength of the structural model. From the perspective of the measurement model, the high average AVE values suggest that the indicators employed in this study adequately represent their respective latent constructs, thereby ensuring convergent validity for each research variable. This finding implies that the measurement instrument consistently and accurately captures the constructs of functional value, brand image, electronic word of mouth, Local Wisdom-Based Marketing, and purchase decision. From the structural model perspective, the R^2 value incorporated into the GoF calculation indicates that the exogenous variables in the model possess strong explanatory power in accounting for variations in purchase decisions related to MSME-processed functional food products in the Jabodetabek region.

Hypothesis Testing

Hypothesis testing in this study was conducted to assess the significance of causal relationships among latent variables within the structural model using a bootstrapping procedure.

Table 9. Bootstrapping

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
BI -> PD	0.217	0.219	0.052	4.212	0.000
LW -> PD	0.310	0.308	0.061	5.059	0.000
FV -> PD	0.182	0.182	0.051	3.552	0.000
WM -> PD	0.306	0.309	0.046	6.632	0.000

Source: Research Results

Based on Table 6, the bootstrapping results indicate that all variables exert a significant and acceptable influence on the purchase decisions of MSME-processed functional food products in the Jabodetabek region. The analysis shows that brand image has a positive and significant effect on purchase decisions, with a path coefficient of 0.217, a t-statistic of 4.212, and a p-value of 0.000. The positive coefficient indicates that the better the brand image of MSME functional food products, the higher the likelihood that consumers will make a purchase. Local Wisdom-Based Marketing also demonstrates a positive and significant impact on purchase decisions, with a path coefficient of 0.310, a t-statistic of 5.059, and a p-value of 0.000. Functional value has a positive and significant effect on purchase decisions, with a path coefficient of 0.182, a t-statistic of 3.552, and a p-value of 0.000. In addition, electronic word of mouth (e-WOM) exhibits a positive and significant influence on purchase decisions, with a path coefficient of 0.306, a t-statistic of 6.632, and a p-value of 0.000.

Overall, the hypothesis testing results indicate that a combination of rational, emotional, social, and cultural factors influences the decisions of MSME consumers in the Jabodetabek region to purchase processed functional food products. Electronic word of mouth (e-WOM) reflects social influence within the digital environment, functional value and brand image represent cognitive and utilitarian elements, and Local Wisdom-Based Marketing reflects cultural and emotional drivers. These findings demonstrate that the Stimulus–Organism–Response (S–O–R) theory is highly relevant for explaining consumer behavior in the functional food sector. This behavior is based on the premise that consumers (organism) perceive and process marketing stimuli, resulting in a behavioral response in the form of a purchase decision.

Discussion

The influence of functional value on purchase decision demonstrates statistically significant results, with a path coefficient of 0.182, a t-statistic value of 3.552, and a p-value of 0.000. Based on these findings, it can be explained that the higher consumers' perceptions of the utilitarian benefits or tangible usefulness offered by functional food products, the greater their likelihood of deciding to purchase those products. In other words, functional value represents an important rational consideration in the consumer evaluation process, particularly for products associated with health and quality of life. From a theoretical perspective, the functional value of food products acts as an external stimulus that encourages consumers' cognitive evaluation processes, which can be explained through the Stimulus–Organism–Response framework. The results of this study are consistent with previous empirical findings that highlight the importance of functional value in influencing purchasing behavior for health related products. For instance, Nguyen et al. (2021) found that consumers tend to engage in deeper information processing when evaluating products associated with health. Consequently,

understanding the functional benefits of a product plays an important role in shaping both purchase intentions and purchase decisions. Similarly, Alam et al. (2025) reported that functional value represents one of the primary factors influencing consumer preferences when selecting healthy food products, as consumers tend to prioritize benefits that can be directly perceived and experienced.

Thus, the findings of this study provide additional insight by demonstrating that functional value exerts a significant influence within the context of locally based MSME functional food products. In general, products produced by MSMEs often encounter challenges related to consumer perceptions regarding limitations in production standards, quality consistency, and health legitimacy. Nevertheless, the results of this study indicate that consumers are able to develop a positive perception of the functional value associated with MSME products. These findings suggest that functional value plays a strategic role in enhancing the competitiveness of MSME functional food products. The ability of MSMEs to maintain consistent raw material quality, offer prices that correspond with the health benefits provided, and ensure appropriate product shelf life represents important factors in strengthening consumer trust. Such factors can ultimately encourage stronger purchase decisions toward locally based functional food products.

The influence of brand image on purchase decision is also statistically significant, with a path coefficient of 0.217, a t-statistic value of 4.212, and a p-value of 0.000. These findings indicate that the more positive consumers' perceptions of a brand image, the greater the likelihood that they will make a purchase decision related to the product. Brand image therefore becomes an important component that assists consumers in evaluating product quality, credibility, and reliability, particularly in the category of functional food products that are closely associated with health and consumer safety. This result confirms that symbolic elements and consumer perceptions continue to play an important role in purchasing behavior even when the products originate from micro, small, and medium enterprises. In the context of functional foods, brand image is capable of creating perceptions of quality and credibility in the minds of consumers through visual identity, packaging, clarity of product information, and the consistency of marketing messages. A strong brand image helps consumers reduce uncertainty and perceived risk, especially when products are associated with issues of health and safety.

From the perspective of the Stimulus–Organism–Response framework, brand image functions as an affective and symbolic stimulus that influences consumers' internal states through the formation of attitudes, trust, and emotional associations with the brand. This affective evaluation encourages positive consumer attitudes when the brand is perceived as professional, credible, and aligned with personal values. These positive attitudes subsequently develop into purchase decisions (Ebrahim, 2020; Keller, 2020). The findings support the notion that consumers are not solely driven by rational considerations but are also influenced by the symbolic meanings attached to a brand. The results are consistent with previous empirical studies emphasizing the importance of brand image in shaping consumer purchase decisions. For example, Ebrahim (2020) demonstrated that a positive brand image can strengthen consumer trust and reinforce favorable attitudes toward a product, which ultimately leads to the formation of purchase decisions. This suggests that consumers do not evaluate brands solely on the basis of business scale or popularity. Instead, they also consider how effectively a brand communicates a clear identity, provides transparent product information, and builds trust through consistent marketing communication. Consequently, the development of a strong brand image through consistent visual identity, informative packaging, and credible marketing communication becomes an important factor that MSME actors must consider when marketing functional food products to consumers. In this regard, brand image can be

understood as a strategic asset that contributes to strengthening the competitiveness of MSME functional food products in the market.

Electronic word of mouth (e-WOM) demonstrates the strongest influence on purchase decision, with a path coefficient of 0.306, a t-statistic value of 6.632, and a p-value of 0.000. These results indicate that the most influential factor affecting consumers' decisions to purchase MSME functional food products is electronic word of mouth. The findings suggest that information derived from the experiences of other consumers possesses persuasive power that can surpass conventional marketing efforts within the digital marketplace. Consumers often rely on online reviews, social media comments, and user recommendations as primary sources of information when evaluating product quality, safety, and benefits. This tendency is particularly evident for functional food products, which are commonly associated with relatively high levels of perceived risk. The influence of e-WOM on purchase decisions can be theoretically explained through the Stimulus–Organism–Response framework. Within this framework, e-WOM functions as a social stimulus originating from the digital environment surrounding consumers. Individuals process both cognitive and affective stimuli through online reviews, social media discussions, user testimonials, and other forms of digital feedback. These findings are consistent with the results of the meta analysis conducted by Ismagilova et al. (2021), which concluded that e-WOM exerts a significant and lasting influence on purchase intention and purchasing decisions across various industries, particularly for products characterized by high levels of consumer involvement. Accordingly, e-WOM can be understood as a strategic communication mechanism that plays an important role in shaping consumers' purchase decisions regarding MSME functional food products. The dominant influence of e-WOM also indicates that the success of product marketing does not depend solely on promotional strategies implemented by businesses. It is also strongly influenced by how consumers share their experiences and evaluations of products within digital environments.

The influence of Local Wisdom-Based Marketing on purchase decision is also statistically significant, with a path coefficient of 0.310, a t-statistic value of 5.059, and a p-value of 0.000. These findings indicate that consumers are more likely to make stronger purchase decisions when elements of local wisdom are incorporated into a product's marketing strategy. Accordingly, marketing strategies that emphasize local cultural values, traditional identity, and the uniqueness of local ingredients and production processes can enhance the attractiveness of functional food products produced by MSMEs. The effect of Local Wisdom-Based Marketing on consumers' purchase decisions can be theoretically explained through the Stimulus–Organism–Response framework. Within this framework, elements of local wisdom such as the use of locally sourced ingredients, traditional narratives, cultural symbols, and underlying philosophical values function as affective and cultural stimuli that influence consumers' psychological states at the organism stage.

Local Wisdom-Based Marketing focuses on integrating contemporary marketing strategies with traditional cultural principles that are closely associated with a particular community or product. This approach does not merely emphasize the functional aspects of a product but also communicates symbolic meanings related to product origin, traditional processing practices, and local identity. In the context of functional foods, narratives concerning the use of natural local ingredients, traditional processing techniques, and health philosophies passed down across generations can strengthen consumer perceptions of authenticity. The findings of this study are supported by research conducted by Subawa et al. (2026), which demonstrates that the incorporation of local wisdom values in MSME marketing strategies plays an important role in shaping consumer attitudes, strengthening brand image, and increasing consumer trust in products. Their study involved 288 consumers of culturally based MSMEs in Bali and was analyzed using the SEM-PLS approach. Similarly, the results

of the present study further confirm that the integration of local cultural values in marketing functions not only as a product differentiation strategy but also as a mechanism for building consumer trust and fostering emotional connection.

CONCLUSION

Using the Stimulus–Organism–Response (S-O-R) approach, this study analyzed how functional value, brand image, electronic word of mouth, and Local Wisdom-Based Marketing influence the purchase decisions of functional food products produced by MSMEs in the Jabodetabek region. Based on the empirical SEM-PLS analysis, it can be concluded that all four variables have a positive and significant effect on purchase decisions. This indicates that the research objectives and the formulated research problems have been fully addressed by the study's findings.

The primary contribution of this study is to advance the literature on marketing and consumer behavior, particularly in the context of MSME functional foods. This was achieved by integrating functional, digital, and cultural dimensions into a single analytical framework based on S-O-R theory. Furthermore, the study addresses limitations of previous research, which typically focused on large-scale commercial products or emphasized only utilitarian and digital aspects, by demonstrating that local wisdom values play a strategic role in shaping consumer responses. From a practical perspective, the findings provide an empirical foundation for MSME functional food producers to develop marketing strategies that not only emphasize product quality but also effectively manage electronic word of mouth and strengthen local cultural identity.

Nevertheless, this study has several limitations that should be acknowledged. The use of a cross-sectional design and the focus on the Jabodetabek region restrict the generalizability of the findings and limit the understanding of consumer behavior dynamics over the long term. Therefore, further research is needed to compare urban and non-urban contexts and to employ longitudinal or mixed-method approaches to observe changes in consumer perceptions and behavior over time. In addition, it is suggested that the research model be expanded to include mediating or moderating variables such as trust, health awareness, or consumer ethnocentric orientation. Incorporating these factors could provide a more comprehensive understanding of the mechanisms underlying purchase decision-making for MSME functional food products.

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