



# Culinary Product Quality on Purchasing Decisions and Consumer Satisfaction as Intervening Variables; The case of *Gabus Pucung* as a Halal culinary icon for the *Betawi Ora* community in Bekasi, Indonesia

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## ABSTRACT

Bekasi is one of Jakarta's buffer zones where strong socio-cultural interactions occur. Culinary in a society is a reflection of the relationship between humans and humans individually, humans and society communally and human relations with their environment. One of the culinary delights that is very famous and in high demand is *Gabus Pucung*. With the high competition and business challenges of the *Gabus Pucung* culinary provider, this study aims to: 1) analyze whether there is an effect of product quality on consumer satisfaction, 2) whether there is an effect of consumer satisfaction on purchasing decisions and 3) whether there is an indirect effect of product quality through consumer satisfaction on purchasing decisions. Sampling uses a systematic sampling technique which is included in the category of non-probability sampling. Samples were taken of  $\pm 30$  people per district (12 districts), so that a total sample of 360 people was obtained as respondents in this study. The results of the study stated that the relatively high demand for *Gabus Pucung* culinary demanded marketers and culinary providers of *Gabus Pucung* to be able to continue to maintain product quality to increase consumer satisfaction, where this satisfaction has implications for returning decisions.

**Keywords:** gabus pucung, halal culinary, icon culinary, marketing.

## INTRODUCTION

The food business is one of the businesses that has the potential to be developed, especially in Bekasi, where high population growth will have a positive effect on the high demand for food. The high demand should be able to influence the foresight of culinary entrepreneurs in capturing business opportunities<sup>1</sup>

<sup>1</sup> Avenzora, R., Darusman, D., Prihatno, J., and Untari, D. T. The business potentials of Betawi traditional culinary on traditional culinary ecotourism market in the DKI Jakarta. In *Prosiding International Seminar on Tourism Bandung*, 2014.

Various types of culinary are growing rapidly in Bekasi. This has both positive and negative impacts when viewed from various perspectives. The first perception is from the consumer's point of view. The number of culinary providers is a positive thing because this allows consumers to choose products. Meanwhile, from a business perspective, this could be negative, because increasingly fierce competition demands more creativity in determining strategy.

One culinary product that has high potential but has not been able to optimize the opportunities that exist are traditional culinary entrepreneurs. Traditional culinary philosophically has a very high value, where traditional culinary is a socio-cultural and historical representation of a society. However, managerial skills and financial capabilities are lacking and on the other hand high modern culinary competition has finally reduced the existence of traditional culinary arts.<sup>2</sup>

One of the traditional Betawi culinary delights in Bekasi which is quite famous is Gabus Pucung. Gabus Pucung has an ecological attachment to the environment of the Betawi people in Bekasi, where it is said that there are many swamps which are the habitat of the Snakehead Fish. The snakehead fish is then processed and consumed by the Betawi people and in its development, the Pucung snakehead culinary has become quite popular in the community.<sup>3</sup>

To maintain the existence of culinary products, product quality and consumer satisfaction always attract attention. This is not surprising since the discovery of a relationship between the magnitude of product quality perceived by consumers and the level of consumer satisfaction with a product which is then related to consumer behavior in increasing purchase volume. The effect of product quality on consumer satisfaction becomes very important when customer satisfaction gives rise to consumer loyalty to a product that creates a communication attitude to attract new consumers. Thus it is possible for satisfied consumers to inform others.

Product quality that exceeds consumer expectations will lead to feelings of pleasure, this pleasing state of the consumer creates a sense of satisfaction which in turn will lead to loyalty and attitudes to support the development of purchase volume. Based on this, it is important to further examine the effect of product quality on purchasing decisions by making consumer satisfaction an intervening variable. This is felt to be very important in maintaining the existence of Gabus Pucung culinary traders in Bekasi, even further it can be used as a model in the development of Traditional Cuisine.

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<sup>2</sup> Jordan I Christian et al., "The Flash Droughts across the South-Central United States in 2022: Drivers, Predictability, and Impacts," *Weather and Climate Extremes* 46 (2024): 100730, <https://doi.org/10.1016/J.WACE.2024.100730>.

<sup>3</sup> Untari, Dhian Tyas, Fata Nidaul Khasanah, and Prasojo Prasojo. "Pendampingan Dan Pembetulan Satgas Wisata Upaya Pemeliharaan Potensi Wisata Muara Gembong". *JURNAL PENGABDIAN MASYARAKAT INDONESIA* 1, no. 3 (September 21, 2022): 25-32.

## Literature Review

### Halal Product

Halal is defined as something that can be done, sharia justify and the perpetrators are not subject to sanctions from Allah SWT, meanwhile the antonym is haram means everything or matters that are prohibited by Islamic law which, if abandoned, will reward and if done will result in sin.<sup>4</sup> To consume only halal and good food *thayyib*, as stated in Al-Quran in the following verses:

"Eat what is lawful and good *thayyib* from what is in the earth, and do not follow satanic steps; because actually the devil is a real enemy to you."

(Q.S. Al Baqarah: 168)

"And eat food that is lawful and good *thayyib* from what which Allah has provided for you, and fear them Allah and you believe in Him."

(Q.S. Al Maidah: 88).

As a country with a Muslim majority, Indonesia has separate institution to protect the needs of Muslim consumers in consuming halal products, namely, the Food Assessment Institute Medicines and Cosmetics of the Indonesian Ulema Council.<sup>5</sup> Under the Indonesian Ulema Council, is in charge of deciding whether the products consumption of both food and non-food such as cosmetics and medicines is halal or permissible and good for consumption for Muslims in Indonesia. They has a mission to establish and developing halal standards and halal auditing standards, conducting certification of food, drug and cosmetic products in circulation and consumed by the public, conducting halal education and growing public awareness to always consume halal products, seta provides information about the halalness of various products aspects as a whole.<sup>6</sup>

### Traditional Culinary

The term culinary in the large English dictionary that defines culinary is something related to cooking and kitchen, thus literally culinary is a kitchen that is commonly used to refer to something related to cooking or the culinary profession. But other terms are known by gastronomic names. However, regarding the development of the marketing concept in general and in particular for food products, the use of terms, labels and brands is important.

### Traditional Culinary and Community Life

Culinary is closely related to food science, where food which is part of culinary is a source of energy for humans. Nutrition and nutrition are the main determining factors for the quality of human resources so that the composition of nutrients and nutrients in food is one of the important things in culinary development. Culinary is a reflection of human relationship with the

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<sup>4</sup> Firdaus Perdana et al., "A Research Framework of The Halal Certification Role in Purchase Intention of Muslim Consumers on The Food Products from Muslim Majority Countries in The Middle East and North Africa" 1 (January 1, 2018): 15-28.

<sup>5</sup> Noor Afzainiza Afendi, Farah Azizan, and Aflah Isa, "Determinants of Halal Purchase Intention: Case in Perlis," May 1, 2014.

<sup>6</sup> Hani Al-Mazeedi, Joe Regenstien, and Mian Riaz, "The Issue of Undeclared Ingredients in Halal and Kosher Food Production: A Focus on Processing Aids," *Comprehensive Reviews in Food Science and Food Safety* 12 (March 1, 2013), <https://doi.org/10.1111/1541-4337.12002>.

environment. The basic ingredients of food are very dependent on the environmental conditions of the region. Food crops in Indonesia are very diverse. This is due to the diversity of Indonesian agroecological types which are reflected by the varying physical characteristics of the area, slope, and altitude above sea level. This diversity causes there are several types of land. Indonesia also has a wet tropical climate which is characterized by high rainfall, followed by a variation in temperature which is determined by the altitude above sea level. Regional diversity, topography, soil, water availability, and climate have shaped plants to grow and adapt to specific locations.<sup>7</sup>

According to the literature, the most commonly used expressions by scholars when analysing the relationship between food and tourism are "local food" and "traditional food.". With reference to the term traditional food, The European Commission defines traditional food as foods that have been consumed locally or regionally for many generations. The methods for preparation of these local specialities have been passed down from generation to generation, and have become part of the fabric of life in many communities. In some cases, they are not formally documented recipes, but are often associated with positive health benefits and always with local history.

Culinary is one of the specific characteristics of a human group. Food is a part of culture and refers to the rich variety of traditional foods, meals, snacks and drinks that refer to regional identities and certain ethnic groups. Culinary reflects how a community interacts with each other internally, and how the community interacts with the surrounding community groups.<sup>8</sup> Food is not just a mere physiological need, so aesthetic and beauty aspects cannot be separated from food. It takes an art in finding raw materials and supporting materials, cooking to serving them. Art is how to use abilities and imagination in creating beauty both in the natural surroundings and creating memories that can be shared with others,<sup>9</sup> emphasizes more that art is the result of creativity and the result of the human mind. in creating something. Art is a form of human interaction with the environment and art is a form of sensitivity and expression to the environment.<sup>10</sup>

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<sup>7</sup> Michael O'Brien and Adrián Escudero, "Topography in Tropical Forests Enhances Growth and Survival Differences within and among Species via Water Availability and Biotic Interactions," *Functional Ecology* 36 (December 12, 2021), <https://doi.org/10.1111/1365-2435.13977>.

<sup>8</sup> Untari, Dhian T. 2020. "MANAJEMEN PEMASARAN: KASUS DALAM PENGEMBANGKAN PASAR WISATA KULINER TRADISIONAL BETAWI." Thesis Commons. May 18. doi:10.17605/OSF.IO/3FJ45.

<sup>9</sup> Tonfoni, G. Cognitive Tools for Supporting Respectful Collaboration in Multicultural, 2003.

Environments: How to Envision Learning and Visualize Knowledge. Proceedings of the International Conference on Education and Information Systems: Technologies and Applications; Orlando, FL; EISTA.

<sup>10</sup> Allan, J., Clarke, K., & Jopling, M. "Effective Teaching in Higher Education: Perceptions of First Year Undergraduate Students. *International Journal of Teaching and Learning in Higher Education*" 21, no. 3 (2009): 362-372.

Culinary is a form of art and art in an area will be influenced by culture from other regions.<sup>11</sup> This is related to the culinary diversity that exists in Indonesia, culinary diversity in Indonesia is heavily influenced by the culture of foreign countries. In history it is stated that Indonesia interacted with the foreign world through trade. Indonesia has been involved in world trade thanks to its strategic location and wealth of natural resources including the wealth of spices owned by Indonesian soil. The history of the development of the Indonesian nation shows that the interaction of people in Indonesia with foreign nations is increasingly complex when trade in the world is expanding even across countries or even across continents. History records that in the 13th century Persian or Gujarati traders began to enter Indonesia. The Islamic culture and religion brought by Persian or Gujarati traders was very influential in the areas of Aceh, Banten, South Sulawesi, West Sumatra and the coast of Kalimantan.<sup>12</sup>

Food is also a description of the historical phase that a society has passed through. The differences in these historical phases further add to the diversity of food in Indonesia, this diversity concerns the basic ingredients available, the tools used, the processes in food processing, presentation and processions in consuming food.<sup>13</sup>

1. Basic ingredient . The basic ingredients available in an area will greatly determine the type of food variations in that place. Irrigation quality, elevation above sea level, soil conditions, planting time, crop rotation schemes, fertilizer use, local consumer preferences and labor capabilities differ markedly between Java and other regions. Food additives are ingredients added to food to obtain some of the desired characteristics in food products, and these materials have been used hundreds or even thousands of years ago . As a complementary ingredient, in general, all Indonesian dishes are rich in spices derived from spices such as candlenut, chilli, key meeting, galangal, ginger, aromatic ginger, turmeric, coconut And Palm sugar which are widely available in Indonesia and followed by the use of cooking techniques according to traditional ingredients and traditions, there are even some influences from foreign cultures.
2. Cooking tools and equipment. Art culinary cannot be separated from what is used in producing or making these foods. Technological developments have caused many traditional cooking tools to be abandoned. Cooking utensils are a reflection of the culture of a society.
3. How to cook. Culinary art in Indonesia has several variations. In general, the culinary art of eastern Indonesia is similar to the art of cooking Polynesia and Melanesian while Sumatran cuisine, often displays Middle Eastern and Indian influences, such as the use of curry spices and the use of meat which usually uses mutton.

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<sup>11</sup> Fintay, Robert, 2010, *The Pilgrim Art; Cultures of Porcelain in World Histor*, University of California Press, Ltd, London, England.

<sup>12</sup> Untari, "Manajemen Pemasaran..."

<sup>13</sup> <sup>13</sup> Untari, "Manajemen Pemasaran..."



4. Presentation. With regard to the way of serving food, as a placemat used, generally Indonesian people use plates.
5. As a tool, Indonesian food is generally eaten using a combination of cutlery spoon on right hand, fork on the left hand though in various places like West Java And West Sumatra it is also common to be found eating directly with bare hands. Apart from using spoons, forks and hands, there are several foods that are commonly used chopsticks. Chopsticks are commonly used for Chinese dishes which have been adapted to Indonesian cuisine.
6. Eating Procession. The procession of eating in art culinary is an expressive activity that reinforces relations with social life, beliefs, economy, technology and its various impacts. The process of eating is not only biological and physiological, but furthermore that the procession of eating plays an important and fundamental role in the characteristics characteristics and nature of eating culture.<sup>14</sup>

### **Classification of Culinary Products**

In the process of developing culinary products, it is necessary to understand that according to their function, culinary products are classified into three major groups. Classification of traditional culinary products based on the function of the food consists of:

1. The main meal (main dishes) which is the staple dish of a complete menu arrangement that is served either at breakfast, lunch or dinner with larger portion sizes and a more complete composition. With a composition consisting of staple foods, side dishes and vegetables. The following is an explanation of each type of food in the main food category:
  - a. Staple foods are foods that are considered to play an important role in the composition of dishes. In general, staple food functions as a source of energy (calories) in the body and gives a feeling of satiety.
  - b. Side dishes are additional foods in the main meal. The side dishes consist of animal and vegetable ingredients.
  - c. Vegetables, which are processed from various kinds of vegetables, can be prepared with gravy or sautéed. Vegetables can also be combined with other animal ingredients.
2. The second group is snacks or snacks which is the term for food that is not the main menu (breakfast, lunch or dinner). Foods that are considered snacks are something that is meant to temporarily remove the feeling of someone who is hungry, giving a little supply of energy to the body, or something eaten to enjoy the taste.
3. And the last group is drinks, drinks are another type of product that every living thing needs. The definition of a drink is anything that can be consumed and can relieve thirst. Drinks are generally in liquid form, but some are in solid form such as ice cream or ice lolly.

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<sup>14</sup> Untari, "Manajemen Pemasaran..."

## Iconic Culinary

An icon is a sign that imitates the object it represents. This is also related to objects that have symbolic meanings which are commonly referred to as eternal symbols. Cultural icons are the easiest way to identify images of any object or concept that has a strong cultural meaning such as people, buildings, works of art or other cultural artifacts including traditional culinary arts. To be iconic, something or someone that is expected to be instantly recognized as a famous person by members of a particular culture or subculture. The iconic performance mode is one that is perceived to resemble or imitate the signified. In the context of tourist destinations, iconic products will generally be identified and associated with specific destinations.

Culinary is a form of food product and is believed to be an expression of society and their way of life. Apart from fulfilling basic needs, food can also be the main thing in communicating a culture. Culinary has the power to enhance the image of a destination and strengthen the uniqueness of a tourist destination. Iconic culinary has a connection with the destination. Tourist destinations are the main places visited by tourists while traveling with boundaries that are actually perceived as geographic boundaries that produce tourism statistics. Based on the literature above, iconic culinary refers to culinary products (food and how it is made) that carry cultural values and are identified as a representation of that destination.

An iconic product in the form of an iconic culinary can honestly characterize a destination and make its positioning less generic and more real to the average person. Iconic culinary positive associations can be identified with the place and can be used as a starting point for creating and growing a destination brand. When used continuously in marketing communications, destination brands can be strengthened and enhanced.<sup>15</sup>

Iconic culinary acts as a source of identity for a place. Simultaneously, it also functions as a goal marker, put forward the idea that destinations can utilize culinary as a potential vehicle for representing cultural experience, cultural identification, status and communication. "While a culinary product becomes an icon, indirectly it functions as an identity marker. He is also instantly recognized as famous by every member of a particular culture or subculture. It is able to evoke people's memories of that goal."<sup>16</sup>

A culinary product that becomes an icon, is indirectly used as a marker of identity. It is also instantly recognized as famous by full members of a particular culture or subculture. It is able to evoke people's memories of goals. Therefore, it is realized that there is an opportunity to explore iconic culinary as a destination icon in building a destination brand for tourism marketing. By involving local

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<sup>15</sup> Avenzora, The business potentials of Betawi traditional culinary...

<sup>16</sup> Untari, Dhian Tyas, and Budi Satria. "Measuring website effectiveness in communicating tourism destinations in Jakarta, Indonesia." *African Journal of Hospitality, Tourism and Leisure* 8, no. 4 (2019): 1-16.

iconic culinary as a promotional communication message, it can help build the destination's image.<sup>17</sup>

## METHODS

This study/research is limited to 3 (three) variables, namely: Product Quality (color, texture, taste and appearance), Purchase Decision and Consumer Satisfaction. Based on the theoretical studies that have been stated previously, the authors place Product Quality as a stimulus variable (X); Consumer Satisfaction as an intervening variable (Y); and Purchase Decision as response variable (Z). Based on this framework, the hypothesis in this study is as follows:

1. H1: There is an influence of product quality on consumer satisfaction.
2. H2: There is an influence of consumer satisfaction on purchasing decisions
3. H3: There is an indirect effect of product quality through consumer satisfaction on purchasing decisions.

This type of research is causal research as a descriptive-associative research type to analyze the influence or causal relationship with the scope of research looking for indirect effects of product quality on purchasing decisions through intervening variables of consumer satisfaction (Ghozali, 2016). Based on the picture of the previous frame of mind, it can be explained that product quality can have a direct effect on consumer satisfaction, logically the better product quality perceived by consumers, the higher consumer satisfaction. Furthermore, customer satisfaction can have a direct influence on purchasing decisions, logically the higher the customer satisfaction, the higher the level of purchasing decisions. Logically, the better the quality of the product, the better the consumer's purchasing decisions for the product because consumers are satisfied with the quality of the product.

Sampling uses a systematic sampling technique which is included in the category of non-probability sampling. Samples were taken of  $\pm 30$  people per district, so that a total sample of 360 people was obtained as respondents in this study. Sample is a restaurant consumer that provides Pucung Cork as a menu. In determining the research conducted in the city of Bekasi, which includes 12 districts (Figure 1).

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<sup>17</sup> Njaya, Tavonga. "Operasi Penjual Makanan Kaki Lima dan Dampaknya terhadap Kehidupan Perkotaan Berkelanjutan di Daerah Pinggiran Kota Harare yang Berpadat, Zimbabwe". *Asian Journal of Economic Modelling* 2, no. 1 (20 Maret 2014): 18–31. Diakses pada 10 November 2024.





Figure 1. Map of the Bekasi City area<sup>18</sup>

## Result and Discussion

### Effect of Product Quality on Consumer Satisfaction

Based on the results of research data processing to determine the effect of product quality on consumer satisfaction is as shown in table 1 below;

Tabel 1. Model Summary

Model	R	R Square
1	.561(a)	.314

Source : Data processed, 2023

The coefficient of determination in the summary model output above is 31.4% which indicates that 31.4% of consumer satisfaction is influenced by the quality of Gabus Pucung culinary products. Meanwhile, to find out the simple

<sup>18</sup> [www.bekasikota.go.id](http://www.bekasikota.go.id)

linear regression equation, the effect of product quality on consumer satisfaction can be seen in table 2 below;

Tabel 2. Coefficients

Model		Unstandardized Coefficients		Unstandardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.117	.302		7.109	.000
	X	.592	.089	.511	6.871	.000

Source : Data processed, 2023

Based on calculations that are not standardized (unstandardized coefficients) a simple regression equation is obtained:  $Y = 2.117 + 0.592 X$ . In table 3, the significance value for the constant is 0.000 or less than the specified test level ( $Sig < 0.05$ ), while the significance value for the coefficient product quality is 0.000 or less than the specified test level ( $Sig < 0.05$ ). This shows that the regression equation is significant, so it means: consumer satisfaction = 0.592 times product quality plus 2.117.

Based on standardized calculations (standardized coefficients) a simple regression equation  $Y = 0.511 X$ , or Consumer Satisfaction = 0.511 times product quality. The value of the regression coefficient for product quality has a significance value of 0.000 or less than the specified test level ( $Sig < 0.05$ ). So that the effect of product quality on consumer satisfaction is significant.

### The Effect of Consumer Satisfaction on Purchasing Decisions

Simple regression analysis of consumer satisfaction on consumer purchasing decisions is the second model in conducting path analysis as shown in table 3 below;

Tabel 3. Model Summary

Model	R	R Square
1	.898(a)	.806

Source : Data processed, 2023

The coefficient of determination in the summary model output above is 0.806.4% which shows that 80.6% of Purchase Decisions are influenced by Gabus Pucung Culinary Consumer Satisfaction. Meanwhile, to find out the simple linear regression equation can be seen in table 4 below;

Tabel 4. Coefficients

Model		Unstandardized Coefficients		Unstandardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.531	.292		5.286	.000
	X	.794	.076	.683	8.331	.000

Source : Data processed, 2023

Based on unstandardized coefficients in table 5, a simple regression equation is obtained:  $Z = 1.531 + 0.794 Y$ . From the sig column. the significance value for the constant is 0.000 or less than the specified test level ( $sig < 0.05$ ), while

the significance value for the consumer satisfaction coefficient is 0.000 or less than the specified test level (sig < 0.05).

This shows that the regression equation  $Z = 1.531 + 0.794 Y$ . The regression coefficient value of consumer satisfaction has a significance value of 0.000 or less than the specified test level (sig < 0.05) (Janie, 2017). So that the effect of consumer satisfaction on purchasing decisions is significant.

**Effect of Product Quality on Purchasing Decisions through Intervening Variables of Consumer Satisfaction**

Calculating the indirect effect of Product Quality (X) on Consumer purchasing decisions (Z) through the intervening variable Consumer Satisfaction (Y) is by multiplying the regression coefficient of product quality on consumer purchasing decisions (direct effect) with the correlation coefficient between product quality and consumer satisfaction then with regression coefficient of consumer satisfaction on consumer purchasing decisions ( $P_{zx} \times r_{xy} \times P_{zy}$ ).

Tabel 5. Coefficients

Model		Unstandardized Coefficients		Unstandardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.232	.309		8.206	.000
	X	.394	.058	.498	7.258	.000

Source : Data processed, 2023

So that the indirect regression coefficient of product quality on consumer purchasing decisions through the intervening variable consumer satisfaction is =  $0.561 \times 0.794 \times 0.394 = 0.185$ . Visualization of the indirect regression coefficient as can be seen in Figure 2 below;

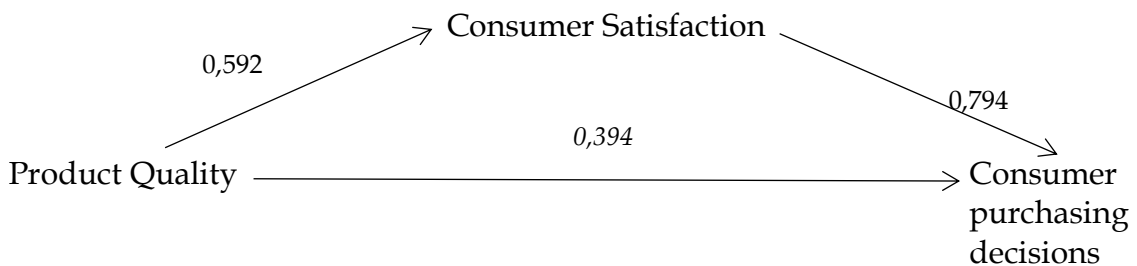


Figure 2. Indirect Influence

**Discussion**

Gabus Pucung is a fish dish with a typical Betawi sauce with a black sauce that is similar to Rawon sauce. Pucung is another name for Kluwek. So culinary Gabus Pucung is a dish based on Snakehead Fish with Pucung (Kluwek) sauce. It tastes sour, refreshing and savory with a distinctive Pucung (Kluwek) taste. This legendary culinary is indeed quite difficult to process, if you make mistakes in cooking, Pucung Cork will taste bitter, this is because in the process of making Cork Pucung not all *Pucung (Kluwek)* can be used, usually to produce a delicious

taste the Betawi people choose *Pucung (Kluwek)* which is brown or black in color, tastes not bitter, and the texture is not runny.<sup>19</sup>

Historically, the culinary existence of the Gabus Pucung vegetable itself originated from the inability of the Betawi people during the Dutch colonial era to consume expensive cultivated fish, such as carp, tilapia and milkfish (Untari, 2019). However, in order to continue to be able to consume fish, the Betawi people then chose snakehead fish which is much cheaper. Moreover, this type of fish is easy to find in swamps, ponds, and rivers which are ecologically common in the Betawi community.<sup>20</sup>

The main objective of this research is to find out the effect of product quality on consumer satisfaction and the implications for purchasing decisions for Gabus Pucung culinary products at restaurants in Bekasi. In this study, consumer satisfaction is influenced by one variable, namely product quality, which in this case the product in question is the Gabus Pucung culinary product. So it can be said that consumer satisfaction is a function of product quality. Because there is only one variable that affects consumer satisfaction, the analysis is carried out using simple regression.<sup>21</sup>

Furthermore, consumer purchasing decisions are also influenced by one variable, namely consumer satisfaction, thus it can be said that consumer purchasing decisions are a function of consumer satisfaction, because there is only one variable that influences consumer purchasing decisions, the analysis is again carried out with simple regression.<sup>22</sup> Thus, the decision to purchase Gabus Pucung culinary products is indirectly influenced by product quality through consumer satisfaction.<sup>23</sup> The effect of product quality on purchasing decisions for Gabus Pucung culinary products will only exist if it is intervened by consumer satisfaction, so the analysis of the magnitude of the indirect influence of product quality on purchasing decisions through consumer satisfaction is carried out by multiplying the regression coefficient of product quality on customer satisfaction, with the regression coefficient of consumer satisfaction on buying decision.

## CONCLUSION

Gabus Pucung is a typical Betawi culinary that has quite high development potential. High enough demand requires marketers and culinary

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<sup>19</sup> Untari, Dhian Tyas. "The role of information technology in promotion strategy." *Case in taman mini Indonesia indah and ragunan, Indonesia* (2020).

<sup>20</sup> Untari, Dhian Tyas. "DIAN (Dimentional Analysis); To Analyzing Patterns Polarization of Perception, Motivation and Preferences to Develop The Ecotourism Betawi Traditional Culinary". *Journal: Journal of Economic Development, Environment and People* 7, no. 4 (2018): 6-15.

<sup>21</sup> Herlawati, Herlawati, Prima Dina Atika, Ajif Yunizar Pratama Yusuf, Fata Nidaul Khasanah, Endang Retnoningsih, Beno Aditya Sanusi, and Gedhe Hilman Wakhid. "Android-Based Shortest Path Finding Using A-Star (A\*) Algorithm in Bekasi City". *PIKSEL : Penelitian Ilmu Komputer Sistem Embedded and Logic* 9, no. 2 (September 25, 2021): 197-210.

<sup>22</sup> Untari. "Measuring website effectiveness..."

<sup>23</sup> Untari. "Measuring website effectiveness..."

providers of Gabus Pucung to be able to continue to maintain product quality to increase consumer satisfaction, where this satisfaction has implications for returning decisions.

This is reinforced by the results of research which says that the quality of Gabus Pucung culinary products can affect restaurant customer satisfaction, and consumer satisfaction affects consumer desires to buy. Thus the Gabus Pucung culinary provider must be able to improve the quality of its products. Improving product quality by means of; maintaining food texture, food color, food toppings, food aroma, vitamin content, providing BPOM guarantees, Halal guarantees, adjusting products with promotions, adjusting labels, paying attention to expiration dates, maintaining product quality so that it is not easily crushed, maintaining the production process so that it is served faster, adding outlets so that they are easier to find, creating attractive serving places, authentic restaurants, maintaining good taste and maintaining authentic taste. Research related to culinary and culture is quite strategic, where understanding culinary culture is important in strengthening national values.

#### **Author's Contribution**

Dhian Tyas Untari: Contribute to formulating research ideas, collecting data, processing data, and interpreting data, writing systematics, research methods, analyzing interpretation results.

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#### **Declaration of Competing Interest**

The author declares that there is no conflict of interest.

#### **Ethical Approval**

Ethical approval No patient-identifying parts in this paper were used or known to the authors. Therefore, no ethical approval was requested.

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