

## IMPACT OF CUSTOMER LOYALTY IN MEDIATING OF INTRINSIC AND EXTRINSIC ATTRIBUTES QUALITY ON PURCHASE INTENTION

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### *Abstract*

*A business organization should always strive to maintain its sustainability by creating loyalty and purchase intention towards its products. The activity is specifically required for an organization engaged in the restaurant industry. The organization needs to be aware of which product attributes are in concern to the customers when purchasing the food in a restaurant. This research was intended to measure the importance of the quality from intrinsic and extrinsic attributes of a product for the customers and its impact on the customers' loyalty and purchase intention. The research was conducted by involving the customers of a pizza product in Yogyakarta. 116 respondents were selected using convenience sampling technique. Meanwhile, the data being obtained were analyzed by using structural equation modeling (SEM) approach and data processing program named AMOS 20.0 after going through two stages of testing, namely data validity and data reliability tests. The results showed that the intrinsic attributes quality has a direct and positive impact on the customer's purchase intention, but there is no impact on their loyalty. On the other hand, the extrinsic attributes quality has both direct and indirect impacts on the purchase intention through the loyalty mediator variable. The results also demonstrated the dominance of the importance of loyalty in the research model. This was indicated by the significance of direct impact or predictive total impact of loyalty towards purchase intention as compared to the impact of intrinsic and extrinsic attributes quality.*

**Keywords:** *Intrinsic Attributes, Extrinsic Attributes, Loyalty and Purchase Intention*

### *Abstrak*

*Suatu organisasi bisnis perlu selalu berusaha untuk mempertahankan keberlangsungan hidup dengan cara membangun loyalitas dan peningkatan minat beli ulang terhadap produknya. Kegiatan tersebut lebih khusus diperlukan bagi organisasi yang bergerak di bidang industri restoran. Organisasi perlu mengetahui atribut produk apa saja yang menjadi perhatian konsumen saat membeli makanan di suatu restoran. Penelitian ini mengukur pentingnya kualitas atribut intrinsik dan ekstrinsik dari suatu produk bagi konsumen dan dampaknya pada loyalitas dan minat beli ulang mereka. Penelitian dilakukan dengan melibatkan konsumen produk pizza di Yogyakarta. Responden sebanyak 166 orang dipilih dengan menggunakan teknik convenience sampling. Sedangkan data yang diperoleh dianalisis dengan menggunakan pendekatan structural equation modeling (SEM) dan program pengolah data AMOS 20.0*

*setelah melalui dua tahap pengujian validitas dan reliabilitas data. Hasil penelitian menunjukkan kualitas atribut intrinsik berpengaruh secara langsung dan positif terhadap minat beli konsumen, tetapi tidak berpengaruh terhadap loyalitas mereka. Sementara kualitas atribut ekstrinsik dapat berpengaruh langsung terhadap minat beli maupun tidak langsung dengan melalui variabel mediator loyalitas. Hasil penelitian juga menunjukkan dominasi pentingnya loyalitas dalam model penelitian. Hal itu ditunjukkan dengan besarnya pengaruh langsung maupun pengaruh total prediktif dari loyalitas terhadap minat beli dibandingkan dengan pengaruh kualitas atribut intrinsik dan ekstrinsik.*

**Kata kunci:** Atribut Intrinsik, Atribut Ekstrinsik, Loyalitas dan Minat Beli.

## **1. Research Background**

Maintaining long-term relationships with customer is critical, which can be woven by creating products that meet the customers' expectation and needs. According to Fandos and Flavian (2006), customers are now more smart in selecting a product and making use of the characteristics of the product. Hence, the customers evaluate the functionality and utility of the product based on their own needs.

Fandos and Flavian (2006) further stated that what becomes the concern of the customers when they select a product is the product's attributes quality. Therefore, when the customers select a product, they integrate the information obtained, which is a received signal on how a customer comes to a decision which done through an evaluation based on the combination of intrinsic and extrinsic characteristics of the product (Miyazaki et al. 2005).

According to Lop et al. (2006) and Espejel et al. (2007), it is vital for the management to consider the product attributes quality, particularly the attributes of food products. Espejel et al. (2007) and Mendez et al. (2011) informed that when purchasing a food product, customers perceive the product expected to provide fitness that comes after the consumption. This means that the customers evaluate the quality of the food product by considering the intrinsic and extrinsic attributes.

Fandos and Flavian (2006) as well as Espejel et al. (2007) stated that the intrinsic and extrinsic attributes quality of the product will reinforce the customers' perception of the quality of the product, which will affect the customers' loyalty. Furthermore, the customers' loyalty will affect the repurchase rate of a product evaluated through the intrinsic and extrinsic attributes quality variables in the product. Shahrudin et al. (2011) pointed out that the quality of the product helps the company in providing products that meet the customers' expectation and needs. This also assures repeating demands if the product value exceeds the customers' expectation and satisfaction.

Taking account of intrinsic and extrinsic attributes quality in a food product is one of delivery forms of a whole product quality, including a pizzeria in Yogyakarta. Today, customers are more aware of the importance of the assurance of the product they consume by recognizing the attributes of the product before purchasing. Food product of Fast Food Pizza in Indonesia has a wide market share focusing on serving Italian Pizza with a variety of attractive product attributes, thus forming a positive perception of the quality of foreign or western prestigious and branded products, especially for the people of Indonesia. According to Miyazaki et al. (2005), the country of origin of the product is an important information characteristic that plays a major role in assisting the acceptance of the product in the global market.

Several researches have demonstrated the importance of intrinsic and extrinsic attributes quality in building loyalty and interest of repurchase, such as the research conducted by Flavian and Fandos (2006). Even Espejel's research (2007) showed that the intrinsic and extrinsic

attributes quality can be a positive influence on loyalty and purchase intention. Therefore, the use of the relationship of these variables in a research model is necessary, particularly in the scope of restaurant business such as pizza products.

## **2. Literature Review**

### **2.1 Intrinsic Attributes Quality**

Validity Each product has its own quality, and the quality evaluated by the customers is to be a consideration for the management. The instance of this is the quality associated with intrinsic attributes. According to Fandos and Flavian (2006), Intrinsic attributes are the attributes that can objectively measure a quality. While the intrinsic quality of the product could be on the physical aspects such as product color, flavor, shape and appearance (Espejel et al., 2007; Raisanen, 2010; and Veale and Quester, 2009), in addition to flavor, smoothness and degree of drying products (Di Vita et al., 2016). Because of the intrinsic attribute is more a consideration for low-income consumers (Liu et al., 2014).

In the case studied by Fandos and Flavian (2006), there are general properties on the attributes that exist in food products but invisible in the purchasing process, including: fat/cholesterol, animal nutrition, food safety, and health aspects. Hence, the customers use other intrinsic attributes that can be seen at the time of purchase or consumption of the food, such as the nature of the intrinsic attributes in the form of savory flavor, shape, and aroma of the product. Overall, intrinsic signals usually provide a higher level of confidence on the customer when consuming the product (Veale and Quester, 2009).

Previous researches suggested that the intrinsic properties have a priority over the extrinsic properties (Raisanen, 2010). Henceforth, the perception of quality is a complex process that begins with the classification of signs associated with intrinsic attributes such as appearance, color, flavor, and presentation of the product. However, some of these attributes can not be fully perceived by the customer until they consume the product, (eg. with regard to flavor and aroma).

### **2.2 Extrinsic Attributes Quality**

Extrinsic attributes are the aspects associated with a product, but not the physical part of the product, such as the name or image of the product. They are different from the product itself but is closely related to the product used by the customers as a consideration in evaluating the characteristics of the product (Raisanen, 2010).

According to Fandos and Flavian (2006) extrinsic attributes of a product can be associated with the area of origin of a product, image of a product, and the means related to its production, such as the unique feature that distinguishes a product from the rest and makes it difficult to replicate, as well as with regard to the characteristics of the packaging or content of local raw material (Di Vita et al., 2016). The difference may indicate a competitive advantage in the context of globalization in the region the product is marketed (Fandos and Flavian, 2006). According to Liu et al. (2014), in selecting a product, this extrinsic attributes into consideration for middle- and high-income consumers.

Extrinsic variables such as the brand and price have been included in many studies. Miyazaki et al. (2005) observes that the brand and the price of a product are the most important attributes in determining the quality, but the brand name is recognized the most in relation to its quality.

Name or brand is considered being important as an attribute that can describe the quality of the product. According to Iop et al. (2006), customers who use brand names attempt to simplify the decision-making process and to facilitate their evaluation on the product. As a result, a brand name can describe the main functional benefits and categorize product classes.

But management needs to examine the functional benefits in accordance with the customer mindset, so it can support the strong position compared to competitors' products (Tikkanen and Vaariskoski, 2010)

In addition to the brand, another extrinsic attribute being observed is the price. Raisanen (2010) examined the influence of various aspects of the price attribute. For instance, price is not only associated with the quality, but the higher prices can also give the perception of product safety.

One of the marketing strategies which marketers can employ is by implementing product expansion. This can be carried out after the product brand has been certified. The products have been certified as being from a country, including the recognition of standardization has been the source of raw materials and production processes, can be an important part of product expansion to other countries (Fandos and Flavian, 2006).

Meanwhile, CI (Country Image) profile is an image of a product originating from a certain country, utilized by customers when forming expectations of product quality (Veale and Quester, 2009). Meanwhile, according Diamantopoulos et al. (2011) “country image is the overall perception consumers form of products from a particular country, based on their prior perceptions of the country’s production and marketing strengths and weaknesses”

The image of the region of origin and the characteristics of certain products can create a unique identity of the food product, so it can be value added to the product (Espejel et al. 2007). In other words, the perception of quality associated with factors such as product image, brand, region of origin of the product, and price will have a positive impact on the customers' loyalty and purchase intention on the products (Fandos and Flavian, 2006).

### **2.3 Loyalty**

Traditionally, the concept of loyalty is understood as an expectation or tendency of customers to repurchase a product or service (Espejel et al., 2008). Fandos and Flavian (2006) believed that loyalty is closely related to various factors, one of which is the experience of use. It is obvious that loyalty is impossible to exist without prior purchase or experience of consuming the product.

According to Fandos and Flavian (2006), loyalty reflects the commitment firmly held to repurchase the product or service that is favored consistently in the future, resulting in repeating purchase of the same product from one or a collection of brands, despite situational influences and market conditions have the potential to cause shifted customer behavior. Therefore the concept of customer loyalty is important, especially when there is intense competition and low market growth, so that the company is able to survive (Aritonang, 2014)

Furthermore, according to Fandos and Flavian (2006), the concept of loyalty can be divided into three different perspectives, namely perspective of behaviour, perspective of attitude, and theory of reasonable actions. According to the perspective of behaviour, loyalty is defined as a relationship between relative attitude of customers and a collection of products. Based on the perspective of attitude, the development of customers' loyalty to a product or service is divided into four phases: cognitive, affective, conative and action. Meanwhile, reasonable actions can be influenced by social pressures. In a sense, the customer repeat purchases of a specific brand even though the brand is no longer profitable for the customers.

### **Purchase Intention**

Traditionally, the concept of purchase intention has become a particular concern in the marketing literature. Product purchase intention depends on the attitude and confidence on the product (Espejel et al., 2008). Attitudes and beliefs as a form of emotional reaction resulting from the overall evaluation of the consumer to the product (Wu and Chen, 2014), and involves

feelings, thoughts, experiences, and external factors before making a purchase decision (Yeh, 2015). Similarly, according to Fandos and Flavian (2006), Espejel et al. (2007), and Wang and Chou (2014), the concept of purchase intention reflects the predictable behavior of customers in making purchasing decisions in the future, for example, a decision on which product or brand will be purchased when the customers repurchase the product.

More specifically, purchase intention is a prediction of future customers' behavior that will contribute significantly to the creation of attitudes. Espejel et al. (2007) analyzed the basic aspects of the attitude model, showing that the developed attitudes are a result of a combination of these three following basic elements:

(1) Cognitive element. This element reflects the knowledge and beliefs of individuals about a particular product or service.

(2) Affective elements. This element occurs as a result of individual emotions or feelings toward the product or service.

(3) Cognitive or behavioral element. This element will serve as an expression of the customers' purchase intention at the moment, which reflects the customers' behavior to predict the future purchasing decisions (eg. which product or brand that will be purchased at the next opportunity). Attitudes are developed all the time due to the learning process affected by foreign influences, social groups in which customers are involved, information received, customers' experience and, customers' personality.

Finally, conative or behavioral component will serve as an expression of customers' purchase intention (Espejel et al., 2008). In short, purchase intention is the consumers' behavior pattern regarding future purchases (Rizwan et al., 2014; Wee et al., 2014).

### **3. Research Hypothesis and Model**

#### **3.1 *The relationship between intrinsic attributes and customers' loyalty and purchase intention***

Food is a product which quality should be considered at the time of purchase. Customers who pay attention to the level of perceived quality associated with intrinsic attributes will be able to increase the value of the product and consequently increase the loyalty of the product (Espejel et al., 2007).

Perception of the intrinsic attributes quality such as aroma, flavor, texture, and raw materials of the product must be carefully set. That's because the quality of the intrinsic attributes can be beneficial to increase customers' loyalty and potentially increase the purchase intention, as well as proposed by Fandos and Flavian (2006) and Espejel et al. (2007).

Based on the above explanation, the hypotheses used in this research are:

*H1: The intrinsic attributes quality has a positive impact on the loyalty.*

*H2: The intrinsic attributes quality has a positive impact on the purchase intention.*

#### **3.2 *The relationship between extrinsic attributes and customers' loyalty and purchase intention***

The results of empirical studies Espejel et al. (2007) and Shahrudin et al. (2011) revealed the existence of a positive relationship between the quality of the extrinsic attributes of the product to the consumer loyalty and *purchase* intention. This extrinsic attributes of quality indicators, such as the image of the product, area of origin of products, and products PDO or certified products. Meanwhile Fandos and Flavian (2006) revealed a positive impact on the extrinsic attributes to the loyalty and *purchase* intention by the consumer.

Therefore, the following hypotheses can be proposed:

*H3: The extrinsic attributes quality has a positive impact on the loyalty.*

*H4: The extrinsic attributes quality has a positive impact on the purchase intention*



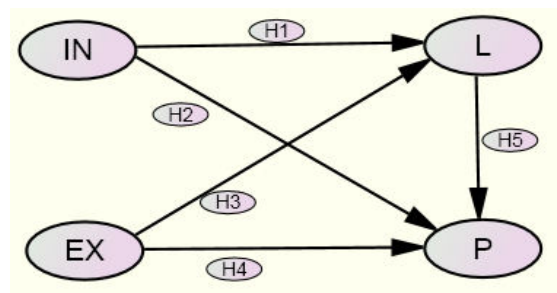
### 3.3 The relationship between loyalty and purchase intention

Loyalty is impossible to occur until the confidence in the product emerges, and it manifests itself in repeated purchase behavior that will be profitable for the brand (Fandos and Flavian, 2006; Espejel et al., 2007, 2008). Thus, it is clear that the commitment to repeat purchase of a product, out of the feelings that formed as a result of the perception of these qualities, will have a positive impact on the trend of customers' repeated purchases (Fandos and Flavian, 2006; Espejel et al., 2007; 2008; Herrera and Blanco, 2011).

Therefore, we can propose the following hypothesis for verification: Based on the explanation above, the hypothesis used was:

*H5: The customer loyalty has a positive impact on the purchase intention*

Based on the literature review and hypothesis mentioned above, the conceptual framework of this research can be described as follows:



**Figure 1: Research Framework  
(Modified from Fandos and Flavian,**

## 4. Method

This research involved the students in Yogyakarta who never consumed Pizza as the subjects. This selection of the subjects is quite relevant, because the students are dynamic young adults and sensitive to changes or trends in the field of food and products, that come from other countries or foreign brands, such as the tendency of buyers Pizza in Indonesia today.

The number of samples involved was as many as 166 respondents and was considered to represent and qualify the use of structural equation modeling analysis or SEM (Ghozali, 2013). Meanwhile, the sampling technique employed in this research was convenience sampling method, with which the researcher selected the respondents based on the convenience when respondents were relaxing at a particular place in Yogyakarta.

All the variables of the research were measured using a Likert scale of responses from strongly disagree (1) to strongly agree (5) which generates interval data. Intrinsic attributes variable used 6 indicators, extrinsic attributes variable used 4 indicators, loyalty variable used 3 indicators, and variable of purchase intention used 2 indicators. All indicators were a modification of the assessment indicators by Fandos and Flavian (2006) as well as Espejel et al. (2007).

The indicators were utilized to collect the data using questionnaire. The validity and reliability of the data obtained were then tested. An indicator was said to be valid if it had had

an estimate value on the standardized regression weight by  $\geq 0.5$ . While the construct was said to be reliable if the variable composite reliability value was at least 0.60. The results of calculation recapitulation are presented in Table 1.

**Table 1:**  
**Calculation Recapitulation of Indicators' Mean, Validity, and Reliability**

Description	Code	Validity	Reliability	Mean
<b>Intrinsic Attributes</b>	<b>IN</b>		<b>0.728</b>	<b>3.891</b>
I think that the soft texture of “xxx” shows the quality of the product.	IN1	0.801		4.051
I think that the delicious and varied flavor of “xxx” shows the quality of the product.	IN2	0.651		4.066
I think that the vitamins contained in “xxx” shows the quality of the product.	IN3	0.547		3.485
I think that the good raw materials used in “xxx” shows the quality of the product.	IN4	0.520		3.963
I think that the attractive colors of “xxx” show the quality of the product.	IN5	<b>0.359</b>		3.595
I think that the aroma of “xxx” shows the quality of the product.	IN6	<b>0.462</b>		3.868
<b>Extrinsic Attributes</b>	<b>EX</b>		<b>0.757</b>	<b>3.794</b>
I think that the already well-known brand of “xxx” shows the quality of the product.	EX1	0.552		3.779
I think that the image of the country of origin of “xxx” shows the quality of the product.	EX2	0.680		3.676
I think that the price of “xxx” which is relatively expensive shows the quality of the product.	EX3	0.765		3.772
I think that the certified “xxx” shows the quality of the product.	EX4	0.642		3.948
<b>Loyalty</b>	<b>LOY</b>		<b>0.876</b>	<b>3.090</b>
“Xxx” is the product that I buy most frequently.	L1	0.835		3.176
I am a loyal costumer of “xxx”	L2	0.929		2.970
I usuallybuy “xxx”	L3	0.834		3.125
<b>Purchase Intention</b>	<b>P</b>		<b>0.853</b>	<b>2.812</b>
I want to continuously buy “xxx”	P1	0.791		2.897
If I have a hard time finding “xxx” I will keep looking for it somewhere else.	P2	0.812		2.727

Based on Table 1, it can be seen that all indicators' Standardized Loading factor of each variable generated values greater than 0.5, except for the color assessment and product's aroma indicators in the intrinsic attributes variable. It can be concluded that the indicator items of intrinsic attributes, extrinsic attributes, loyalty, and purchase intention are declared to be valid so they can be used in the subsequent analysis, except for the abovementioned indicators of the intrinsic attributes variable. Then, the indicators that were declared to be valid served as the basis for further analysis, while both invalid indicators were excluded from the analysis process.

The next process is testing the reliability using reliability composite approach. Because the composite reliability value produced is greater than that is required (at least 0.60), it can be

concluded that all of the variables used in this study is reliable.

Table 1 also indicates that all of four variables, namely intrinsic attributes, extrinsic attributes, loyalty, and purchase intention, have different means. Of all variables, either based on the value of each indicator or the mean of the variables, the values of intrinsic and extrinsic attributes variables are categorized as variables with a high value, while the values of loyalty and purchase intention variables are categorized at a fairly high value. In addition, the variable that has the highest mean is intrinsic attributes by 3,891 while the variable with the lowest mean is purchase intention by 2,812.

### 5. Result and Analysis

The analysis and calculation of the research model were done by using data processing pro-gram AMOS 20.0. The calculation results of the model is shown in Figure 2.

Based on Figure 2, it is known that the overall obtained value of goodness of fit is said to be good. With the critical value as listed in Table 1 above, the resulting value of the calculation of GFI, TLI, NFI and CFI is greater than the required critical value (0.900), so it is said that the research model meets the criteria for a good value or said to be fit. Similarly, CMIN/DF and RMSEA has very good values as they both reached the required calculated values (less than 2.000 and 0.080). Meanwhile, Chi-square and probability values do not reach the required value. But according to Ghozali (2013), both values are sensitive to sample size, so there is a tendency to always obtain a significant value. Therefore, if the obtained values of Chi-square and probability are significant, then Ghozali (2013) recommended the use of another criterion of goodness of fit.

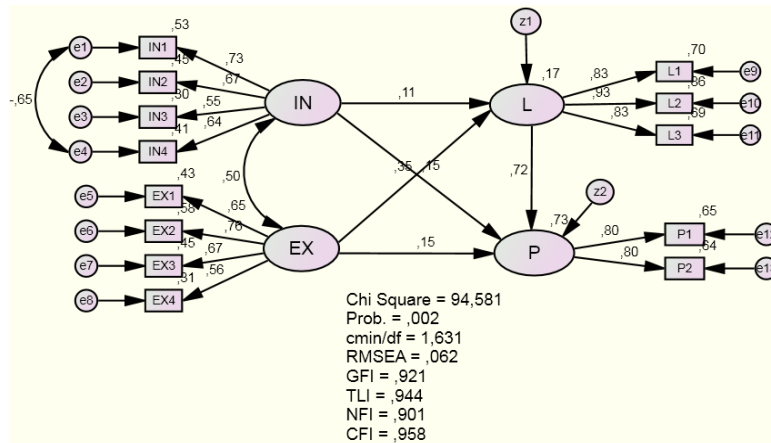


Figure 2: The Model Fit of Research Results

By administering a test on the structural model that can generate the criteria of goodness of fit, the subsequent procedure of analysis was carried out to conduct a partial testing on whether the research hypotheses were accepted or rejected. The test results using t-test approach are presented in Table 2.

Table 2.  
 Calculation Recapitulation of the Significance of Research Model

Hypothesis	Standardized Estimate	P	Conclusion
H1 IN ---> L	0,112	0.136	Not proven
H2 IN ---> P	0,146	0.039	Proven



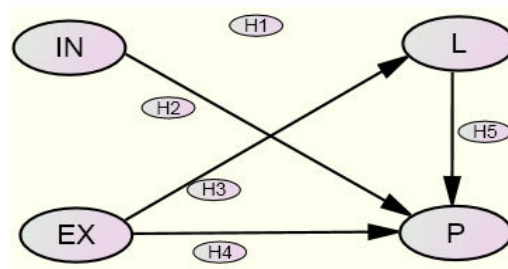
H3	EX	---	L	0,350	0.001	Proven
H4	EX	---	P	0,151	0.049	Proven
H5	L	---	P	0,717	0,000	Proven

Based on Table 2, it is known that of all 5 hypotheses being tested, 1 hypothesis (H1) is not significantly proven, while the 4 others (H2, H3, H4, and H5) are significantly proven. In the hypotheses that are not significantly proven, a probability value greater than 5% or 0.05 was obtained. Based on the assessment results, it can be concluded that the hypothesis stating about the positive impact of intrinsic attributes quality on the loyalty (H1) can not be proven significant-ly.

Meanwhile, the hypotheses that are significantly proven have probability values less than 5% or 0.05. Thus, it can be said that it is significantly proven that there is a positive impact of the intrinsic attributes quality on the purchase intention (H2), that there is a positive impact of extrinsic attributes quality on the loyalty (H3), that there is a positive impact on the extrinsic attributes quality on the purchase intention (H4), and that there is a positive impact of customers' loyalty on the purchase intention of the product (H5).

Based on the results of the hypotheses testing, it can be stated that the theoretical model can be proven in this study is as presented in Figure 3.

Based on the results (Figure 3), the calculation of predictive impact of exogenous variable on endogenous variable, either totally or in direct and indirect impacts, can be carried out. The recapitulation calculation results of predictive impact of exogenous variable on endogenous variable are summarized in Table 3.



**Figure 3:**  
**Final Model of Research Results**

**Table 3:**

**Recapitulation of the Impact of Exogenous Variable on Endogeneous Variable**

Variable	Total Impact			Direct Impact			Indirect Impact		
	IN	EX	L	IN	EX	L	IN	EX	L
L	.000	.418	.000	.000	.418	.000	.000	.000	.000
P	.152	.450	.722	.152	.148	.722	.000	.302	.000

Table 3 shows the influence of total prediction of the intrinsic attributes quality of a product on the purchase intention by 0.152. The significance of the impact only comes from the direct impact of the intrinsic attributes quality of a product on the purchase intention. Since in the testing the impact of intrinsic attributes quality of a product on the loyalty is proven to be insignificant, the indirect impact of the intrinsic attributes quality of a product on the purchase intention through a loyalty mediator variable is unobtainable. In other words, the direct predictive impact of the intrinsic attributes quality of a product on the purchase intention is 0.152.

Table 3 also shows that the value of the extrinsic attributes quality of a product on the

customers' loyalty to the product is 0.418. The value of the total impact is the same as the value of direct impact of the extrinsic attributes quality on the loyalty to the product. This may imply that the extrinsic attributes affect the loyalty to a product in a positive way by 0.418. Meanwhile, the value of the total impact of the loyalty variable produced explains the level of purchase intention on the product by 0.722. The value of the total impact is the same as the direct impact value of the purchase intention.

Meanwhile, the extrinsic attributes indicate the existence of a direct impact on the purchase intention by 0.148. While the value of indirect impact of extrinsic attributes on the purchase intention is 0.302. The value of the indirect impact obtained by multiplying the value of the direct impact of extrinsic attributes on loyalty and the value of direct impact of loyalty on the purchase intention ( $0.418 \times 0.722 = 0.302$ ). These results indicate that the indirect impact of the extrinsic attributes on the purchase intention is more dominant than the direct impact. In other words, loyalty becomes a crucial mediator variable of the impact of extrinsic attributes on loyalty.

The value of total prediction impact of intrinsic and extrinsic attributes on the level of purchase intention of a product is 0.602. The results were obtained from the direct impact of the intrinsic attributes (0.152), the direct impact of extrinsic attributes (0.148), and the indirect impact of extrinsic attributes on the purchase intention (0.302). These results values indicate the dominance of the importance of loyalty in the form of customers' purchase intention, in addition to the intrinsic and extrinsic antecedent variables per se.

## **6. Discussion**

### **Hypothesis 1: The Impact of Intrinsic Attributes on the Loyalty**

Based on the completed SEM testing, it is known that there was no positive impact of the intrinsic attributes quality on the loyalty. In other words, the results of hypothesis testing is not proven. These results do not support the researches conducted by Fandos and Flavian (2006) and Espejel et al. (2007). They stated that there is a positive impact of intrinsic attributes quality on the loyalty.

Descriptively, the customers pay attention to the intrinsic attributes quality, such as texture, flavor, vitamins, and raw materials used in producing food product Pizza. However, the support for the intrinsic attributes have not been able to make the Pizza customers loyal to the product. Nevertheless, considering the intrinsic attributes quality at the time of Pizza production is essential for the producers to maintain the characteristic flavor distinguishing theirs from the other competitors'.

### **Hypothesis 2: The Impact of Intrinsic Attributes on the Purchase Intention**

The results of hypothesis testing show the positive impact of the intrinsic attributes quality on the purchase intention. It is clear that the intrinsic attributes could foster the purchase intention, despite the intrinsic attributes did not make the customers loyal to the product. It means that the four indicators of intrinsic attributes contained in the product could be used to generate the purchase intention of the same product in the future.

The testing of the hypothesis is certainly consistent with the previous researches conducted by Fandos and Flavian (2006) and Espejel et al. (2007). They stated that there is a positive impact of the intrinsic attributes quality on the purchase intention.

### **Hypothesis 3: The Impact of Extrinsic Attributes on the Loyalty**

Based on the completed testing, it is known that there is a positive impact of the extrinsic attributes quality on the loyalty. These results indicate that the extrinsic attributes quality of a pizza product could affect the level of customers' loyalty. Thus, the extrinsic

attributes quality reflected in the brand, the image of the country producing the product, the price, and the certified product had encouraged the building of the customers' loyalty on the pizza product.

The positive impact of extrinsic attributes quality on the loyalty to the pizza product turned out to be an important reason for the customers to remain loyal. It describes that today's consumers not only pay attention to the intrinsic attributes such as flavor, but they also consider the importance of extrinsic attributes as an overview and assessment of the quality of a product before consuming it.

The success of this testing means that the pizza producers need to maintain the extrinsic attributes quality while maintaining the image of the product as a restaurant menu originating from Italia.

The obtained results of the hypothesis are in line with previous researches conducted by Flavian (2006), Espejel et al. (2007), and Shaharudin et al. (2011). They stated that there is a positive impact of the extrinsic attributes quality on the loyalty.

#### **Hypothesis 4: The Impact of Extrinsic Attributes on the Purchase Intention**

The test results of the hypothesis proves that there is a positive impact of the extrinsic attributes quality on the purchase intention of the product. This condition means that together with the intrinsic attributes quality, the extrinsic attributes quality is directly capable of causing the intention to repurchase the same product in the future. It can be concluded that in addition to the attributes that are physically (intrinsic) attached to the pizza product, the customers also positive-ly assessed the attributes accompanying the physical attributes reflected on the pizza product (extrinsic), such as the brand, the image of the country producing the product, the price, and the certified product. Payload extrinsic attributes proved to have had a place in the minds of consumers as the product Pizza that has an image of good quality products and safe for consumption. The testing hypothesis results also support the researches conducted by Flavian (2006), Espejel et al. (2007), and Shaharudin et al. (2011).

#### **Hypothesis 5: The Impact of Loyalty on the Repurchase**

This hypothesis was formulated based on the research conducted by Fandos and Flavian (2006) and Espejel et al. (2007). They state that there is a positive impact of loyalty on the purchase intention. The results of the hypothesis testing in this research turned out to support or reinforce those previous researches. In other words, the higher the customers' loyalty to the pizza product, the higher their purchase intention is.

These test results also prove the importance of loyalty as a mediator variable that connects the positive impact of the extrinsic attributes quality on the customers' purchase intention. This condition supports the previous researches conducted by Flavian and Fandos (2006), Espejel et al. (2007), and Herrera and Blanco (2011). Applicatively, it can be stated that if the customers want to repurchase, the once consumed pizza product would occupy the prime choice to repurchase. Their purchase intention is significantly high to buy the same Pizza product as compared to other products due to the experience of consumption.

Based on the discussion above, this research has been able to prove the majority of the hypotheses formulated in the context of the restaurant business or food products. Therefore, this research can still be developed at the next opportunity. Future research will need to use more diverse subjects and objects, so the possibility of more established or tested research model can be obtained.

The subject of these researches use only the student groups only, so that future research could be extended to population groups that are sensitive or less sensitive to foreign brands, such as housewives, certain income group or education, or groups of occupations. While the

object of research can be developed on the kind of foreign brands of food (eg fried chicken, burgers, and donuts), and other business groups, such as the clothing brand and shopping centers. The subject and object of development definitely requires attention to the characteristics and indicator measurements may be different.

In addition, to further enrich the building of loyalty and purchase intention of a product caused by the intrinsic and extrinsic attributes quality, the future research needs to attempt further to use other variables that can affect the loyalty and purchase intention of a product. In general, research can be extended by adding variables satisfaction, trust, and commitment. The addition of buyer satisfaction variables used to further strengthen the acceptance of attributes intrinsic and extrinsic given by the company. While the addition of variable trust and commitment serve as a basis for the formation of attitudes reveal a buyer in establishing a long-term relationship that is stronger, as well as a variable mediators (intervening) the occurrence of loyalty and purchase intention.

## **7. Conclusion**

The results show that the intrinsic attributes quality does not serve as a consideration to build the customers' loyalty, but has the ability to directly affect their purchase intention. It is in contrast with the extrinsic attributes which turns out to be highly recognized by the customers, which can provide a positive and significant impact on the loyalty and purchase intention. While loyalty turns out to affect the customers' purchase intention of the product in the future. In other words, loyalty in this study can serve as a mediator variable that reinforces positive influence on the quality of the extrinsic attributes of buying interest again. While the quality of the intrinsic attributes are only able to influence positively and directly towards buying interest again, without going through a mediator variable loyalty.

The study also showed that the influence of prediction of total quality attributes intrinsic and extrinsic to the buying interest is equal to 0.602. The total amount of influence predictions more dominated by the quality of extrinsic attributes, compared with the intrinsic quality attributes. In social research such as this study, the effect is significant value to be used as a prediction of future purchase behavior. This is because in every variable of this research are formed by many indicators measuring research. Prediction is mainly focused on the strength of the quality of the extrinsic attributes.

By examining the intrinsic and extrinsic attributes quality of a food product, this research helps managers to strategize good marketing to find out which attributes can increase the loyalty and purchase intention seen from the intrinsic and extrinsic attributes. With the results of such research managers can execute marketing programs become more effective and efficient.

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