The Effect of Product Innovation and Service Quality on Impulsive Purchases with Brand Equity as a Moderating Variable

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Abstract

This study aims to examine the effect of product innovation and service quality on impulse buying moderated by brand equity. The sample used in this study amounted to 153 respondents from prospective consumers and consumers of Ayam Mama in Jakarta which were obtained from distributing questionnaires using google forms. This research uses Smart PLS 03 software to test the hypothesis under study. The results showed that product innovation had an effect on impulse buying with significant T-Statistics and P Values. However, service quality has no effect on impulse buying with T-Statistics and P Values that are not significant and very low. This study also shows that brand equity has an effect on impulse buying with significant and highest T-Statistics and P Values of the 5 hypotheses tested. For the brand equity moderation hypothesis, it can strengthen the effect of product innovation on impulse buying, but brand equity moderation weakens the effect of service quality on impulse buying.

I. Introduction

This study explains that developments in the food business world are increasingly in demand by the community and make food entrepreneurs try to come up with creative ideas in order to make people an impulsive buyer. Interactive advertising screens in shop windows can help entrepreneurs increase impulse visitation and impulse buying (Moes et al., 2021). Many culinary entrepreneurs create unique food products and delicious flavors, this of course leads to increasing sales of their products including making their consumers become impulsive buyers. Mama's Chicken business in the last 3 months in 2021 has increased, but in the early months of 2022 there has been a decline in product sales. This results in the unstable income that Ayam Mama gets per month and of course the materials for the manufacture of some disposable products are wasted.

Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

However, Ayam Mama never gave up and is still operating today. Therefore, Ayam Mama wants to turn its consumers into impulsive buyers by looking for ideas that can support impulse buying and use now and in the future. Impulse buying is certainly very influential on the sale of Ayam Mama products and is no longer afraid to compete with other competitors.

In previous studies, there were variables trending trust and self-confidence moderating the relationship between utilitarian browsing and online impulse buying, and utilitarian browsing influenced hedonic browsing and online impulse buying. So, online merchants must control external and internal stimuli to encourage impulse buying through social media platforms (Kimiagari & Malafe, 2021). The journal (Andersén, 2021) describes research on product innovation that has highlighted the importance of stakeholders and other holders to innovate new products and also focus on the environmental impact of product innovation. The results of research discussing the effect of product innovation on sustainable competitive advantage and market movements, resulted in product innovation having a positive effect on these two variables in research journals (Kuncoro & Suriani, 2018). The results of the study (Prentice et al., 2019) show that the in-flight service quality variable has a minimal effect on influencing customer engagement. The journal (Shokouhyar et al., 2020) also discusses the quality of after-sales service that affects customer satisfaction. In a previous journal according to (Han et al., 2021) the results found are that cognitive processes and social processes of brand equity have an effect on cultural values. Brand equity and cognitive assessment contribute as moderators in influencing behavioral outcomes, this is the result of previous journals according to (Harun & Rokonuzzaman, 2021). However, there is no research evidence that positions the brand equity variable as a moderating variable between the product innovation variable and the service quality variable in influencing the impulsive buying variable, so this study tries to form a research model that places the brand equity variable as a moderating variable which will be tested for its moderating effect or not to the independent variable to the dependent variable.

This research is intended to provide strategic recommendations to Ayam Mama's business in order to increase or increase consumers and potential consumers who have an impulsive buyer spirit, so that they become regular customers now and in the future.

Based on the phenomenon and also an explanation of the novelty of this research, this research was determined by proving the effect of product innovation and service quality as independent variables on impulse buying as the dependent variable with brand equity as the moderating variable. The writing of this research journal starts from the

introduction followed by literature review and hypotheses, research methods, and there will be a discussion of the results and ends with conclusions and recommendations.

II. Review of Literature

2.1 Grand Theory

The grand theory or basic theory used in this study is *planned behavior*, that is, the intention to perform behaviors of various types can be predicted with high accuracy from attitudes toward behavior, subjective norms, and perceived behavioral control, this intention along with perceived behavioral control, explains the considerable variation in actual behavior (Ajzen, 1991). Based on the basic theory used in this research, the research model will be discussed. Based on the theoretical approach, the independent variables contained in this research model have the potential to affect the dependent variable and the placement of brand equity as a moderating variable has the potential to moderate the effect of the independent variable on the dependent variable.

2.2 Hypothesis Development
a. The Effect of Product Innovation on Impulsive Buying

In previous research, it was explained that, an efficient business model strongly encourages adopted product innovation, but greatly inhibits disruptive product innovation, then the company's disruptive technological capabilities can strengthen the positive relationship between new business models and disruptive product innovations, but can also weaken the positive relationship of design efficiency with innovation adoption (Zheng et al., 2021). Research on product innovation has highlighted the importance of other stakeholders to innovate new products and has also focused on the environmental impact of product innovation (Andersén, 2021). The existence of product innovation or innovation is basically to meet market demand, so product innovation is one of them that can be used as a competitive advantage for the company, this is explained in research (Kuncoro & Suriani, 2018). Product innovation is defined as innovation that is used as a whole by company operations where new products are made and marketed, including innovation in all processes related to it (Kuncoro & Suriani, 2018). In a previous journal, researchers monitoring energy consumption helped increase companies' opportunities to create more product innovations in underdeveloped countries. Moreover, adopting water management measures proved to be a significant determinant of product innovation even though they are not used frequently (Prokop et al., 2022). The direct and positive relationship between threats from informal competitors and product innovation is strengthened when intellectual property rights protections are weaker, regulatory quality is higher, the firm is an intensive exporter, and the firm's top managers have less experience (Miocevic et al., 2022). Based on the results of the previous research above, the first hypothesis was determined in this study, namely **H1: Product Innovation Affects Impulsive Purchases.**

b. The Effect of Service Quality on Impulsive Purchasing

In previous studies, we discussed the different elements of after-sales service quality that affect customer satisfaction. Therefore, this research can help companies to allocate their resources more efficiently (Shokouhyar et al., 2020). In research (Prentice et al., 2019) resulting in-flight service quality has minimal effect on customer engagement. When a company's green logistics performance increases in a country, it also affects the company's overall service quality and company performance resulting in increased

economic performance in a country (Yingfei et al., 2022). Assessment of service quality in 3PL service providers through their customer feedback and the association of this service quality with these performance measures in his research have not received sufficient attention (Singh et al., 2022). The form and empathy of offline OC services directly affects customer satisfaction and attitudes towards OC service brands as a whole, emphasizing the importance of offline OC service quality in OC service brand management (Park & Kim, 2022). Based on the results of the previous research above, the second hypothesis was established in this study, namely **H2: Service Quality Affects Impulsive Purchases.**

c. Effect of Brand Equity on Impulsive Purchases

Previous research demonstrated that overall brand equity and consumer behavioral outcomes are created through brand building, brand understanding, and block brand relationships, and identify core causes and common patterns across countries that provide useful diagnostic tools for management of international brands (Chatzipanagiotou et al., 2019). Strong but unfavorable brands have recognition, strength and clarity of associations but also have low overall brand equity in the minds of certain consumers, as expressed by their attitudes and behavior, it is stated in the journal (Veloutsou et al., 2020). In research (Palomba, 2022) includes a structural equation model showing that the original series can be incorporated into a consumer-based brand equity model for OTT services, this offers further implications for creative arts management in building brand equity and brand loyalty. Other previous studies have shown that cognitive processes and social processes of brand equity have an effect on cultural values. In particular, elements of social processes such as brand prestige and brand identification can reduce the risk of consumer uncertainty (Han et al., 2021). Companies with top brands should strongly attract "safe harbors" in a crash for investors because consumer loyalty and the demand gains brought by brand equity allow companies to maintain stable cash flows and mitigate macroeconomic shocks, noted the journal (Huang et al., 2021).). Based on the results of the previous research above, the third hypothesis was established in this study, namely **H3: Brand Equity Affects Impulsive Purchases.**

In a previous journal, explained that with the transformation from traditional innovation to open innovation, supply chain collaborative product innovation has become a new and promising product innovation model for companies (Lv & Qi, 2019)Product innovation capability positively moderates the relationship between marketing orientation and innovative performance while R&D orientation affects innovative performance mainly through the mediating effect of product innovation capability, this is the result of research in the journal (Hsiao & Hsu, 2018). In research (Harun & Rokonuzzaman, 2021) brand equity and cognitive reassessment contribute as moderators in influencing behavioral outcomes. The relationship between electronic impulse buying and customer satisfaction was empirically shown to be mediated by electronic impulse buying. Furthermore, electronic impulse buying was associated in a good way. Furthermore, electronic impulse buying is positively connected with customer satisfaction, indicating that consumers intend to continue shopping online (Goel et al., 2022). Second-screen consumer engagement related to *influencers* should be considered as a significant opportunity for marketers, as the activity makes consumers become more involved in the characters and narratives of certain television shows, leading to an increase in impulse buying (Vazquez et al., 2020). Based on the results of the previous research above, the fourth hypothesis was established in this study, namely **H4: Product Innovation Affects Impulsive Purchases Moderated By Brand Equity.**

d. The Effect of Service Quality on Impulsive Purchases Moderated by Brand Equity

The service quality of destination employees has a positive relationship with environmentally responsible behavior towards tourists which is fully mediated by environmental commitment and moderated by destination social responsibility, the exposure is the result of research from previous journals (He et al. al., 2022). Brand equity was found to moderate the effect of the review attribute on restaurant profitability, implying that *word-of-mouth* has a greater influence on the financial performance of weak-branded restaurants than strong-branded ones. The implications for researchers and practitioners are discussed in the study (Wang et al., 2021). Social commerce has changed the consumption experience due to various interactive factors. Growing evidence suggests that users tend to buy impulsively in such an environment (Zafar et al., 2021). The findings presented in this study provide a useful reference source for Mobile AR application developers, retailers, and tourism marketers in better understanding users' preferences for Mobile AR applications and as a result strengthening their impulsive buying behavior in the tourism context (Do et al., 2020) . Mood improvement and mood monitoring have an impact on the value of hedonic shopping, which has a large impact on consumers' impulse buying tendencies (Parsad et al., 2021). Based on the results of the previous research above, the fifth hypothesis was established in this study, namely **H5: Service Quality Affects Impulsive Purchases Moderated by Brand Equity.**

III. Research Method

3.1 Research Population and Sample

The method in this study uses quantitative research methods, in which the data is primary data. With this method, researchers collect data through the population and samples. Population is a set of objects determined through certain criteria which will be categorized into objects to be studied (Erlangga, 2022). The population in this study were consumers and potential consumers of Ayam Mama in Jakarta, which amounted to 200 populations. After the population is obtained, the researcher then collects the sample. The sample is some part of the population taken to find out or research a study. In sampling, the researcher uses a *simple random sampling technique*, it is said to be simple (simple) because the sampling of members of the population is carried out randomly without regard to the strata that exist in the population (Sugiyono, 2012). The sample in this study were consumers and prospective consumers of Mama Chicken in Jakarta as many as 153 respondents. To collect these respondents, the researcher used a questionnaire in *google form* which was distributed directly or via social media. Determination of the number of samples using the *hair*, in which the total indicators/statements used will be multiplied by 5 to 10 (Hair, 2009). The number of statements used is 25 x 5 = 125, but the sample that will be used in this study is 153 samples.

3.2 Research Methods Research

is an activity / activity of data collection and data analysis carried out systematically and logically by researchers, both individuals and groups whose aim is to get answers to an observed problem. Data collection and data analysis activities must be carried out based on recognized scientific principles, which can be called the scientific method (Sari et al., 2022). This study uses a moderation model to compile this research, which is as follows:
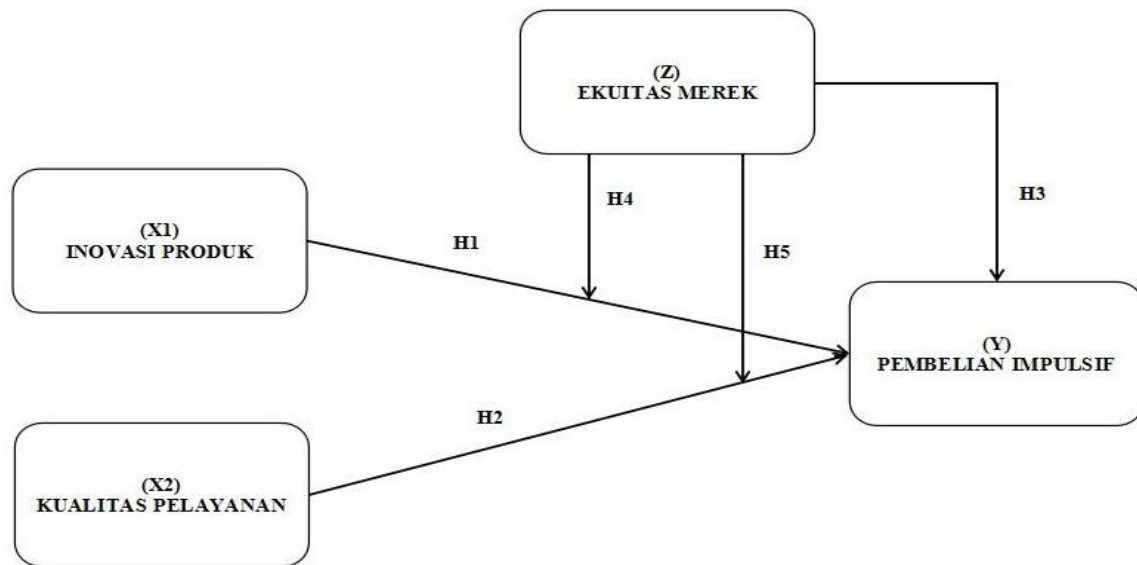
H1: Product Innovation has an effect on Impulsive Purchases.
H2: Quality of Service has an effect on Impulsive Purchases.
H3: Brand Equity has an effect on Impulsive Purchases.
H4: Product Innovation affects Impulsive Purchases moderated by Brand Equity.
H5: Service Quality has an effect on Impulsive Purchases moderated by Brand Equity.

3.3 Variables and their Measurements
a. Product Innovation (X1)

According to Falahat et al. (2020) product innovation, i.e., the ability to develop and produce unique innovations and products determines a company's competitiveness, especially when considering companies operating in international markets. Product innovation indicators are measured by 4 (four) indicators including, new products for the world, new product lines, additions to existing products, improvements or revisions to existing products (Kotler & Keller, 2014).

b. Service Quality (X2)

According to Prentice et al. (2019) quality of service, i.e., quality service at every encounter increases customer satisfaction experience with the brand which ultimately leads to emotional attachment, i.e., love of the brand and subsequent engagement behavior which is manifested in purchasing, referral and word of mouth communication. The service quality variable is measured by 5 (five) indicators including, tangible, reliability, grasping power, assurance and certainty and empathy (Tjiptono, 2012).

c. Impulsive Buying (Y)

According to Ittaqullah et al. (2020) impulse buying is defined as a form of unplanned purchase, as a result of exposure to a stimulus and is decided at a point. The impulsive buying variable is measured by 5 (five) indicators, namely buying spontaneously, without thinking, buying goods according to current feelings, being obsessed with shopping and tending to buy even though they don't really need it (Cook & Yurchisin, 2017).

d. Brand Equity (Z)

According to Harun & Rokonuzzaman (2021) brand equity refers to quality service, restoration of service strategy and making the national media chain grow. Brand equity variable is measured by 7 (seven) indicators, namely leadership, *stability, market, internationality, trend, support* and *protection* (Setiadi & SE, 2019).

3.4 Analytical

The analytical method used in this research is the *Structural Equation Modeling* (SEM) method with *Partial Least Square* (PLS) to test 5 (five) hypotheses. Before testing the hypothesis, the first thing to do is test the validity and test reliability. The validity test aims to determine whether or not the statements made in representing the variables studied are valid or not. Meanwhile, the reliability test aims to see how consistent and appropriate the respondents' answers are in answering the statements made. After testing the validity and reliability testing, the next step is to test the hypothesis. To test the hypothesis, the standard T-Statistic value is >1.96 or the significance level is below 5%.

IV. Result and Discussion

4.1 Research Model Test

In SMARTPLS 03, the researcher must draw a research model to find out the outer model, *inner* model and hypothesis being tested. The *loading* in the model is expected to be > 0.5 which means *loading* has good validity. If the *loading* factor value is <0.5 then the *loading* factor must be omitted in the model, because it is not valid. The research model below shows all the *loading* factor values >0.5 and none is omitted.
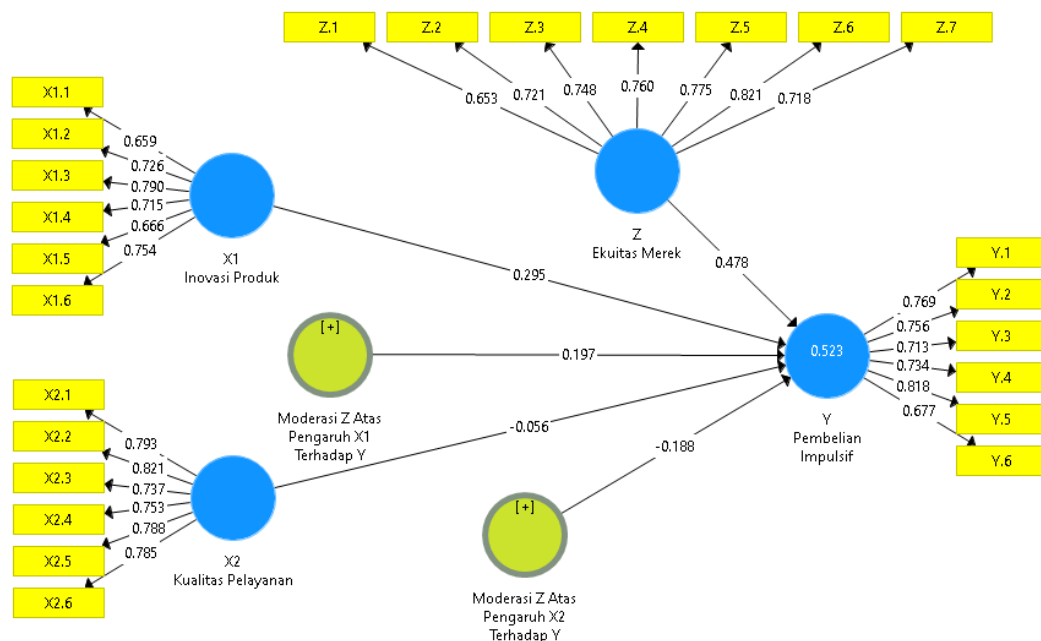
4.2 Validity Test and Reliability Test
a. Measurement (Outer) Model

Measurement (Outer) Model Or the outer measurement model can be determined by Cronbach's Alpha, Composite Reliability and rho_A whose value is required >0.7 and Average Variance Extracted (AVE) whose value is required >0.5. In the table below, it can

be seen that this study has Cronbach's Alpha, Composite Reliability and rho_A values all > 0.7 and the Average Variance Extracted (AVE) values are all > 0.5. This proves that the results of the respondents in this study are valid and reliable.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Z Moderation on the Effect of X1 on Y	1,000	1,000	1,000	1,000
Z Moderation on the Effect of X2 on Y	1,000	1,000	1,000	1,000
X1_Product	Innovation	0,518	0,814 0,817 0,865	X2_Quality
of Service	0,872	0,883	0,903	2,45
0,840 Impulse	0,45	0,840	0,883	0.556 Z_Brand
0.866	0.896	0.872	Equity	0.553

b. Structural (Inner) Model

Structural (Inner) Model or structural model (inside) can be determined by looking at the value of R Square which states that if the R Square is <0.3 then the value is weak, if the value is 0.3 - 0, 4 then the value is moderate, if the value is 0.5 - 0.6 then the value is quite strong, if the value is > 0.6 then the value is very strong. In the research model that has been discussed earlier, it can be seen that the R Square value contained in this study is 0.523. It states that the R Square in this study is quite strong. With an R Square value of 0.523, it can be interpreted that the variables of product innovation, service quality and brand equity on impulsive purchases contributed 0.523 or 52.3%, of which the rest of the value, which was 0.477 or 47.7%, was influenced by other variables that were not included or not examined in this study.

4.3 Hypothesis Testing

In testing this hypothesis, it can be seen from each path coefficient which states that it is significant or not significant between constructs. Hypothesis significance test can be done by looking at the T-Statistics and P-Value, if the T-Statistics value > 1.96 and P Value <0.5 then it can be said to have significant validity.

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Product Innovation Against Impulsive Purchases	0,295	0,311	0,091	3,230	**0,001**
Service Quality on Impulsive Purchases	-0,056	-0,059	0,097	0,579	**0,563**
Brand Equity on Impulsive Purchases	0,478	0,484	0,091	5,266	**0,000**
Effect of Product Innovation Moderation on Brand Equity Impulsive Purchases	0.197	0.187	0.096 2.065	-0.169	**0.039**
Moderation of Brand Equity on the Effect of Service Quality on Impulsive Purchases	-0.188	1.936	0.097	0.053	**a**

a. The Effect of Product Innovation on Impulsive Purchases

Based on the results of the hypothesis test above, it can be seen that the T-Statistic value related to the effect of product innovation on impulse buying is 3.230 and the P-value is 0.001. This value is obtained from the magnitude of the influence of product innovation in influencing impulse buying, resulting in a significant value and it can be said that product innovation has a positive effect on influencing impulse buying and **Hypothesis 1 is accepted**.

b. The Effect of Service Quality on Impulsive Purchases

Based on the results of the hypothesis test above, it can be seen that the T-Statistic value related to the effect of service quality on impulsive purchases is 0.579 and the P-value is 0.563. This value proves that the service quality variable has the lowest value of the 5 hypotheses studied in influencing product innovation. It can be concluded that service quality produces an insignificant value and it can be said that service quality has a negative effect on influencing impulse buying and **Hypothesis 2 is rejected**.

c. The Effect of Brand Equity on Impulsive Purchases

Based on the results of the hypothesis test above, it can be seen that the T-Statistic value related to the effect of brand equity on impulsive purchases is 5.266 where this value is the highest value of the 5 hypotheses studied and the P Value is 0.000. This value is obtained from the magnitude of the influence of brand equity in influencing impulse buying, resulting in a significant value and it can be said that brand equity has a positive effect on influencing impulse buying and **Hypothesis 3 is accepted**.

d. Moderation of Brand Equity on the Effect of Product Innovation on Impulsive Buying

Based on the results of the hypothesis test above, it can be seen that the T-Statistic value related to moderating brand equity on the effect of product innovation on impulsive buying is 2,065 and the P value is 0,039. This value is obtained from the moderation of brand equity on the effect of product innovation in influencing impulse buying, resulting in a significant value and it can be said that brand equity moderation is able to strengthen the effect of product innovation in influencing impulse buying and **Hypothesis 4 is accepted**.

e. Moderation of Brand Equity on the Effect of Service Quality on Impulsive Purchasing

Based on the results of the hypothesis test above, it can be seen that the T-Statistic value related to moderating brand equity on the effect of service quality on impulse buying is 1.936 and the P-value is 0.053. From this value, it proves that the brand equity variable cannot moderate the effect of service quality and has a low value in influencing product innovation. It can be concluded that the moderation of brand equity on the influence of service quality produces an insignificant value and it can be said that service quality has a negative effect on influencing impulse buying and **Hypothesis 5 is rejected**.

V. Conclusion

Product innovation has a significant effect on impulse buying with a P value of 0.001 and a T-Statistic value of 3.230. So, there is a significant or positive effect between product innovation on impulse buying.

Service quality has no significant effect on impulse buying with a P value of 0.563 and a T-Statistic value of 0.579. The value obtained is the lowest value of the 5 hypotheses that have been tested or researched. So, there is an insignificant or negative effect between service quality on impulse buying.

Brand equity has a significant effect on impulse buying with a P value of 0.000 and a T-Statistic value of 5.266. The value obtained is the highest value of the 5 hypotheses that have been tested or researched. So, there is a significant or positive influence between brand equity on impulse buying.

Moderation of brand equity has a significant effect on the effect of product innovation on impulse buying with a P Value of 0.039 and a T-Statistic value of 2.065. Thus, there is a significant or positive influence in the moderation of brand equity on the effect of product innovation on impulse buying.

Brand equity moderation has an insignificant effect on the effect of service quality on impulse buying with a P Value of 0.053 and a T-Statistic value of 1.936. Thus, there is an insignificant or negative effect in the moderation of brand equity on the effect of service quality on impulse buying.

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