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The Influence of Product Quality and Product Attributes on Purchase Intention of Powdered Breast Milk Service Mediated by Belief Systems

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Abstract

This study explores the impact of product quality, product attributes, and belief systems on purchasing intentions for Mengasihi breast milk powder manufacturing services. The research utilized an online survey to gather data from 284 mothers residing in the Greater Bandung and Jabodetabek regions. Participants were selected based on their familiarity with powdered breast milk and their status as parents. The data was analyzed using Path Analysis to understand the relationships between the variables. The findings demonstrate that both the quality and attributes of powdered breast milk products significantly influence consumer purchasing intentions. These effects are observed both directly and indirectly through the mediation of consumer belief systems. Specifically, product quality and attributes positively affect purchasing intentions by enhancing perceived value and satisfaction. However, the belief system was found to have the most substantial impact on purchasing intentions. This suggests that consumers' pre-existing beliefs and values play a crucial role in shaping their decisions regarding breast milk powder. The study highlights the importance of understanding consumer belief systems in the context of marketing strategies. For Mengasihi, these insights suggest that improving product quality and clearly communicating product attributes can enhance consumer perceptions and intentions. Additionally, addressing and aligning with consumer belief systems is essential for building trust and increasing brand loyalty. By focusing on these areas, Mengasihi can develop more effective marketing strategies to enhance consumer awareness and strengthen its market position.

Keywords: Belief System; Powder Breast Milk; Product Attributes; Product Quality; Purchase Intentions.

A. INTRODUCTION

Mengasihi is a technology-driven startup specializing in the mother care industry, with a focus on innovating powdered breast milk products. As this product is relatively new to the Indonesian market, there is limited information available to consumers, necessitating ongoing educational efforts by Mengasihi to introduce and explain the benefits of the product. Despite various marketing efforts and continuous product quality improvements, sales conversions remain suboptimal. Thus, Mengasihi must understand the factors influencing consumer purchasing intentions to develop strategies that can effectively increase conversion rates. In developing its strategies, Mengasihi will benchmark against established formula milk products and brands, as powdered breast milk serves as a direct alternative to formula milk. This comparative analysis will provide valuable insights into consumer preferences and expectations, enabling Mengasihi to align its strategies with broader market needs.

Additionally, this study builds on previous research that has examined formula milk products. Studies by (Hayati et al, 2021; Rakhmawati, 2009; Nurazizah, 2021; Mardikaningsih, 2019; Hoque and Hossan, 2020) have identified that product quality and attributes significantly impact consumer purchase intentions. Furthermore, internal consumer factors, such as belief systems—including perceived knowledge, past behavior, and personal goals—also play a crucial role (Hoque and Hossan, 2020). Drawing on the model developed by (Dewi et al., 2016), this study will analyze the influence of product quality and attributes on purchase intentions moderated by consumer belief systems. The results are expected to offer strategic recommendations aimed at enhancing consumer acceptance of powdered breast milk products.

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B. RESEARCH METHOD

In this research, surveys will be utilized to collect primary data, with online questionnaires serving as the primary instrument. A questionnaire is a formal set of questions designed to obtain information from respondents (Malhotra, 2019). For this study, the questionnaire will be distributed through private messaging applications such as WhatsApp and Instagram, particularly within community groups for mothers. This approach is chosen because these platforms are commonly used by the target respondents—mothers with children—ensuring higher engagement and response rates. The data collected from these questionnaires will be the primary source for analyzing the research outcomes.

According to (Shukla, 2008), the population in research refers to the group to which the study's findings can be generalized based on the study's objectives. The target population for this research includes pregnant mothers in the Greater Bandung and Jabodetabek areas. The focus of the study is on powdered breast milk services, with the sample consisting of mothers who have recently given birth in these regions. These mothers represent the target market for Mengasihi. To determine the sample size, researchers often study a small, representative sample of the population to conclude the larger group (Kotler et al., 2017). For this research, a minimum sample size of 272 respondents was calculated using the Cochran formula. This sample size is deemed sufficient to provide reliable estimates of the population's attitudes and behaviors.

Data was collected using Google Forms, with the questionnaire designed to include filtering questions about respondents' knowledge of breast milk powdering services, personal data, and questions related to the study variables: product quality, product attributes, belief system, and purchase intention. The questionnaire will be presented in English and translated into Indonesian to facilitate ease of completion for respondents in the Greater Bandung and Jabodetabek areas. The distribution will occur via private messaging applications through relevant community groups. All questions and measurement items used in this research are detailed in Table 1.

Table 1. Measurement Items

Variable	Items	
	Content Item	Code
Product Quality	Powdered breast milk must contain high levels of DHA to support the baby's brain development.	NT1
	Powdered breast milk must contain a balanced carbohydrate, protein, and fat content to support the baby's growth.	NT2
	Powdered breast milk must contain vitamins and minerals such as sodium, which are necessary for the baby's health.	NT3
	Powdered breast milk must be proven not to cause side effects when consumed by babies.	ES1
	What types of side effects are you worried that your child may have?	ES2
	Powdered breast milk must be Halal-certified	ST1
	Powdered breast milk must obtain permission from the Ministry of Health	ST2
	Breast milk powdering services that have halal certification and permission from the Ministry of Health make me more confident in using their services.	ST3
Product Attributes	I will consider the shelf life of powdered breast milk	ED1
	It is important that the packaging for breast milk powder includes an expiry date that is clear and easily visible.	ED2
	Breast milk powdering services should be available through physical stores	SC1
	Breast milk powdering services must have a home pick-up service	SC2
	I am more inclined to use breast milk powdering services if they are available through online channels.	SC3
	The direct promotion improved my decision to use breast milk powdering services.	PR1
	What forms of direct promotion do you find most interesting or effective?	PR2
	Price is my main consideration when purchasing breast milk powdering services.	HR1
	I would use a breast milk powdering service if the price justified the nutritional benefits provided	HR2
	The brand had a big influence on my decision to choose a breast milk powdering service.	MK1
	I tend to use breast milk powdering services from well-known brands rather than less well-known brands.	MK2
	I already have sufficient knowledge about breast milk powdering services	PK1
	I already have sufficient knowledge about the nutritional composition of powdered breast milk.	PK2

Variable	Items	
	Content Item	**Code**
Consumers' Belief System	The nutrition of breast milk is more complete than that of formula milk	PB1
	Powdered breast milk is the best alternative to breast milk compared to formula milk.	PB2
	The surrounding environment influenced my decision to use breast milk powdering services.	PB3
	Powdered breast milk can help achieve long-term health goals for my baby	PG1
	There is a desire to switch from formula milk to powdered breast milk because it can support the baby's growth and development optimally.	PG2
	There is a big influence between my personal goals (providing the best nutrition) in my decision to choose powdered breast milk compared to formula milk.	PG3
Purchase Intention	If you receive information that powdered breast milk has high nutritional content, no side effects, and has a Halal guarantee and permission from the Ministry of Health, how much will this influence your decision to use breast milk powdering services?	PI1
	If powdered breast milk has a long expiration date, how much does that influence your decision to use a breast milk powder service?	PI2
	If powdered breast milk can be obtained easily, how much does that influence your decision to use a breast milk powder service?	PI3
	If powdered breast milk offered direct promotions, how much would that influence your decision to use breast milk powder services?	PI4
	If powdered breast milk offers an affordable price, how much does that influence your decision to use a breast milk powder service?	PI5
	If a new brand offers the breast milk powdering service, how much does that influence your decision to use the breast milk powdering service?	PI6
	If you have good knowledge about powdered breast milk, how much does that influence your decision to use a breast milk powder service?	PI7
	If you have previous experience using formula milk or similar breast milk substitute products, how much did this influence your decision to use breast milk powdering services?	PI8
	If you are considering your goals for your child, how much does that influence your decision to use a breast milk fertilization service?	PI9

Source: Research data, 2024

Data Quality Test

Validity refers to the ability of a test to measure what we want to measure (Kothari, 2004). The validity could be tested through the Pearson correlation. The validity test can be assessed using Pearson Correlation. In the validity test, if the value of Pearson correlation > R table, it can be stated as valid. The R table was determined by considering the number of respondents tested and the significance level. The validity test criteria use a 0.05 significance level to determine whether a measurement instrument is valid. Reliability tests are carried out to determine the extent to which a scale produces consistent results if repeated measurements of a characteristic are carried out (Malhotra, 2019). The reliability test can be assessed using Cronbach's Alpha. According to (Cho and Kim, 2014), if the Cronbach's Alpha value is greater than 0.70, the measurement instrument can be considered reliable.

Classic Assumptions Test

The normality test is a procedure used to determine whether data comes from a normally distributed population or is within a normal distribution (Nuryadi et al., 2017). The normality test aims to determine whether the residual values in the regression model have a normal distribution or not. The entire statistical framework assumes normality, and if this assumption is violated, the prediction fails (Das and Imon, 2016). As a result, it is critical to confirm or test these assumptions before conducting a statistical analysis of the data. The normality test can use Kolmogorov Smirnov for numbers N > 50. If the significance value in Kolmogorov-Smirnov is greater than the significance level value of 0.05, then the data can be indicated as normally distributed. The analysis of normality could also use the Q-Q plot. If the data points of the Q-Q plot rely on the diagonal line, the assumption is that the data is normally distributed.

When two or more independent variables in the regression model are correlated, multicollinearity occurs in the data (Daoud, 2017). Multicollinearity, even if it is small, will sometimes cause big problems, but if the multicollinearity is moderate or high, it will be a problem that must be resolved. The level of multicollinearity can be seen from Variance Inflation Factor Value (VIF). If the VIF value is equal to or greater than 10, it indicates that there is a correlation between the independent variables in the regression model or that there is multicollinearity. A larger VIF value indicates that the level of multicollinearity between independent variables is higher. The small VIF value corresponding to the variable indicates that no multicollinearity occurs (Shresta, 2020).

Heteroscedasticity refers to the condition when the variance of the error for known independent variables is a number that is not constant (Sukoco, 2009). The heteroscedasticity test can be assessed using Spearman Rank and scatter plots. Data is said to have heteroscedasticity if the significance value is <0.05, and conversely, if the significance value is >0.05, then the data is indicated as not having heteroscedasticity. The heteroscedasticity test can also be seen from the points in the scatter plot. According to Suffah and Riduwan (2016), if the data points on the plot are spread out and do not form a particular pattern, it can be assumed that heteroscedasticity does not occur.

Path analysis is used as a data analysis method to test the hypotheses determined in this research. Path analysis is a statistical technique used to evaluate the strength of direct and indirect relationships between variables (Lleras, 2005). According to Kothari (2004), path analysis is a series of multivariate regression studies that assumes a causal relationship between the independent variable and the dependent variable. The regression weights predicted by the model are compared with the observed correlation matrix for those variables, resulting in good fit statistics (Garson, 2013). In path analysis, three types of influence need to be calculated, namely direct influence, indirect influence, and total influence (Darmawan and Muttaqin, 2023). The reason for using the path analysis method is that, in this study, there is more than one independent variable and a variable intervening. Additionally, researchers want to analyze the influence of the indirect relationship between the independent variables and dependent variables, so this path analysis method is suitable for this study.

Conceptual Framework

From the previous studies conducted by (Dewi et al., 2016), the researcher adopted and developed further by determining product quality and product attributes are considered as the independent variables of this research. Belief systems are the intervening variables that come from the internal factors of the customers in terms of perceived knowledge, past behavior, and personal goals, which are being measured in this research. The dependent variable will be developed from the previous study, which is purchase intention in terms of the breast milk powdering service. The researcher chooses purchase intention instead of purchase decisions because the product is yet ready to be purchased. The research will determine three relationships among the variables: First, the relationship between the product quality and product attribute as the independent variable and purchase intention as the dependent variable. When a customer receives information regarding the quality and the attributes of powdered breast milk, they will evaluate the option, whether it is perceived with what they believe based on their knowledge, what they have experienced, and what they aim for.

Second, the research involves the relationship between belief systems as the mediating variable and the purchase intention as the dependent variable. After the customer evaluates whether the product quality and attributes have fulfilled what they believe, they will then purchase the breast milk powdering service. Third, the relationship between the product quality and product attributes with the belief system as the mediation of customer purchase intention. After customers receive the information regarding the product

quality and attributes of breast milk powdering service, they evaluate according to what they believe will affect them and increase their purchase intention.

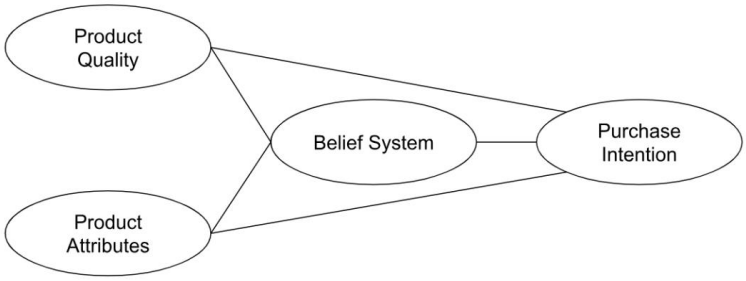

Figure 1. Conceptual Framework

H1: There is a significant relationship between Product Quality and Purchase Intention
H2: There is a significant relationship between Product Quality and Belief System
H3: There is a significant relationship between Product Attributes and Purchase Intention
H4: There is a significant relationship between Product Attributes and Belief System
H5: There is a significant relationship between Belief Systems and Purchase Intention
H6: There is a significant relationship between Product Quality and Purchase Intention, which Belief System mediates
H7: There is a significant relationship between Product Attributes and Purchase Intention, which Belief System mediates

C. RESULTS AND DISCUSSION

Data Quality Test

Researchers conducted the main survey and managed to collect 284 respondents who had filled in the questionnaire and matched the criteria determined. Because the total sample in this research is 284 respondents, with a significance level of 5%, the R-table value was determined to be 0.113. The result shows that all question items in this study were declared valid. This is because the Pearson correlation value is greater than the R-table (0.101). The result is also consistent with the pilot study that was done earlier. Researchers conducted a reliability test on each operational variable, including product quality, product attributes, belief system, and purchase intention, with the total data obtained from 284 respondents. An instrument of the analysis is declared reliable if the Cronbach Alpha value is greater than 0.7. In this study, all of the instruments were declared to be reliable because the Cronbach Alpha value is greater than 0.7.

Classic Assumptions Test

Normality Test

The Q-Q plot graph in Figure 4 above shows that the data points follow or lie on the diagonal line, so it can be assumed that the data is normally distributed.

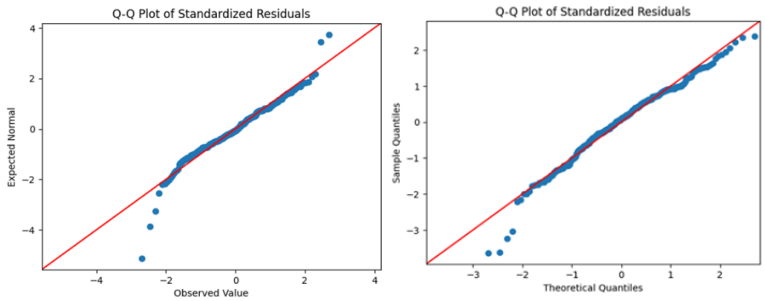

Figure 2. Normality Test
Source: Research data, 2024

From Table 2, all independent variables with the dependent variable have a VIF value below 10. Therefore, not all independent variables in the regression model correlate with the variables.

Table 2. Multicollinearity Test (Model 1)

Feature	VIF	Tolerance
X1	2.272393	0.440065
X2	2.272393	0.440065

Source: Research data, 2024

From Table 3, all independent variables with the dependent variable of the purchase intention have a VIF value below 10. VIF value of independent variable X1 (product quality) 2.331, X2 (product attribute) 5.107, and Y1 (belief system) 3.284. Therefore, not all independent variables in the regression model correlate with the variables.

Table 3. Multicollinearity Test (Model 2)

Feature	VIF	Tolerance
X1	2.330725	0.429051
X2	5.106806	0.195817
Y1_BeliefSys	3.284213	0.304487

Source: Research data, 2024

Figure 3 shows the regression model with the independent variables product quality and product attributes with the dependent variable belief system. The scatter plot graph shows that each point is spread out, does not have a clear pattern, and does not have a particular shape. So, the regression model can be assumed not to have heteroscedasticity.

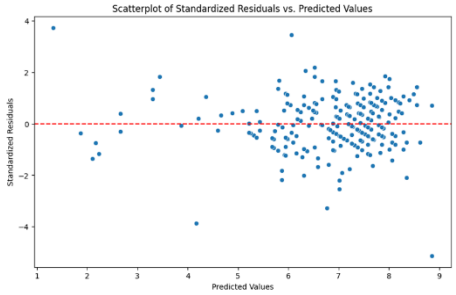

Figure 3. Heteroscedasticity Test (Model 1)

Source: Research data, 2024

Figure 4 shows the regression model with the independent variables product quality, product attributes, and belief system with the dependent variable purchase intention. The scatter plot graph shows that each point is spread out, does not have a clear pattern, and does not have a particular shape. So, the regression model can be assumed not to have heteroscedasticity.

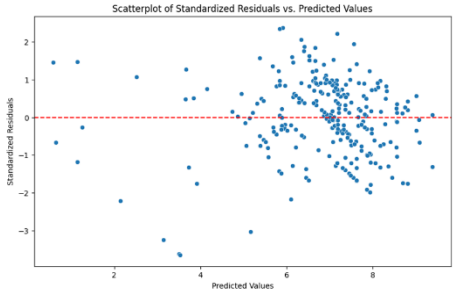

Figure 4. Heteroscedasticity Test (Model 2)

Source: Research data, 2024

Path Analysis

Path Model I

Table 4. Model I T-Test (Partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.314	.418		3.144	.002		
	X1_ProductQuality	-.193	.072	-.133	-2.688	.008	.439	2.275
	X2_ProductAtt	.948	.051	.929	18.713	<.001	.439	2.275

a. Dependent Variable: Y1_BeliefSys

Source: Research data, 2024

Based on the t-test result in Table 4 above, it can be seen that the significance value of Product Quality (X1) and Product Attribute (X2) is smaller than the significance level of 0.05. The significance value of Product Quality is 0.008, which is smaller than 0.05, and the significance value of Product Attribute is 0.000, which is smaller than 0.05. Thus, it can be concluded that Product Quality and Product Attributes partially have a significant effect on the Belief System (Y1).

Table 5. Model I F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	434.888	2	217.444	320.923	<.001[b]
	Residual	190.394	281	.678		
	Total	625.282	283			

a. Dependent Variable: Y1_BeliefSys

b. Predictors: (Constant), X2_ProductAtt, X1_ProductQuality

Source: Research data, 2024

Based on the F-test results for the independent variables (product quality and product attribute) and the dependent variable (belief system), a significance value of 0.001 was obtained, indicating that the significance value is less than 0.05. The F-count value was determined as 320.923, while the F-table value at a 5% significance level (df1 = 2, df2 = 281) was 3.026. Since the F-count (320.923) is greater than the F-table value (3.026), it can be concluded that product quality and product attributes significantly influence belief systems.

Coefficient of Determination (R-Square)

Table 6. Model I Coefficient of Determination (R-Square)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.696	.693	.82314

a. Predictors: (Constant), X2_ProductAtt, X1_ProductQuality

b. Dependent Variable: Y1_BeliefSys

Source: Research data, 2024

Based on the result of the determination test in Table 6 above, the adjusted R-squared value obtained in the test is 0.693, which means that the influence of product quality variables and product attributes on the belief system can simultaneously be explained by 0.693 or 69.3% of the variability in the model.

Meanwhile, the remaining 30.7% is explained by other variables or factors not included in the model in this study. Next, the value of $\varepsilon 1$ can be found using the equation below.

$$\varepsilon 1 = \sqrt{1 - 0.693} = 0.554$$

Path Analysis Diagram Model I

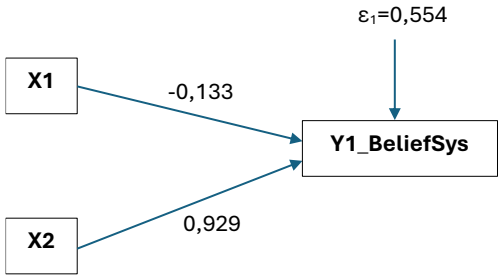

Figure 5. Path Analysis Diagram Model I
Source: Research data, 2024

$$Y = 0.554 + [-0.133\ (X1)] + [0.929\ (X2)]$$

Path Analysis Model II

Table 7. Model II T-Test (Partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.876	.504		5.710	<.001		
	X1_ProductQuality	-.580	.086	-.348	-6.716	<.001	.428	2.334
	X2_ProductAtt	.575	.090	.490	6.396	<.001	.196	5.111
	Y1_BeliefSys	.662	.071	.575	9.363	<.001	.304	3.284

a. Dependent Variable: Y2_PurchaseInt

Source: Research data, 2024

Based on the t-test result in Table 7 above, it can be seen that the significance value of Product Quality (X1), Product Attribute (X2), and Belief System (Y) is smaller than the significance level of 0.05. The significance value of Product Quality is 0.000, which is smaller than 0.05; the significance value of Product Attribute is 0.000, which is smaller than 0.05; and the significance level of Belief System is 0.000, which is smaller than 0.05. Thus, it can be concluded that Product Quality, Product Attributes, and Belief Systems partially have a significant effect on the Purchase Intention (Y2).

Statistical F-Test

Table 8. Model II F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	562.407	3	187.469	197.081	<.001[b]
	Residual	266.344	280	.951		
	Total	828.752	283			

a. Dependent Variable: Y2_PurchaseInt

b. Predictors: (Constant), Y1_BeliefSys, X1_ProductQuality, X2_ProductAtt

Source: Research data, 2024

Based on the F test results for the independent variables (product quality, product attribute, and belief system) and the dependent variable (purchase intention) in Table 5.2.6.1.2, a significance value of 0.001 was obtained, indicating that the significance value is less than 0.05. The F-count value was determined as 187.469, while the F-table value at a 5% significance level (df1 = 3, df2 = 280) was 2.637. Since the F-count (187.469) is greater than the F-table value (2.637), it can be concluded that product quality, product attributes, and belief systems significantly influence purchase intention.

Coefficient of Determination (R-Square)

Table 9. Model II Coefficient of Determination (R-Square)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824[a]	.679	.675	.97531

a. Predictors: (Constant), Y1_BeliefSys, X1_ProductQuality, X2_ProductAtt

b. Dependent Variable: Y2_PurchaseInt

Source: Research data, 2024

Based on the result of the determination test in Table 9 above, the adjusted R-squared value obtained in the test is 0.675, which means that the influence of product quality variables, product attributes, and belief systems on the purchase intention can simultaneously be explained by 0.675 or 67.5% of the variability in the model. Meanwhile, the remaining 32.5% is explained by other variables or factors not included in the model in this study. Next, the value of $\varepsilon 2$ can be found using the equation below.

$$\varepsilon 2 = \sqrt{1 - 0.675} = 0.570$$

Path Analysis Diagram Model II

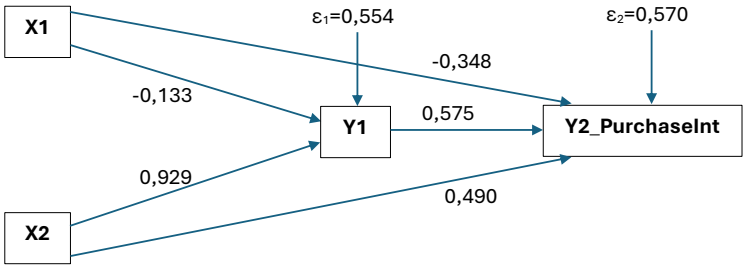

Figure 7. Path Analysis Diagram Model II
Source: Research data, 2024

Discussion

Powdered breast milk services are currently happening in society. Many pros and cons arise as the product develops, and this product is still new to the Indonesian market. Even though quality and safety are guaranteed by the company that produces the product, there are still people who are skeptical about the product. This is actually a positive thing because consumers are becoming more alert and selective in choosing the products they will use, especially when it comes to their children's health. This situation forces Mengasihi to adapt by providing guarantees that this powdered breast milk service is safe for consumption and meets legal requirements. Apart from the product aspect, education is one of the aspects that Mengasihi pays attention to provide consumers with an understanding that the product being developed is not to replace direct breast milk. However, the existence of this service is to assist mothers who experience difficulties related to time or insufficient breast milk production. Therefore, this research aims to determine the influence of product quality and product attributes on consumer purchasing intentions, which are

influenced by belief systems and are among the factors that can influence their decisions. From these results, researchers can provide operational strategy recommendations that Mengasihi can very likely implement.

The first research question aims to identify the influence of product quality and product attributes on customers' belief systems toward powdered breast milk service. Based on the analysis that has been carried out using the R-squared of 284 respondents, it can be concluded that product quality and product attributes of powdered breast milk have a significant and positive influence on customers' belief system towards powdered breast milk service. This is evidenced by product quality and product attributes having 69.3% of the variability explained in the model, while the remaining 30.7% is explained by other factors not included in the regression model of this study.

The second research question aims to identify the influence of product quality, product attributes, and belief systems on customers' purchase intention of powdered breast milk service. Based on the analysis that has been carried out using the R-squared of 284 respondents, it can be concluded that product quality, product attributes, and belief systems of powdered breast milk have a significant and positive influence on customers' purchase intentions towards powdered breast milk service. This is evidenced by product quality, product attributes, and belief systems having 67.5% of the variability explained in the model, while the remaining 32.5% is explained by other factors not included in the regression model of this study.

The second research question aims to identify the factors influencing customers' purchase intention the most. Based on the analysis that has been carried out using the T-test of 284 respondents, it can be concluded that the belief system has the most influence on customers' purchase intention of powdered breast milk service. This is evidenced by belief systems having an influence contribution of 57.5% towards the purchase intention of powdered breast milk service. It can be inferred that belief systems have the most significant influence on customers' purchase intention of powdered breast milk services.

Based on the analysis that has been conducted shows that product quality, product attributes, and belief systems all influence the purchase intention of powdered breast milk, either directly or indirectly. The belief system, according to the analysis, contributes to the biggest influence on the purchase intention of powdered breast milk services. Leveraging customers' trust may become Mengasihi's main focus. In order to leverage customer trust, Mengasihi could educate customers regarding the product. Right now, customers are not yet well educated about the product specifications and how it should be used. Things that could Mengasihi in order to leverage the customers' trust by developing some marketing initiatives to create awareness among the customers regarding the product and the brand itself, maintaining the product quality, and assure the safety of the product by obtaining relevant certificates, determining prices that are accordance with the efficacy offered, provide various channels of sales so that customers could easily use the service, make the product information accessible for customers to do early research about the product, and last design optimal promotional strategies to increase customers' intention to purchase the product. By doing so, Mengasihi can not only improve customer purchase intentions but also build long-term loyalty and advocacy.

D. CONCLUSION

This study demonstrates that both product quality and product attributes significantly influence consumer purchasing intentions for Mengasihi's powdered breast milk services. These findings highlight the importance of these factors in shaping consumer perceptions and driving purchase decisions, both directly and indirectly, through consumer belief systems. High product quality and favorable attributes enhance purchasing intentions by increasing perceived value and customer satisfaction.

Additionally, consumer belief systems were found to have the most substantial impact on purchasing intentions. This indicates that consumers' pre-existing beliefs and values play a crucial role in their decision-making processes regarding powdered breast milk products. Therefore, a deep understanding of consumer belief systems is essential for developing effective marketing strategies.

For Mengasihi, the research suggests several strategic actions. Firstly, improving product quality and clearly communicating product attributes can enhance consumer perceptions and purchasing intentions. Secondly, aligning marketing strategies with consumer belief systems is crucial for building trust and brand loyalty. By focusing on these areas, Mengasihi can develop more effective marketing strategies, increase consumer awareness, and strengthen its market position. Overall, this study provides valuable insights for Mengasihi in refining marketing strategies and improving market acceptance of powdered breast milk products.

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