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THE ROLE OF PURCHASE INTENTION ON INTERNATIONAL FOOD BRANDS DURING COVID-19 PANDEMIC

Sant Louis Liewin[1] & Genoveva Genoveva[2]

[1]President University, sant.leiwin@student.president.ac.id
[2]President University, genoveva@president.ac.id

Abstract

The corona virus has attacked human life by taking away their freedom. Since the spread of the corona virus throughout the world at the end of 2019, every country has issued social distancing policies, including in Indonesia. The impact of this viral pandemic has damaged various existing businesses, including food franchises with international brands. The purpose of this study is to analyze purchasing decisions at fast food franchises with international brands, assuming international brands already have cleanliness standards, high quality and a more comfortable environment (location), so that consumer confidence is more than other local brands. The trust factor is also used in this study as an intervening variable. This research is a quantitative study using an online questionnaire as a data collection tool. The valid questionnaires are filled in by 180 respondents. The sample used was non-purposived sampling with simple random sampling. Hypothesis testing uses the Structural Equation Model (SEM). The results showed that Food Safety, Food Quality and Environment had a significant effect on Purchasing Decisions during the COVID-19 pandemic. Meanwhile, Quality and Environment have a significant effect on trust, which is an intervening variable in this study. This study concludes that Food Safety, Food Quality, and Environment have a positive and significant effect on consumer confidence so that it affects purchasing decisions.

Keywords: Franchise, fast food, Covid-19, pandemic, trust, purchase decision.

INTRODUCTION

An interesting phenomenon in recent years is the flourishing of the Food Franchise Business. If we observe at this time a lot of new businesses that are very creative offering various types of products and services, such as modern food businesses. Some of them open outlets in shopping centers or on the main road in strategic locations in the city center. A very easy example is Mac Donald's food business, Kentucky Fried Chicken, Pizza Hut, Dunkin Donuts. And that was followed by very many other foreign franchise businesses such as Bread Story, Bread Talk, Wendys, Dome Cafe and so on. Some business owners are abroad, such as Mc Donald, Dunkin Donuts, Kentucky Fried Market demanded Chicken, Pizza Hut, Wendys, Starbucks from the United States, Bread Story from Malaysia and Bread Talk from Singapore with quite a lot of buyers. However, what if their marketing conditions are interrupted by the plague that is sweeping the world today? (Mediaindonesia.com, 2020)

COVID-19 is a new type of corona virus found in Wuhan, Hubei, China in 2019 called Corona-2019 virus disease which is abbreviated as COVID-19 (Ilmiyah, 2020; Hui, et al., 2020). COVID-19 has since been found to be so widespread that it has become a global pandemic which continues to this day. Symptoms of COVID-19 are generally in the form of fever 38 ° C, dry cough, shortness of breath and the worst impact for humans is death. As of 31stMay 2020 at 15:32:37 WIB, 6,075,786 confirmed cases were reported from 185 countries where 369,433 people died and 2,571,797 people recovered (Hopkins CSSE, 2020).

The impact of the Covid-19 pandemic has affected various aspects of life, including the franchise business sector. In various discussions with franchisees, licensees and partnerships in Indonesia, the turnover of franchisees fell by 50%, some even closed their outlets to address employee and customer safety in the context of implementing social distancing. As a public place that often becomes a gathering point for many people, honestly a restaurant is one of the vital locations. New policies are implemented to anticipate further spread of the virus (Investor Daily, 2020).

Based on the results of Moka's internal survey, it was found that the F&B industry was the industry most affected. Evidenced by the results of observations in 17 cities, the F&B industry in 13 cities experienced a significant decrease in daily income. Bali and Surabaya were the two cities that experienced the most significant decrease in daily income compared to other cities, respectively experiencing a decrease of 18 percent for Bali and 26 percent for Surabaya. F&B in Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek) also experienced a significant decrease in daily income, although not as sharp as Bali and Surabaya. The most significantly affected areas in the Jabodetabek area are in Depok, Tangerang, West Jakarta and East Jakarta. From the data above, it can be concluded that the F&B industry is the industry most affected by Covid-19 because of its most extensive distribution. However, in terms of the percentage decrease in daily income, the retail industry spreads with a decrease of up to 32 percent. (Bisnis.com, 2020).

Since the corona virus outbreak, almost all lines of business including franchises have become quiet. Businesses are finally more rethinking their business expansion, especially to countries affected by the corona virus (Bretas & Alon, 2020). Trust, safety, quality and a convincing environment are very influential in making decisions for consumers to buy food in a restaurant during this covid-19 pandemic (Rizou et al, 2020., Olaimat et al, 2020., Liao, Luo & Zhu, 2020). Data shows, restaurant revenues worldwide dropped by 70 perce. In fact, in some places, the rate of decline has reached 80 percent (Gun, 2020). Instead of going to restaurants, today people prefer to shop for food and household ingredients to meet their needs. Data from mid-March to early April 2020 shows that snacks or snacks are the most purchased items. it shows that people's trust in restaurants including fast food franchises has decreased, so that the turnover of fast-food businesspeople is far down. (Wibowo, 2020).

LITERATURE REVIEW

Franchise

Franchise comes from French which means honesty or freedom. Understanding in Indonesia, what is meant by Franchise is an agreement where one party is given the right to use and or use Intellectual property rights (IPR) or meetings from the characteristics of the business owned by another party for a reward based on the conditions set by the other party mentioned

in order to provide and or sell goods and services. (Sewu, 2004). United States through IFA (International Franchise Association), 2020 defining a franchise is a method of doing business franchisees that guarantee the rights to bid, sell or distributing goods and services under the designed marketing format by the franchisee. Franchise allows franchisees to use trademarks, names andadvertisements.

According to the Indonesian Franchise Association, what is meant by franchise is a system of distributing goods or services to end customers, where the brand owner (franchiser) gives rights to individuals or companies to carry out business with brands, names, systems, procedures and ways that have been previously established in a certain period of time covers a certain area. (Sumarsono, 2009). Based on the Indonesian government's version, what is meant by franchise (franchise) is an agreement with one of the parties granted rights to use and or use intellectual property rights (IPR), or meeting characteristics of businesses owned by other parties with a reward based on conditions set by another party mentioned in the framework of providing and / or selling goods and services (Dari & Aji, 2011). Therefore, the franchise is the granting of the right to sell products in the form goods or services by utilizing the franchiser's trademarks, with the franchisee's obligation to follow the methods and procedures or procedures set by the franchiser.

Purchasing Decision

Purchasing decisions are thoughts in which individuals evaluate various choices and decide on a product from a number of choices. Purchasing decisions are the stages in the buyer decision making process where consumers actually buy (Kotler & Amstrong, 2016). To meet their needs, consumers carry out a process to get satisfaction, namely making a purchase decision (Utami & Genoveva, 2020). The same eesult was stated by Fiani & Japarianto (2012) and Haque et al (2015), they state that the decision by consumers to buy a product begins with an awareness of fulfilling their needs and desires.

When consumers have two or more than two alternatives, according to Hung et al (2015) and Wang et al. (2016) consumers will carry out a selection process in the form of an evaluation of each product / service by using the information they have. This explanation is supported by Schiffman, Kanuk, and Wisenblit (2014) who state that a purchase decision is a process in which consumers evaluate several alternative options and choose the one needed based on certain considerations. Purchasing decision is a process where consumers know the problem, find information about a particular product or brand and evaluate well each alternative can solve the problem, which then leads to a purchasing decision.

The purchasing decision in this study is in the context of buying food with an international brand (franchise) which usually has quality standards, food safety and a supportive environmental aspect, thus gaining the trust of consumers. Consumers usually have various alternatives by comparing the various options available.

Food Safety

Food safety is the application of a food safety management system such as Hazard Analysis and Critical Control Points (HACCP), and Good Manufacturing Practices (GMP) which are very important to do to reduce the risk of COVID-19 infection. The stages of all processes, from cleaning, sanitizing, good hygienic practices and active packaging are also required from agriculture to the hands of consumers (Olaimat et al., 2020). The safety measures taken by consumers play a vital role in avoiding food borne diseases as they represent the final step in the cycle of food preparation (Zang & Penner, 1999), and the consumer's safety handling of food in the home kitchen is considered to be "the last line of defense" (Gilbert, 1983). Food

borne disease prevention requires co- operation of all stages in the food chain; no one stage assumes sole blame or responsibility. Efficient approaches for food safety include a dual approach combining education and regulation to mitigate the risks of pathogenic contamination. Internationally, government agencies have prioritized regulatory efforts for all sectors of the various food industries and the creation of consumer awareness initiatives (Todd, 1989). Food safety risk refers to the risk that directly affects human health, but also the risk of being considered a "food fraud incident", which relates to inappropriate information, for example on food labels (Meyers et al, 2017).

Food safety during the Covid-19 pandemic is a priority that must be considered, not only in the preparation process, but also in the supply change process (Rizou et al, 2020). Food safety during the Covid-29 pandemic included the process and handling, if not handled properly, it will be a source of spread of Covid-19 virus (Pressman et al, 2020). Liao, Luo & Zhu (2020) stated that during a pandemic like the current condition, companies that sell, process and distribute food must maintain their reputation, therefore the food that has been distributed is not returned or complained by consumers because they are considered less concerned about safety factor. Customer trust in food safety is very important in keeping customers who have an impact on companies surviving during the Covid-19 pandemic.

In the context of halal product as one of the criteria of safety, Utami & Genoveva (2020) result that the influence of saftey on purchasing decision. In the result come from Chen (2013), this researcher concluded that food safety in China is very important to customer and will build the customer trust. Therefore, the first hypothesis from this research is:

H₁ : Food Safety influence on Customer trust of international food brand during the Covid-19 pandemic Food Quality

Quality is one important indicator for the company to be able to exist in the midst of intense competition in the industry. Quality defined as the totality of the characteristics of a product support its ability to satisfy that need specified or specified. In defining product quality, there are five main experts in integrated quality management (Total Quality Management) who have different opinions, but mean the same thing (Nasution, 2011). Quality is conformance to requirements, that is, in accordance with required or standardized. A product has quality if in accordance with predetermined quality standards. Standard quality includes raw materials, production processes and finished products (Crosby, 1979).

Quality is conformity to market needs. If Juran defines quality as fitness for use and Crosby as conformance to requirements, then Deming defines quality as conformity to market or consumer needs. Companies must really be able to understand what is needed consumers of a product to be produced (Deming, 1982). Quality is full customer satisfaction (full customer satisfaction). A product is said to be of quality if it can give full satisfaction to consumers, that is in accordance with what consumers expect of a product (Feigenbaum, 1986).

Based on the research of Namkung & Jang (2007) the main attribute of restaurant visitor satisfaction is food quality. Food quality is a predictor of food safety (Rijswijk and Frewer, 2008). This is very much common to humans that they want to know everything related to them ie what they have they eat what they taste. High food quality affects consumer satisfaction and trust (Gotlib et al., 1994). Food quality has a positive effect on the image of the restaurant (Kisang et al., 2012). In the same result come from Canny (2013) in the context of fine dining restaurant in Indonesia. It is impossible without your qualities can run your business successfully. So the quality of food is the key to the success of the restaurant / food business. Therefore, the second hypothesis as the follow:

H₂ : Food Quality influence on Customer Trust of international food brand during the Covid-19 pandemic

Environment

According to Buchory & Saladin (2010) Environment is one factors that are considered in the management of business activities. The environment is very influential in business strategy planning. Price, location, company image, product quality is a factor considered influential in taking consumer purchasing decisions (Hapsari, 2008). Influential location real effect on purchasing decisions (Arifin, 2011).

The business environment includes factors outside the company can create opportunities or threats for the company. Analysis interpreted as a search for opportunities or threats to the base. Analysis environment is defined as the process that strategy planners use for monitor the environmental sector in determining opportunities or threats towards the company. (Wispandono, 2010). According to Suryana (2006) stated that business environment can be a driving force or a hindrance to the company's running. Environment that can affect the course of business / company is internal and external environment. The internal environment is a process in which strategy planners review company marketing and distribution, research and development, production and operation, company resources and employees, and financial and accounting factors to determine where strengths are and company weaknesses. Jauch and Glueck (2003). Internal environment is the organizational environment within an organization. This research helps to assess an organization's relative strengths and weaknesses in relation to its rivals (Wispandono, 2010). The external environment is anything outside the organizational boundaries might affect the organization. Therefore managers / leaders must understand the environment in a comprehensive and accurate way and then try to operate and compete in it. (Buchori in Saladin, 2010). According Wispandono (2010) "The external environment is the environment that is outside organizations that can create opportunities and threats to existence an organization. From some of the opinions above, it can be concluded that which is meant by the external environment is the environment that is outside companies that directly or indirectly have an impact on company activities / business and can create opportunities or a threat to the company.

Canny (2013) concluded that, environment influence of customer trust and satisfaction. This result is also supported by the previous research (Venter et al., 2016) which states that the environment has a significant influence on brand trust. Therefore, the third hypothesis as the follow:

H₃ : Environment influence on Customer Trust of international food brand during the Covid-19 pandemic

Trust

According to Kotler and Keller (2012) trust is willingness companies to depend on business partners. Trust depends on several interpersonal and inter organizational factors such as competence, integrity, honesty and kindness. Building trust can being difficult in an online situation, the company implements strict regulations for their online business partners compared to other partners. Business buyers worry that they will not get the product or services of the right quality and delivered to the right place at the right time, and vice versa. Gunawan (2013) define that, trust is defined as a form of attitude that shows feelings of like and staying

for using a product or brand. Trust will arise from the mind of the consumer if the product purchased is able to provide benefits or the value consumers want in a product.

According to Andromeda (2015) consumer confidence in the website online shopping lies in the popularity of the online shopping website itself, the better a website is, the more confident consumers will be believing in the reliability of the website. Aribowo and Nugroho (2013) argues that the trust of certain parties towards parties' others concerned in conducting transaction-based relations in a belief that people he trusts will fulfill all obligations are well as expected. According to Siagian and Cahyono (2014) trust is a belief of one party regarding the intent and behavior of the addressed to the other party, thus consumer trust is defined as a consumer's expectation that the provider services can be trusted or relied upon to fulfill its promises. Currently, restoring and strengthening consumer trust in food is one of the biggest marketing problems. Trust is a complex and hard to measure (Liao, Luo & Zhu, 2020). Concepts which play an important role in decision-making, especially when data is scarce or hard to determine, for example for food purchases process (Ding, Veeman, and Adamowicz, 2015).

Chairy & Alam (2019) result that is influence trust on purchase decision in the context of green product in Indonesia. The same result come from Ridwan, Militina & Achmad (2020) and Mahliza (2020), in the context of online purchasing, trust is very important for customer. They research shown that trust has a positive effect to purchasing decisions.

H4 : Trust influence on Purchasing Decisions of international food brand during the Covid-19 pandemic

Based on the 4 hypotheses that have been presented above, the research framework in this study can be seen in figure 1 below:
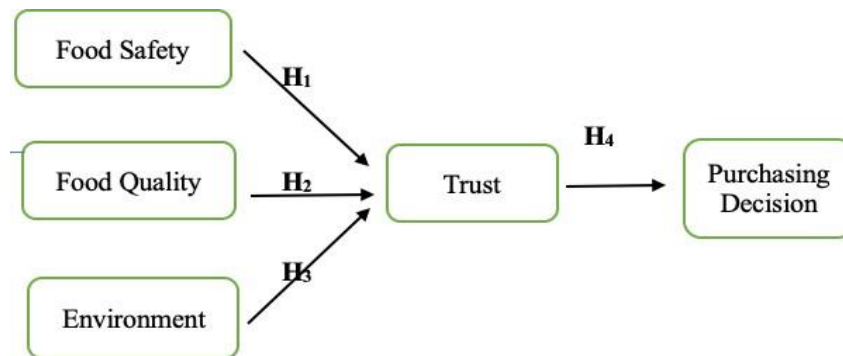

Figure 1. Research Framework

Methodology

The research used a quantitative approach in the analysis. Cresweel et al (2010) notes that the quantitative method is the analysis of quantitative data and objective results through statistical measurements from a sample of individuals or citizens who were asked to answer a variety of survey questions in order to assess the frequency and percentage of response. In this study we will use probability sampling with random sampling techniques. Simple random sampling technique is a sampling technique from members of the population that is done randomly without regard to strata that exist in that population. (Sugiono, 2013)

The research instrument used was a questionnaire (questionnaire), with a Likert scale.

According to Sugiyono (2012) "Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena". The statement answered by the respondent scores according to the alternative answers concerned. With Partial Least Square of Structural Equation Modeling, the researchers measured the data analysis since this thesis is an explanatory study through the software instrument SmartPLS 3.2.8. According to (Haryono, 2015), there are two measurements to measure the analysis of PLS data, such as measuring the outer model and measuring the inner model. First, we conducted the pre-test on 30 samples calculated by external model analysis to measure the validity and reliability before questionnaires were distributed to 180 individuals in order to obtain a better prevalent analysis of problems and to improve empirical research (Perneger et al., 2015). However, the researchers used convergent validity and discriminant validity to analyse the validity of the data. Moreover, to measure the reliability test, the researchers used the result of Chronbach's Alpha and Composite Reliability.

Discussion And Finding

Respondents Profile
From the questionnaire to 180 respondents, the respondents profile shown by gender of the respondents consisted of two, namely male (46%) and female (54%). The second profile background is the age of the respondent. Based on the data collected, the majority of respondents were 18 to 25 years old with a total of 80%. The next largest age range is 17 years and under with 14.5%. And the rest are aged 26 to 35 years with a total 5.5%. Based on the respondent's occupation, the largest number of respondents had jobs as college students as many as 81.1% followed by respondents who worked as employees as many as 8.9%, others 10% (lecturer, volunteer, entrepreneurs and un-employment).

Outer Model Evaluation
The outer model is calculated by all of the apparent variables (indicators) being related to their latent variables. The external model steps are divided into three: Relative validity, Differential Validity, and Reliability. Convergent viability tests can be performed using Fornell-Lecker parameters and factor cross-load ratings, while reliability tests can be performed using the Structure Reliability (CR) and score of the Cronbach's Alpha.

Convergent Validity Test
Convergent validity is the first evaluation on the model of measuring. The results of the convergent viability test are calculated based on the construct indicator load ing factor (outer loading) value. The convergent validity parameter is an outer loading value of more than 0.6, but there are still indicators with an outer loading value of less than 0.6, in order to achieve an acceptable result then its need to delete the indicator. (Hair et al, 2013)

Table 1. Convergent Validity Result

Variable	Indicator	Outer Loading	Description
Environment	ENV1	0.829	Valid
	ENV3	0.807	Valid
	ENV4	0.774	Valid
	ENV5	0.652	Valid
Purchase Decision	PD2	0.829	Valid
	PD4	0.814	Valid

Food Quality	QUA2	0.868	Valid
	QUA4	0.707	Valid
	QUA5	0.758	Valid
Food Safety	SAF1	0.675	Valid
	SAF2	0.758	Valid
	SAF3	0.682	Valid
	SAF4	0.846	Valid
Trust	TRU1	0.650	Valid
	TRU3	0.768	Valid
	TRU4	0.757	Valid
	TRU5	0.775	Valid

Source: Questionnaire, 2020

Furthermore, at this convergent validity stage is to look at the calculated AVE value. Table 2 below shows the results of the AVE score for each variable and shows that all the available variables are valid. To measure the validity of a variable from the AVE value, it is seen from the score that it must exceed 0.5. In the results below, it shows that all existing variables have AVE values above 0.5.

Table 2. AVE Score

Variable	AVE Score	Description
Environment	0.591	Valid
Food Quality	0.609	Valid
Food Safety	0.553	Valid
Purchase Decision	0.675	Valid
Trust	0.547	Valid

Source: Questionnaire, 2020

Based on the data from the convergent validity and AVE score above, it can be concluded that until the convergent validity test stage, this test has been deemed as valid test.

Discriminant Validity Test

The second model for the measurement is the Discriminant Validity test that is tested on the basis of cross-loading value, or by looking at the results of the cross-loading factor and the Fornell-Lacker test below. For each construct the value of each indicator and variable has to be higher than the other scores. Discriminatory validity assessment strives to be special and unique for and question and variable and contrary to the other constructs.

Table 3.Cross Loading Table

	Environment	Purchase Decision	Food Quality	Food Safety	Trust
ENV1	0.829	0.346	0.538	0.537	0.620
ENV3	0.807	0.170	0.707	0.599	0.597

ENV4	0.774	0.254	0.435	0.574	0.465
ENV5	0.652	0.402	0.351	0.428	0.422
PD2	0.358	0.829	0.433	0.380	0.351
PD4	0.248	0.814	0.353	0.283	0.338
QUA2	0.665	0.375	0.868	0.644	0.659
QUA4	0.396	0.411	0.707	0.445	0.343
QUA5	0.465	0.368	0.758	0.562	0.436
SAF1	0.383	0.326	0.385	0.675	0.395
SAF2	0.546	0.211	0.603	0.758	0.576
SAF3	0.457	0.471	0.493	0.682	0.375
SAF4	0.654	0.265	0.616	0.846	0.506
TRU1	0.351	0.371	0.362	0.407	0.650
TRU3	0.484	0.325	0.498	0.414	0.768
TRU4	0.625	0.268	0.498	0.506	0.757
TRU5	0.568	0.294	0.542	0.545	0.775

Source: Questionnaire, 2020

In the first stage in this Discriminant Validity test, it shows data from cross loading between latent variables with existing construct indicators. As explained in the previous pretest, the value of the outer loading of a variable must be higher with its own construct indicator compared to other cross loadings constructs. For example, the outer loading value between the ENV1 indicator and the environment variable has a value of 0.829, higher than the other cross loading values such as Purchase Decision (0.346), Food Quality (0.538), Food Safety (0.537) and Trust (0.620) . This indicates that the construct indicator is unique. For other construct indicators, can be seen at the shaded cells and compare the values with other cross loading.

Table 4. Fornell-Lacker Criterion

Variable	Environment	Food Quality	Food Safety	Purchase Decision	Trust
Environment	0.769				
Food Quality	0.678	0.781			
Food Safety	0.698	0.718	0.744		
Purchase Decision	0.370	0.479	0.405	0.822	
Trust	0.696	0.648	0.637	0.419	0.739

Source: Questionnaire, 2020

In addition to cross loading values, Fornell-Lacker is used at this stage to measure the discriminant validity. AVE for each latent variable must be higher than R2 with all other latent variables. Thus, each latent variable shares more variance with its respective indicator blocks than with other latent variables representing a different indicator block. as seen in Table 4.10 above, it can be seen that the AVE of the Environment variable is higher at R2 (0.769) than all other latent variables.

Reliability Test

In this study, reliability analysis was carried out using Cronbach's Alpha and the composite reliability test. Test results can be seen in the table below to ensure the Cronbach alpha test is correct. It has been stated that the results of Cronbach's alpha have a minimum score of 0.5, and the results shown in the table indicate that all variants have a score higher than 0.5, and this analysis meets criteria for reliability. Looking at the value of composite reliability, it can be shown that all of them in the table below have a value of 0.8 and above and it can be inferred that all of the metrics are essentially a measure of perspective building.

Table 5. Cronbach's Alpha

Variable	Cronbach's Alpha	Rho_A	Composite Reliability
Environment	0.768	0.790	0.851
Food Quality	0.692	0.766	0.823
Food Safety	0.732	0.751	0.831
Purchase Decision	0.519	0.519	0.806
Trust	0.722	0.730	0.828

Source: Questionnaire, 2020

Based on the data above, seen from the value of Cronbach's Alpha and Composite Reliability, it can be ascertained that this research is valid and declared reliable.

Inner Model Evaluation

The structural model / inner model is used to forecast variable relationships. By using the PLS-SEM test.

Determination Coefficient

In the coefficient of determination, the proportion of variance in the variable dependent which can be estimated from the independent variable. At this stage, it can be seen in the R square to measure endogenous constructs.

Table 6. R-Square Table

Variable	R-square
Purchase Decision	0.176
Trust	0.555

Source: Questionnaire, 2020

According to Chin (1998), the R square value is 0.67 (strong), 0.33 (moderate) and 0.19 (weak). The amount of R Square (R2) on the purchase decision is 0.176. The results of this statistical calculation mean that the ability of the independent variable to explain the variation in the change in the dependent variable (Environment, Food Safety, Food Quality) is 17.6%. Whereas in trust, the amount of R Square (R2) is 0.555. The results of this statistical calculation mean that the trust's ability to explain the variation in changes in the dependent variable (Environment, Food Safety, Food Quality) is 55.5%.

Path Coefficient

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Table 7. Total Path Coefficient

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	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Description
Environment -> Trust	0.045	0.381	0.164	2.465	0.014	Significant
Food Quality -> Trust	0.244	0.261	0.116	2.112	0.035	Significant
Food Safety -> Trust	0.179	0.195	0.148	1.213	0.226	Not Significant
Trust -> Purchase Decision	0.419	0.431	0.134	3.137	0.002	Significant

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Source: Questionnaire, 2020

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At this stage, to determine whether or not a dependent variable has a significant effect on the independent variable, it can be seen in the Path Coefficients table after bootstrapping. Look at the value of T-statistics if > 1.96 then it has a significant relationship.

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Discussion Findings

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This study analyzes the impact on trust and purchase decisions of food quality, food safety, and the environment, where food quality, food safety, and the environment are independent variables, where trust is a moderating variable, and where buying decisions are the dependent variable. This study produced several interpretations.

In the first hypothesis, the results show that food safety does not have a significant effect on trust. It can be seen from the T-statistic which has a value less than 1.96 which is 1.213. It has been found that general trust is not explicitly linked to perceptions of food safety (Chen, 2013). This indicates the standard of trust for each person in food safety is different. Based on these results, then food safety doesn't influence trust of fast food franchise during the covid-19 pandemic, so Ha1 rejected.

For the second hypothesis, the results show that food quality has a significant effect on trust. This can be seen from the T-statistic value that exceeds 1.96, which is 2.112. This result is also supported based on another article (Coveney et al., 2015) which states that problems with food quality can affect overall confidence in the food supply, thereby affecting the public's faith in systems designed to keep food safe. Based on these results, then food quality influence trust of fast food franchise during the covid-19 pandemic, so Ho2 rejected.

The third hypothesis also has a significant result, it shows that the environment has a significant influence on trust. As you can see in the results, the T-statistic gets a value of 2.465 which is greater than 1.96 and has a value of 0.014 as the P value. This result is also supported by the previous research (Venter et al., 2016) which states that the environment has a significant influence on brand trust. Therefore, the result of the third hypothesis is environment influence trust of fast food franchise during the covid-19 pandemic, so Ho3 rejected.

For the latter hypothesis, the results show that the relationship between trust and purchase decisions is significant. It can be seen in the table that the T-statistic value reaches 3.137 which is clearly much larger than the standard, namely 1.96 and also has a P value of 0.002 which is below 0.05. This result is also supported by previous research (Mahliza, 2020) which proves

that trust has a positive effect on purchase decision, therefore Ho4 is rejected and Ha4 is accepted.

The findings of this study show that trust has been shown to play a role as a mediating factor in the three trust antecedents of brand image, protection and perceived risk to buying decisions. (Hayuningtyas & Widiyanto, 2015) and (Rahmawati & Widiyanto, 2013) endorse the findings of this report, which shows that trust has a positive influence on purchasing decisions as a mediating variable of trust backgrounds. The higher the trust of the consumer in sellers, the higher the decision of the consumer to buy.

Conclusion and Implications

The purpose of this study is to analyze purchasing decisions on fast food franchises with international brands, assuming that international brands already have cleanliness standards, high quality and a more comfortable environment (location), so that consumer confidence is higher than other local brands. This is done after seeing the economic and social situation since the Covid- 19 pandemic which has even caused a decline in income from every restaurant, including international franchises.

After conducting test trials and analysis, the results show that there is 1 hypothesis that has no significant effect, namely food safety which has no significant effect on consumer trust. This indicates that the perception of food safety for each consumer is different, so it is important to learn how a franchise entrepreneur can convince consumers that the food safety he has can affect consumer trust in order to help to build customers purchasing decision. Meanwhile, the other hypotheses show a significant effect, so it can be concluded that food quality and the environment are very influential on customer trust, which leads the customer to make a purchase decision.

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