Brand Image and Consumer Purchase Decisions: A Structural Equation Modeling Study of Meutuah Baro Rice in Aceh Besar, Indonesia

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Abstract
In modern marketing, brand image plays a crucial role in shaping consumers' perceptions and purchase decisions. However, empirical evidence on the influence of brand image in the context of staple food products, particularly local rice brands, remains limited. This study aims to examine the effect of brand image on consumers' purchase decisions for Meutuah Baro rice in Aceh Besar, Indonesia. A quantitative research design was employed using Partial Least Squares - Structural Equation Modeling (PLS-SEM). Data were collected from 96 consumers at Lambaro Market through a structured questionnaire. The results show that brand image has a significant positive effect on purchase decision, with a path coefficient of 0.668. Brand image explains 44.7% of the variance in purchase decisions, indicating a moderate level of explanatory power. The brand image construct is primarily formed by perceived premium quality, brand awareness, brand distinctiveness, brand–quality association, and consumer confidence, while purchase decisions are driven by product suitability for household needs, positive consumption experience, and consistent product availability. These findings demonstrate that brand image remains a key determinant of consumer behavior even for staple food products.

Keywords: Brand image, local rice products, PLS-SEM, purchase decision

1. INTRODUCTION

In modern marketing, brand image plays a crucial role in shaping consumers' perceptions and purchase decisions. Brand image is not merely represented by logos or visual symbols, but reflects the overall impression formed through consumers' experiences, information exposure, and associative meanings attached to a brand. A positive and consistent brand image enhances consumer trust and increases the likelihood that a product will be chosen amid intense market competition (Kotler & Keller, 2016).

In the context of staple food products such as rice, brand image becomes particularly important, as consumers tend to emphasize perceived quality, reliability, and consistency. One local brand that has continued to develop in this sector is Meutuah Baro rice, produced by CV Kilang Padi Meutuah Baro since 1996. The brand offers multiple variants ranging from super premium, premium, and standard grades to specialized labels such as Cap Mesjid, MB Hiu, and MB Bintang and is widely recognized in Aceh Besar and Banda Aceh Regency. Despite its long-standing presence, Meutuah Baro faces strong competition from other rice brands such as Mawar Super, Ramos, Yusima, and Tangse, each of which possesses its own distinctive brand positioning.

Lambaro Market serves as a major distribution hub for Meutuah Baro rice and simultaneously represents a highly competitive retail environment where multiple rice brands compete for consumer attention. In this market, consumers' purchase decisions are influenced not only by price and physical quality attributes but also by brand-related factors such as trust, familiarity, and perceived reputation. Furthermore, some consumers continue to rely on rice produced from their own farmland, highlighting the complexity of consumer decision making in staple food markets. Local brands often compete not only with other commercial brands but also with self-produced rice from household farming, a context that differs substantially from urban or industrial food markets. This contextual uniqueness has not been adequately addressed in prior studies.

Despite the extensive literature examining the relationship between brand image and purchase decisions, most empirical studies have concentrated on non-staple and discretionary products, such as cosmetics, fashion, and electronic goods (Ningsih & Pradina, 2019; Rahayu et al., 2020). These products are typically characterized by high emotional involvement and symbolic consumption, where brand image naturally plays a dominant role. Consequently, the applicability of these findings to staple food products, particularly rice, remains insufficiently explored.

Moreover, existing research on rice consumption has largely emphasized price sensitivity, physical quality attributes, and distribution efficiency, while relatively overlooking intangible branding factors such as brand associations, perceived trust, and brand distinctiveness. This creates a conceptual gap, as staple food consumption although routine in nature still involves psychological and perceptual evaluations, especially in competitive local markets where multiple brands offer similar physical characteristics.

Therefore, this study seeks to fill these gaps by examining the effect of brand image on purchase decisions for Meutuah Baro rice using a PLS-SEM approach in a local market setting. By focusing on a staple food product and incorporating multidimensional brand image constructs, this research contributes to a more nuanced understanding of consumer behavior in local food markets and extends branding literature beyond non-food consumer goods.

Based on these considerations, this study aims to analyze the effect of brand image on consumers' purchase decisions for Meutuah Baro rice at Lambaro Market, Aceh Besar. The findings are expected to provide insights for strengthening brand communication strategies, enhancing the competitiveness of local rice products, and contributing to the broader literature on consumer behavior in staple food markets.

2. METHOD

This study will be conducted at Lambaro Market, Aceh Besar Regency, from April to May 2025. The objective of the study is to examine the effect of brand image of Meutuah Baro rice on consumers' purchase decisions in Aceh Besar. The scope of this research focuses on analyzing consumers' perceptions and evaluations of the brand image of Meutuah Baro rice, as well as how this brand image influences their purchase decisions within the local market context.

The target population consists of all consumers who purchase Meutuah Baro rice at Lambaro Market. Because the exact number of consumers is unknown and cannot be accurately enumerated, this study applies a non-probability sampling approach. Respondents will be selected using incidental (convenience) sampling, meaning that individuals encountered at the research location who meet the criteria (i.e., consumers purchasing Meutuah Baro rice) and are willing to participate will be included as respondents. Since the population size is unknown, the minimum sample size will be determined using the Lemeshow (1997) formulafor estimating sample size in large/unknown populations:

$$n = \frac{Z^2 \times p\,(1-p)}{d^2}$$ …………………………………………… (1)

where:
n = minimum required sample size
Z = value corresponding to the desired confidence level (1.96 for 95% confidence)
p = estimated proportion
d = margin of error (precision level)

In the absence of prior information regarding the population proportion, a conservative value of p=0.5. p=0.5 was used to maximize the required sample size. A margin of error of 10% (d=0.10) and a 95% confidence level were applied. Substituting these values into the formula yields:

$$n = \frac{1.96^2 \times 0.5\,(1-0.5)}{0.10^2} = 96.04$$

This study employs Partial Least Squares (PLS) analysis, a variance-based Structural Equation Modeling (SEM)technique designed to handle complex multivariate relationships, including cases involving multiple predictors and measurement models. PLS-SEM is applied to evaluate the reflective indicators that form the brand image construct and to estimate the structural relationship between the independent variable (brand image) and the dependent variable (purchase decision).

Conceptually, brand image in this study is measured using three dimensions proposed by Kotler and Keller (2016), as operationalized by Sampe and Marie Tahalele (2023): strength of brand association, favourability of brand association, and uniqueness of brand association. Meanwhile, purchase decision is assessed based on five dimensions outlined by Kotler and Keller (2016) and applied by Liyono (2022), namely product choice, brand choice, dealer choice, purchase timing, and purchase amount.

Table 1. Indicator and Variable

Variable	Symbol	Indicator
Brand Image	X_1	Brand Awareness
	X_2	Brand Quality Assossiation
	X_3	Consumer Confidence
	X_4	Brand Perception
	X_5	Brand Distinctiveness
	X_6	Perceived Premium Quality
Purchase Decision	Y_1	Product Market Fit
	Y_2	Positive Consumption Experience
	Y_3	Brand Reputation

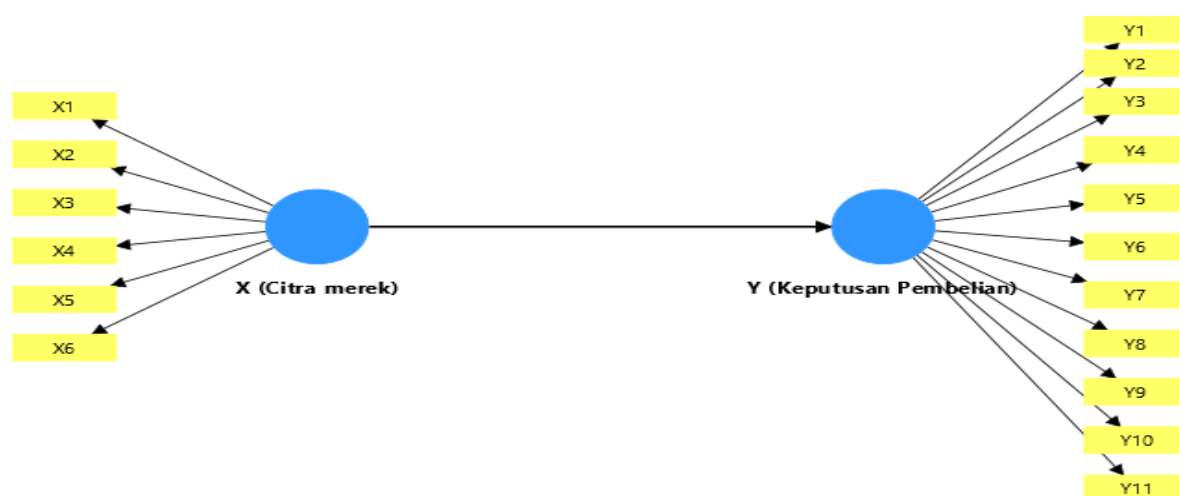|		
Y_4	Brand Reliability	
Y_5	Accessibility of Location	
Y_6	Product Availability	
Y_7	Service Quality	
Y_8	Urgency of Purchase	
Y_9	Timing of Purchase	
Y_{10}	Purchase Consistency	
Y_{11}	Habitual Purchasing Behavior	

Figure 1: Research Model Using the PLS Method

The measurement model (outer model) describes the relationship between latent variables and their reflective indicators. The outer model is used to evaluate the validity and reliability of the measurement instruments. Through a series of PLS algorithm procedures, several model parameters are assessed, including convergent validity, discriminant validity, composite reliability, and Cronbach's alpha.

The structural model (inner model) evaluation aims to analyze the relationships among latent constructs, including path significance and the coefficient of determination (R-square). In PLS-SEM, the R-square value measures the extent to which the independent latent variable explains the variance of the dependent latent variable. According to Chin, an R-square value of 0.67 indicates a substantial model, 0.33 a moderate model, and 0.19 a weak model, reflecting the predictive power of the structural model.

Table 2. Rule of Thumb for Measurement Model Evaluation

Model Component	Method	Tested Parameter	Criteria / Threshold	Brief Explanation
Measurement Moderl (Outer Model)	Indicator Reliability	Outer Loading	> 0.70 (ideal); 0.50–0.70 (acceptable)	Outer loadings indicate the strength of the relationship between indicators and their latent constructs. Values

				above 0.70 are preferred, while values between 0.50 and 0.70 may be retained in exploratory studies.
	Convergent Validity	Average Variance Extracted (AVE)	AVE > 0.5	An AVE value greater than 0.50 indicates that the construct explains more than half of the variance of its indicators.
	Discriminant Validity	Square Root of AVE Akar (√AVE) and inter - construct correlation	√AVE > inter-construct variable	Discriminant validity is adequate when √AVE is greater than the correlations between constructs
	Reliability	Cronbach's Alpha (α)	α > 0.7	Values above 0.70 indicate acceptable internal consistency reliability
	Reliability	Composite Reliability (CR)	CR > 0.70	Composite reliability above 0.70 indicates good construct reliability and is preferred in PLS-SEM analysis.
Structural Model (Inner Model)	Explanatory Power	Coefficient of Determination (R²)	0.67 (substantial); 0.33 (moderate); 0.19 (weak)	R^2 measures the proportion of variance in the dependent construct explained by the independent construct(s).
	Path Significance	Bootstrapping (t-statistic, p-value)	t > 1.96; p < 0.05	Bootstrapping is used to assess the statistical significance of path coefficients in the structural model.

3. RESULT AND DISCUSSION

a) Outer Model

Convergent validity was assessed by examining the outer loading values of each indicator in the measurement model. Indicators with loading factor values greater than 0.50 were considered acceptable and retained in the model, while indicators with values below this threshold were eliminated through a re-estimation process. The results of the convergent validity test, including the initial loading factors and the re-estimated values, are presented in Table 3.

Table 3. Loading Factor

Variable	Indicator	Loading Factor	Re-estimasi	Validity
Brand Image	X_1	0.745	0.750	Valid
	X_2	0.675	0.712	Valid
	X_3	0.684	0.666	Valid
	X_4	0.524		Invalid
	X_5	0.737	0.745	Valid
	X_6	0.746	0.810	Valid
Purchase Decision	Y_1	0.751	0.828	Valid
	Y_2	0.689	0.794	Valid
	Y_3	0.490		Invalid
	Y_4	0.598	0.613	Valid
	Y_5	0.184		Invalid
	Y_6	0.173		Invalid
	Y_7	-0.090		Invalid
	Y_8	0.469		Invalid
	Y_9	0.399		Invalid
	Y_{10}	0.426		Invalid
	Y_{11}	0.123		Invalid

The outer model estimation results indicate that the Brand Image (X) construct is formed by three main dimensions: strength, favourability, and uniqueness of brand associations. After model re-estimation, five reflective indicators were found to be valid and statistically significant in representing this construct, namely:

X1: Brand Awareness
X2: Brand Quality Association
X3: Consumer Confidence
X5: Brand Distinctiveness
X6: Perceived Premium Quality

These findings support Aaker's (1996) conceptualization, as cited in Liu et al. (2017), which posits that brand image is constructed through a combination of association strength, perceived quality, and brand uniqueness in consumers' minds.

For the Purchase Decision (Y) construct, although the theoretical framework initially comprised eleven indicators across five dimensions, only three reflective indicators were found to be valid and retained in the final model:

Y1: Product suitability for household needs
Y2: Positive consumtion experience
Y3: Consistency of product availability

The measurement model was refined following established PLS-SEM guidelines for reflective constructs. Indicators were assessed for (i) indicator reliability (outer loadings), (ii) internal consistency reliability (composite reliability), (iii) convergent validity (AVE), and (iv) discriminant validity (HTMT/Fornell–Larcker). Indicators exhibiting consistently low outer loadings (below the recommended thresholds) and/or contributing to discriminant validity violations (e.g., high cross-loadings/HTMT) were removed iteratively. Importantly, item removal was not purely data-driven: each deleted indicator was also evaluated for conceptual fit and potential redundancy within the construct domain. This two-stage

procedure (statistical diagnostics plus theoretical scrutiny) was applied to ensure that the final measurement instrument remains both psychometrically sound and conceptually meaningful.

Overall, the retained indicators highlight that brand image in the context of staple food products is primarily driven by cognitive and experiential associations rather than symbolic attributes. Consumers' ability to quickly recognize the brand, associate it with quality, and perceive tangible benefits reflects the dominance of strong and favourable brand associations, as emphasized in Aaker's (1996) brand equity framework. Moreover, the significance of uniqueness-related indicators suggests that even for a routine consumption product such as rice, distinctive brand positioning and perceived premium quality remain essential in differentiating local brands in competitive markets. On the purchase decision side, the retained indicators indicate that consumers' decisions are strongly influenced by functional fit with household needs, positive consumption experiences, and reliable product availability, reinforcing the notion that brand image affects purchase decisions through both perceptual trust and practical performance. These findings extend branding theory by demonstrating that brand image operates not only in high-involvement or symbolic products but also in staple food markets where consistency and familiarity play a central role.
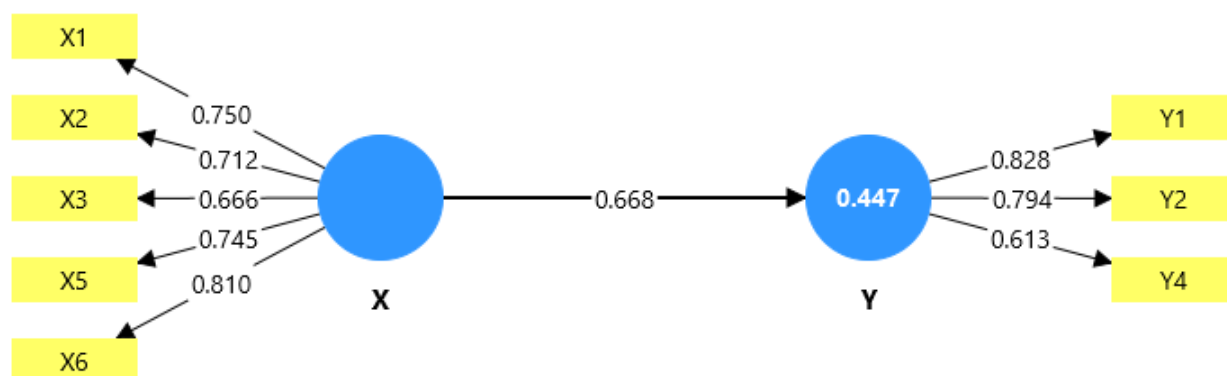

Figure 2. Outer Model Re-estimate

The convergent validity test results indicate that the research objective has been achieved. The indicators forming brand image demonstrate acceptable validity after model re-estimation, with outer loading values greater than 0.50, namely: perceived premium quality (0.810), brand awareness (0.750), brand distinctiveness (0.745), brand–quality association (0.712), and consumer confidence (0.666). These results confirm that all retained indicators adequately represent the brand image construct. Consequently, Hypothesis 1 (H_1) is accepted, while the null hypothesis (H_0) is rejected.

Discriminant validity was evaluated using the Fornell–Larcker criterion, which compares the square root of the Average Variance Extracted (AVE) for each construct with the correlations between constructs. A construct is considered to demonstrate adequate discriminant validity when the square root of its AVE is greater than its correlations with other constructs. The results of the discriminant validity assessment are presented in Table 3.

Table 4. Fornell-Larcker Criteria

Variable	Brand Image (X)	Purchase Decision (Y)
Brand Image (X)	0.738	0.668

Purchase Decision (Y)	0.668	0.751

Table 4 presents the results of the discriminant validity assessment using the Fornell–Larcker criterion. The diagonal values represent the square root of the Average Variance Extracted (√AVE) for each construct, while the off-diagonal values indicate the correlations between constructs. The √AVE value for Brand Image (X) is 0.738, which is higher than its correlation with Purchase Decision (Y) (0.668). Similarly, the √AVE value for Purchase Decision (Y) is 0.751, which also exceeds its correlation with Brand Image (X). These results indicate that each construct shares more variance with its own indicators than with other constructs, confirming that the model satisfies the requirement for discriminant validity. Therefore, Brand Image and Purchase Decision are empirically and conceptually distinct constructs within the research model as recommended by Hair et al. (2021).

The reliability of the measurement model was assessed by examining Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) for each construct. Cronbach's Alpha and Composite Reliability were used to evaluate internal consistency reliability, while AVE was employed to assess the adequacy of variance captured by the indicators. The results of the reliability assessment are presented in Table 5.

Table 5. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Reliability
Brand Image (X)	0.791	0.797	0.545	Reliable
Purchase Decision (Y)	0.611	0.646	0.564	Reliable

Table 5 shows that all constructs demonstrate acceptable levels of reliability and validity. The Brand Image (X) construct records a Cronbach's Alpha value of 0.791 and a Composite Reliability value of 0.797, both exceeding the recommended threshold, indicating good internal consistency. The AVE value of 0.545 also exceeds the minimum criterion of 0.50, confirming adequate convergent validity.

For the Purchase Decision (Y) construct, the Cronbach's Alpha value of 0.611 and Composite Reliability value of 0.646are considered acceptable in exploratory and consumer behavior research, particularly given the limited number of retained indicators. Additionally, the AVE value of 0.564 exceeds the recommended threshold, indicating that the construct explains more than half of the variance of its indicators. Overall, these results confirm that both constructs are reliable and suitable for further structural model analysis.

b) Inner Model
The significance test results show in Table 6, a t-statistic of 15.318 and a p-value of 0.000 indicating that the relationship between the constructs is highly statistically significant. According to Hair et al. (2021), in PLS-SEM analysis, a t-statistic greater than 1.96 and a p-value below 0.05 indicate statistical significance in two-tailed hypothesis testing.

Table 6. Path Coefficient Test

Construcs	Path Coefficient	T-stat	P-Value
Brand Image -> Purchase Decision	0,668	15,318	0,000*

The significance test results are presented in Table 6. The structural relationship between Brand Image and Purchase Decision shows a path coefficient of 0.668, with a t-statistic of 15.318 and a p-value of 0.000, indicating that the relationship between the constructs is highly statistically significant. In line with Hair et al. (2021), a t-statistic greater than 1.96 and a p-value below 0.05 indicate statistical significance in two-tailed hypothesis testing

Table 7. R square

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Y	0.441	0.456	0.059	7.423	0.000

* significant at 5%

Furthermore, the R-square (R²) value of 0.447 for the Purchase Decision construct indicates that 44.7% of the variance in purchase decision can be explained by Brand Image, while the remaining 55.3% is influenced by other factors not included in the model. Based on the classification proposed by Chin (1998), as cited in Hair et al. (2017), an R² value of 0.447 falls into the moderate category, suggesting that the model has adequate predictive power in the context of consumer research.

Tabel 8. f-Square (Effect Size)

Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X → Y	0.808	0.881	0.212	3.810	0.000

In addition to R², this study assessed the effect size (f²) to evaluate the practical contribution of Brand Image in explaining Purchase Decision. The results in Table 8 show that the effect size of Brand Image on Purchase Decision is 0.808, which exceeds the threshold for a large effect (f² ≥ 0.35). This indicates that Brand Image provides a substantial contribution to the predictive accuracy of the model; removing Brand Image from the structural model would lead to a meaningful reduction in the explained variance of Purchase Decision. Therefore, Brand Image is not only statistically significant but also highly influential in shaping consumers' purchase decisions for Meutuah Baro rice in Aceh Besar.

Table 9. Q-square (Predictive Relevance)

Endogenous Variable	R-square	Q-square (Q²)	Remarks
Y	0.447	0.447	Predictive relevance is supported (Q² > 0)

In addition to evaluating the explanatory power of the model through R-square, this study also assessed the model's predictive relevance using the Q-square (Q^2) value. Q^2 indicates how well the model can predict the observed values of the endogenous construct and is commonly used to confirm whether the structural model has adequate predictive capability. In this study, Q^2 was calculated using the formula $Q^2 = 1 - (1 - R^2)$. Based on the R-square value of the Purchase Decision construct ($R^2 = 0.447$), the resulting Q-square value is $Q^2 = 1 - (1 - 0.447) = 0.447$. Since Q^2 is greater than zero, the model demonstrates predictive relevance. Moreover, the Q^2 value of 0.447 suggests strong predictive relevance, indicating that the proposed structural model has good capability in predicting consumers' purchase decisions for Meutuah Baro rice in Aceh Besar.

Model fit was assessed using the standardized root mean square residual (SRMR) and the normed fit index (NFI). The SRMR value of 0.107 slightly exceeds the more conservative threshold of 0.08, but remains close to the acceptable cut-off of 0.10 commonly applied in PLS-SEM. This suggests an acceptable, though not optimal, model fit. Hair et al. (2021) said, the ideal threshold of SRMR is 0.08. However, in social science and management research, SRMR values below 0.10 are often considered acceptable, taking into account the complexity of field data and the number of indicators used in the model. Therefore, although the SRMR value of 0.101 does not fall within the optimal range, it can still be tolerated as indicating an overall acceptable level of model fit (Hair et al., 2021).

Table 10. Goodness of fit Measure

Fit Indices	Saturated Model	Model Prediction
SRMR (*Standardized Root Mean Square Residual*)	0,107	0,107
NFI (*Normed Fit Index*)	0,679	0,679

As additional support, the Normed Fit Index (NFI) value in this model reaches 0.679, exceeding the minimum threshold of 0.70 as suggested in the PLS-SEM literature by Henseler, Hubona, and Ray (2016). The NFI value (0.679) is relatively low, which is not uncommon in PLS-SEM and should be interpreted cautiously, as global goodness-of-fit indices are considered supplementary rather than decisive in variance-based SEM.

The results of this study indicate that brand image has a significant effect on consumers' purchase decisions for Meutuah Baro rice in Aceh Besar. This finding confirms that, even for staple food products such as rice, purchase decisions are not determined solely by price or basic necessity, but are also strongly influenced by consumers' perceptions of the brand. Thus, it can be concluded that the more positive the brand image formed in consumers' minds, the greater their tendency to purchase the product. This finding is supported by Ali et al. (2021), who found that a strong brand image enhances consumer trust and preference in purchase decision-making, particularly for consumption goods such as rice and other staple foods. These results are also consistent with the study by Torlak et al. (2021), which found that brand image has a significant influence on consumers' purchase decisions. They argue that consumers' perceptions of brand reputation, uniqueness, and quality can directly increase interest and intention to purchase a product.

Based on the outer model results, the brand image construct of Meutuah Baro rice is strongly formed by indicators of perceived premium quality, brand awareness, brand distinctiveness, brand quality association, and consumer confidence. Among these indicators, perceived premium quality shows the highest loading value, indicating that consumers view Meutuah Baro as a rice product with superior quality compared to competing brands. This perception of quality serves as a fundamental element in building a positive brand image, particularly for food products that are consumed routinely by households. This perspective is consistent with the theory proposed by Kotler and Keller (2016), which states that brand image is formed when consumers develop strong, favorable, and unique associations with a product.

Brand awareness and brand distinctiveness also contribute significantly, suggesting that Meutuah Baro has achieved a high level of recognition in the local market, especially at Lambaro Market. This finding supports brand equity theory, which emphasizes that strong and unique brand associations play a critical role in shaping brand image in consumers' minds. Zhang et al. (2024), who emphasize that in the context of primary consumption products, function-based associations and local identity play a significant role in shaping a positive brand image that ultimately encourages purchase decisions.

With regard to the purchase decision construct, the retained indicators show that consumers tend to purchase Meutuah Baro rice because the product meets household needs, provides a positive consumption experience, and is consistently available at the point of purchase. According to Rather et al. (2019), valuable and consistent customer experiences strengthen brand image and encourage repeat purchase decisions. The more positive the consumer experience, the higher the level of brand loyalty. This indicates that rice purchasing decisions are not impulsive but are instead based on rational evaluation and accumulated consumption experience. Consumers who trust the product and perceive consistent quality are more likely to engage in repeat purchasing behavior, even when alternative brands are available in the market.

The R-square value of 0.447 indicates that brand image explains 44.7% of the variance in purchase decisions, which falls within the moderate category. This suggests that while brand image is an important determinant, it is not the sole factor influencing rice purchasing decisions. Other factors such as price, promotional activities, consumption habits, socio-cultural influences, and access to self-produced rice are also likely to affect consumer behavior, particularly in agrarian regions such as Aceh Besar.

From a theoretical perspective, this study extends the application of brand image theory, which has predominantly been examined in the context of non-food products, to the domain of local staple food products. The findings demonstrate that brand image remains relevant even for low-involvement products, provided that the brand successfully conveys quality, trust, and consistency. In the context of Meutuah Baro rice, its image as a trusted and premium local brand represents a key competitive advantage amid intense market competition and the availability of self-produced rice. Therefore, strengthening brand image through consistent product quality, effective brand communication, and sustained consumer trust is essential to maintaining and enhancing consumers' purchase decisions.

4. CONCLUSION

This study concludes that brand image has a significant and positive influence on consumers' purchase decisions for Meutuah Baro rice in Aceh Besar. The findings demonstrate that brand image is a meaningful determinant of purchasing behavior even for staple food products, which are often assumed to be driven primarily by price and basic necessity. Empirical results from the PLS-SEM analysis indicate that brand image is strongly shaped by perceived premium quality, brand awareness, brand distinctiveness, brand quality association, and consumer confidence. Among these factors, perceived quality and consumer trust emerge as the most influential elements in forming a positive brand image. This brand image, in turn, significantly affects purchase decisions, particularly through consumers' evaluation of product suitability for household needs, positive consumption experiences, and consistent product availability. The structural model results show that brand image explains 44.7% of the variance in purchase decisions, indicating a moderate level of explanatory power. This suggests that while brand image plays a crucial role, purchase decisions for rice are also influenced by other factors outside the model, such as price considerations, promotional strategies, habitual consumption patterns, and socio-cultural influences. Overall, the study confirms the relevance of branding strategies in local food markets, extending branding theory beyond non-food and high-involvement products to the context of staple food consumption. For producers and marketers of Meutuah Baro rice, strengthening brand identity, maintaining consistent product quality, and reinforcing consumer trust are essential strategies to enhance purchasing decisions and sustain competitiveness in the local market. Future research is encouraged to incorporate additional variables and broader market contexts to further enrich the understanding of consumer behavior toward local staple food products.

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