THE INFLUENCE OF PRODUCT QUALITY AND INSTAGRAM SOCIAL MEDIA PROMOTION ON PURCHASING DECISIONS WITH SEMANGGI FOOD IMAGE AS A MODERATING VARIABLE (CASE STUDY IN GENERATION Z, SURABAYA CITY)

PENGARUH KUALITAS PRODUK DAN PROMOSI MEDIA SOSIAL INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN DENGAN CITRA MAKANAN SEMANGGI SEBAGAI VARIABEL PEMODERASI (STUDI KASUS PADA GENERASI Z KOTA SURABAYA)

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ABSTRACT
This research aims to determine the influence of product quality, Instagram social media promotion on buyer decisions with food image as a mediating variable. The research method is quantitative with purposive sampling for generation z in the city of Surabaya. The population in this study was 2,645. The sample consisted of 167 respondents using the Slovin formula. The results found from this research show that Instagram social media, product quality have a significant and positive influence on buyer decisions and food image as an intervention variable has a significant influence. So if the food image's positive value increases or is negative, it also influences the value of Instagram social media and the quality of the product on buyers' decisions.
Keywords: *Product Quality, Social Promotion Media Instagram Purchase Decision, Food Image*

ABSTRAK
Penelitian ini bertujuan untuk mengetahui pengaruh dari kualitas produk, promosi media sosial instagram terhadap keputusan pembeli dengan citra makanan sebagai variabel mediasi. Metode penelitian merupakan kuantitatif dengan *purposive sampling* kepada generasi z kota Surabaya. Populasi dalam penelitian ini berjumlah 2.645. Sampel berjumlah 167 responden dengan menggunakan rumus Slovin. Hasil yang ditemukan dari penelitian ini menunjukan bahwa media sosial instagram, kualitas produk memiliki pengaruh yang signifikan dan positif terhadap keputusan pembeli dan citra makanan sebagai variabel intervensi memiliki pengaruh signifikan. Sehingga jikalau citra makanan nilai positifnya naik atau negatif, juga mempengaruhi nilai dari media sosial instagram dan kualitas produk terhadap keputusan pembeli.
Kata Kunci: Kualitas Produk, Media Promosi Sosial Keputusan Pembelian Instagram, Citra Makanan

INTRODUCTION

Semanggi is a fern plant (Salvianiales from the Marsilea genus) and this plant is used as one of the main ingredients of a traditional Surabaya food called Semanggi. Clover as a dish has been created since 1945, when this plant was accidentally discovered and then made into food by people living in the Benowo area, Surabaya. In fact, clover is a lying plant that is easy to find. Because it has an economic function for residents in the Kendung village area, Benowo started planting clover in front of the houses. Currently, clover is produced by the people around Benowo and Manukan and then distributed to sellers to sell to consumers. One of the characteristics inherent in Semanggi traders is that they are middle-aged women who carry their wares on their heads and shout Semanggi as a way of marketing it (Kurniawati & Gunansyah, 2019).

In the era of globalization that requires business and the economy to move very quickly, Semanggi loses out in the eyes of teenagers when compared to fast food. According to Surabaya teenagers, fast food looks more trendy

and trendy than Semanggi food. Research from Ferdi (Arifin, 2017) on a community group found that the perception of this group was that fast food was better than traditional food in general. This ultimately caused traditional Indonesian food to start to be marginalized and even the millennial generation was embarrassed to upload traditional food to social media because it was considered out of date (Poerwanto, 2019).

Semanggi food lacks innovation and if Surabaya teenagers as the next generation start to abandon and forget Semanggi as one of Surabaya's typical food icons, it would be a shame if this happened (Setyowati, 2016). In fact, long ago, when the founders of the Indonesian nation became independent, they used culinary as a form of identity and pride to declare the existence of their identity by collecting recipes from all corners of the nation from Sabang to Merauke (Rahman, 2018).

Before 1980, the clover dish had a variation of being eaten with chicken broth, but because the majority of Surabaya's population is Muslim, this way of eating no longer exists. Next, the clover leaves are served with a characteristic peanut sauce made from sweet potato, peanuts, petis, sugar and salt; Uli crackers, sprouts and kale, then served with banana leaves shaped like pincuk (Kurniawati & Gunansyah, 2019).

Clover itself contains the chemical compounds saponins and polyphenols, if consumed regularly it can prevent osteoporosis, the isoflavone content is also able to facilitate menstruation, also if consumed regularly it can prevent liver wastage, tonsillitis, urinary tract infections, facilitate urination, coughing, shortness of breath. breath, and canker sores (Mitrapost, 2020).

Even though Surabaya teenagers prefer fast food, it doesn't mean they don't like Semanggi, Surabaya teenagers still have an interest and liking for Semanggi (Kurniawan Yuwono, 2019). Apart from that, there is clover research in terms of designing visual communication as a promotional medium. It is believed that clover products will return to existence in the culinary world if they carry out promotions and outreach to the people of Surabaya about the existence of the culinary world (Hendianto, 2015).

In research in Egypt regarding marketing for local food (Mohamed et al., 2020) they came up with an idea where websites have the function of campaigning for traditional food, but still require a strategy in running the campaign. Research in Malaysia regarding the influence of service, product and image quality in hotel restaurants on customer loyalty, found whether product quality and image have significant value or influence on customers' decisions to be loyal (Majid et al., 2018). In Resti's research (2013) social media has a positive value that determines someone to buy a product that they have seen through uploaded images. Therefore, this research will discuss the influence of product quality, and social media, especially Instagram, on the image of Semanggi Surabaya food from the perspective of Generation Z Surabaya. Generation Z are people born in 1995-2010. Generation Z people tend to be fluent with technology, whatever this generation does is mostly related to cyberspace, where later these people will be the successors in the next generation (Aditya et al., 2019).

Literature Review
Culinary Cultural Heritage
The local food found in the archipelago is not only filling, but also contains noble philosophical values

inherited from our ancestors as a way of life for Indonesian people. These values are mutual cooperation, respect, respect for the relationship between the Creator, humans and nature (Setiawan, 2016). Culinary is one representation of cultural identity in cross-cultural communication. Culinary is also a relevant and symbolic source for effectively communicating the characteristics of a culture, with a strong national character and diversity (Utami, 2018).

Traditional Food of The City of Surabaya

Semanggi Surabaya is one of the foods inherited from generation to generation in Surabaya. So Semanggi is a traditional food typical of Surabaya. This food is usually sold by middle-aged women who walk around entering villages or housing complexes. This food is accompanied by yellow puli crackers and is approximately the size of the palm of your hand. In general, Semanggi is served by pinching it using banana leaves. (Kurniawati & Gunansyah, 2019). Clover plants after passing through chemical purification contain components such as steroids, alkaloids, flavonoids, and carbohydrates, reducing sugars, and amino acids. When consumed by humans, this component can have the effect of reducing sugar and amino acid levels in the body. So the clover plant is called a nutraceutical, meaning it can be considered positive if consumed by humans within certain limits (Nurjanah, 2012).

Clover leaf processing process (Yuwono, 2019): (1) The clover that has been harvested is then dried in the sun to remove the water content in the plant; (2) After being dried in the sun, the process of sorting whether clover is suitable for sale or not due to pests is carried out; (3) Clover that has been dried and sorted then boiled briefly with

salt; (4) After boiling, an oven process is carried out so that the clover lasts longer. The steps in making clover suroboyo are making the sauce, the process is (Yuwono, 2019): (1) boil the sweet potatoes which have been washed clean and then mash them.: (2) fry the peanuts then mash them; (3) Garlic is crushed; (4) One shell of crushed brown sugar; (5) Sugar and salt; (6) Prawn paste to taste; (7) All ingredients are then mixed together and enough air is added.

Food Image

Kotler et al. (2014) defines image as a collection of beliefs, ideas and impressions that become a belief about an object. Human behavior and actions towards an object will be greatly conditioned by the image of that object. Image itself is a picture of an object that humans see and evaluate. One of the important values of images is the aesthetics of the images seen by humans. This image also functions to convey a message non-verbally to people who see it (Fisher et al., 2012).

Food Product Quality

The quality of the product in a food is an important factor. Customer loyalty is also greatly influenced by the quality of a food product (Sunaryo, 2019). In keeping customers satisfied, the quality of food products must be considered, because the quality of food products on customer satisfaction has a very significant impact (Al-Tit, 2015). In short and simply, the quality of a food product is a product that is considered suitable for consumption and the food product should be able to consistently meet the dimensions of freshness, temperature, deliciousness, and presentation or appearance (Canny, 2013).

Instagram Social Media

Instagram is an application that can be used via smartphone where its main function is as social media. The difference from other social media applications, Instagram uses photos depicting a place or object with the aim of sharing information with fellow application users. Instagram is also able to inspire its users, apart from being able to increase creativity, because it has features whose main aim is to make photos look more beautiful, artistic and better (Atmoko, 2012). Instagram also has a social marketing dimension which consists of 4Cs, namely: context, communication, collaboration and connection (Muhammad, 2020). When compared to Instagram with other social media, Instagram visually offers food product visualizations that are easier to understand. Visualization is almost able to accommodate experiences such as shopping directly at a supermarket or on-site shop (Fathelrahman & Basarir, 2018).

Generation Z

Generation Z are people born in 1995-2015. People in generation Z are different when compared to the millennial generation, because they were born into different social and cultural circumstances. Indonesian Generation Z are people who are more realistic and have more confidence in themselves. Generation Z still thinks that work and a stable income are important. Generation Z is willing to work harder to get a higher salary and even having to move cities or countries to get a stable job is okay for generation Z (Dwidienawati & Gandasari, 2018).

Generation Z are generally digital natives who grew up in the era of digital technology, the internet, and social media which influence thinking patterns, learning, and daily interactions. The

main characteristics of Generation Z include the tendency to be inclusive, tolerant of diversity, creative and independent thanks to wide access to online information. Responsive to social and environmental issues, they often engage in online activism as part of their identity. Even though they are still young, many Generation Z show high financial awareness with the ability to search for financial information independently (Wijoyo et al., 2020).

Buying Decision

Consumers decide to buy when a need arises. If the product you want to buy has a high price for consumers, there will be a consideration process that goes through five stages in the buying decision. However, if the product is needed every day, consumers will probably go through these 5 stages (Qazzafi, 2019). In consumer behavior theory, there are 5 stages in a consumer deciding to buy a product, need recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior. So these five stages aim to ensure that marketers do not only focus on the process at the time of the decision to buy, but the entire process before, during and after buying (Kotler et al., 2014).

Hypothesis

Delicious, fresh, and high-quality food increases customer satisfaction, creates a positive impression, and builds loyalty, while low-quality food can harm a business's image, reduce the number of customers, and trigger negative reviews on social media (Putri, 2020). Maintaining food quality is the key to maintaining a positive image and the desirability of a culinary business (Prasetya et al., 2017). Based on the description above, the hypothesis of this research is:

H1: Food quality has a significant effect on food image

Instagram helps shape the image of food by facilitating users in sharing interesting food visuals through features such as photo filters and layouts. This not only improves appearance, but also creates a strong visual appeal (Octaviana & Susilo, 2021). Collaboration with food influencers on Instagram also provides great exposure opportunities that positively influence food perceptions (Al-Tit, 2015. Based on the description above, the hypothesis of this research is:

H2: Instagram social media has a significant effect on food image

High quality food not only meets the aspects of good taste and texture, but also guarantees food safety and nutrition. Consumers tend to look for food products that are healthy, fresh and free from contamination (Putri, 2020). In the digital era and sharing experiences online, customer reviews and recommendations about food quality can have a big impact on the brand image and attractiveness of a culinary business (Yuwono, 2019). Based on the description above, the hypothesis of this research is:

H3: Food quality has a significant effect on purchasing decisions

Instagram social media influences purchasing decisions significantly because as a visual platform, it allows users to interact with aesthetic, informative and persuasive content (Putri, 2020). Personalized advertising and influencer promotions are effective in introducing and promoting products. Direct interactions through comments, likes, and direct messages increase consumer engagement, creating an environment where users connect emotionally with the brand (Aprilia,

2018). Based on the description above, the hypothesis of this research is:

H4: Instagram social media has a significant influence on purchasing decisions

Image includes perceptions about the quality, deliciousness and nutritional value of food products. Consumers often choose products based on the image of the brand and product, which can shape their preferences (Mergery, 2019). A positive image can increase consumer trust, create loyalty, and motivate repeat purchases. Conversely, a negative image can reduce consumer interest and inhibit sales growth (Parker & Igielnik, 2020). Based on the description above, the hypothesis of this research is:

H5: Food image has a significant effect on purchasing decisions

Food image creates perceptions about the taste, presentation, and nutritional value of food products. An attractive food image can trigger desire and purchase intention, because consumers tend to want visual quality with taste quality and nutritional value (Hendianto, 2015). Food purchasing decisions and food image have a significant impact in shaping consumer preferences and motivating purchasing decisions (Gircela & Wati, 2020). Based on the description above, the hypothesis of this research is:

H6: Food quality has a significant effect on purchasing decisions through food image

Food imagery plays an important role in mediating the influence of Instagram on purchasing decisions because the platform facilitates the sharing of photos and visual content that attracts users' attention. Instagram provides an opportunity for restaurants, cafes or food brands to display their

products in a tempting way, creating a strong visual appeal. Through attractive food images, users can feel the visual and aesthetic sensation of a dish or food product before trying it (Irwanto & Hariatiningsih, 2019). Based on the description above, the hypothesis of this research is:

H7: Instagram social media has a significant influence on purchasing decisions through food images
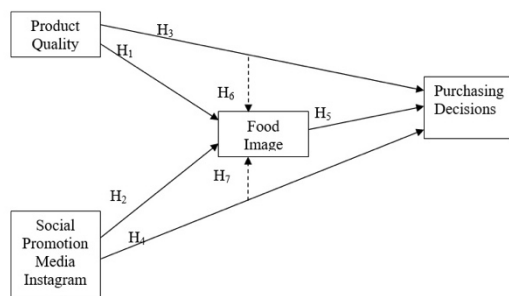

Fiqure 1. Framework

RESEARCH METHOD

This research is a quantitative descriptive analysis using the path analysis method, in which independent variables, dependent variables and mediating variables are identified. This method allows researchers to explore and measure the causal relationships between these variables, thereby facilitating a deeper understanding of their dynamics and impact within the research framework. The population in this study is the generation Z Surabaya community who have a Surabaya KTP limited to the age of 20-24, numbering 2,645 (Surabaya, 2010). Generation Z samples will be taken at random or simple random sampling where the population is considered homogeneous. Meanwhile, the sample consisted of 167 respondents using the Slovin formula with a margin of error of 10% (Sugiyono, 2017), as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{2.645}{1 + 2.645\ (0,1)^2} = 167\ \text{respondent}$$

Data collection will be carried out by distributing surveys. Data sources will also be carried out as primary and secondary sources. Primary sources, researchers themselves who will receive data or data collectors, through the results of filling out online-based questionnaires. The questionnaire created will use a Likert scale (Sugiyono, 2017). Data analysis is described in evaluating the measurement model (outer model) and evaluating the structural model (inner model) by testing hypotheses using PLS-SEM analysis.

RESULT AND DISCUSSION
Result

Table 1. Gender

Gender	Frequency	Percentage
Male	68	40.7%
Female	99	59.3%
Total	**167**	**100%**

Source: Processed data (2021)

From the table above, it can be seen that of the 167 respondents who filled out the questionnaire, the largest number of respondents were female respondents, namely 99 people (59.3%), Followed by 68 male respondents (40.7%). From these results it is suspected that women have more interest in clover food compared to men.

Tabel 2. Domicilie

Domicilie	Frequency	Percentage
West	78	46.7%
South	16	9.6%
Centre	23	13.8%
East	43	25.7%
North	7	4.2%
Total	**167**	**100%**

From the table above, it can be seen that of the 167 respondents who filled out the questionnaire, the largest number of respondents were respondents who live in the West Surabaya area, namely 78 people (46.7%), followed by respondents who live in East Surabaya, 43 people (25.7%) , 23 respondents live

in Central Surabaya (13.8%), 6 respondents live in South Surabaya (9.6%) and 7 respondents live in North Surabaya (4.2%). The large number of respondents who live in the western region is thought to be because clover comes from the Benowo area in West.

Table 3. Age

Age	Frequency	Percentage
> 15 years	8	4.8%
15-20 years	61	36.5%
21-26 years	98	58.7%
Total	**167**	**100%**

Source: Processed data (2021)

From the table above, it can be seen that of the 167 respondents who filled out the questionnaire, the largest number of respondents were respondents aged 21-26 years, namely 98 people (58.7%) at this age, many of whom filled in remembering because in general their way of thinking has been formed so they are able to give good opinions and are more active in giving opinions, followed by respondents aged 15-20 years as many as 61 people (36.5%) and respondents aged 15 years and under as many as 8 people (4.8%) because many aged 15 years and under are less interested. towards vegetables so that this research indirectly shows data regarding interest, apart from that, the results obtained can be continued to carry out research on children aged 15 years and under.

Table 4. Validity test

Variable	*Average Variance Extracted (AVE)*
Product Quality	0.622
Social Promotion Media Instagram	0.614
Food Image	0.620
Purchase Decision	0.627

Based on table 4.6, it can be seen from the AVE value after several invalid items were removed consisting of food quality 0.622 > 0.5 valid, food image 0.614 > 0.5 valid, Instagram social media 0.620 > 0.5, and purchasing decision 0.627 > 0.5 is valid.

Table 5. Reliability test

Variabel	Composite Reliability	Cronbach's Alpha
Product Quality	0.908	0.878
Social Promotion Media Instagram	0.917	0.895
Food Image	0.936	0.923
Purchase Decision	0.962	0.957

Source: Processed data (2021)

Based on the table above, it can be seen that all variables in this research model are reliable because composite reliability is > 0.7 and Cronbach's alpha > 0.7.

Table 6. R Square

Variable	R Square	R Square Adjusted
Food Image	0.603	0.598
Purchase Decision	0.595	0.587

Source: Processed data (2021)

Based on the table above, it can be seen that the R Square value for food image is 0.603, which means that it is included in the moderate category. So it can be concluded that food quality and Instagram social media have quite a big impact on food image. The R Square value for purchasing decisions is 0.595, which means it is included in the moderate category. So it can be concluded that food quality, Instagram social media and food image have quite a big impact on purchasing decisions.

Table 7. Direct Effect

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Quality -> Food Image	0.341	0.341	0.071	4.782	0.000
Social Promotion Media Instagram -> Food Image	0.561	0.561	0.067	8.381	0.000
Product Quality -> Purchase Decision	0.219	0.225	0.066	3.316	0.001
Social Promotion Media Instagram -> Purchase Decision	0.199	0.201	0.077	2.593	0.010
Food Image -> Purchase Decision	0.464	0.456	0.093	4.978	0.000

Source: Processed data (2021)

Based on the table above, food quality has a t-statistic value of 4,782 > 1.96, p-value 0.000 < 0.05 and original sample 0.341, so H1 is accepted, meaning that food quality has a positive and significant effect on food image. Instagram social media has a t-statistic value of 8,381 > 1.96, p-value 0.000 < 0.05 and the original sample is 0.561, so H2 is accepted, meaning that Instagram social media has a positive and significant effect on food image. Food quality has a t-statistic value of 3,316 > 1.96, p-value 0.001 < 0.05 and original sample 0.219, so H3 is accepted, meaning that food quality has a positive and significant effect on purchasing decisions. Instagram social media on purchasing decisions. Instagram social media has a t-statistic valu.e of 2,593 > 1.96, p-value 0.010 < 0.05 and original sample 0.199, so H4 is accepted, meaning that Instagram social media has a positive and significant effect on purchasing decisions. Food image has a t-statistic value of 4,978 > 1.96, p-value 0.000 < 0.05 and original sample 0.464, so H5 is accepted, meaning that food image has a positive and significant effect on purchasing decisions.

Table 8. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Quality -> Food Image -> Purchase Decision	0.158	0.155	0.045	3.504	0.000
Social Promotion Media Instagram -> Food Image -> Purchase Decision	0.260	0.256	0.060	4.320	0.000

Source: Processed data (2021)

Based on the table above, food quality on purchasing decisions through food image has a t-statistic value of 3,504 > 1.96, p-value 0.000 < 0.05 and original sample 0.158, so H6 is accepted, meaning that food quality has a positive and significant effect on purchasing decisions. with food image as a mediating variable. Food image in this research functions as a mediating variable, which means that purchasing decisions by consumers will only occur if the quality of the food is considered good and influences the existing food image.

Instagram social media on purchasing decisions through food images has a t-statistic value of 4,320 > 1.96, p-value 0.000 < 0.05 and original sample 0.260, so H7 is accepted, meaning that Instagram social media has a positive and significant effect on purchasing decisions using food images. as a mediating variable. These findings state that the information contained on Instagram social media will foster a positive image of food, which will lead to purchasing decisions by consumers.

The Effect of Food Quality on Food Image

Food quality has a positive and significant influence on Instagram social media, meaning that changes in food quality values have a direct influence on changes in food image, or in other words, if food quality increases, there will be an increase in the level of food image and statistically this has a significant influence. In line with research (Gircela & Wati, 2020; Prasetya et al., 2017) regarding the Influence of Product Quality on Brand Image and its Impact on Consumer Purchasing Decisions, it explains that the quality of a product has a significant effect on the image of a product, if the quality is positive then the image will be positive, as will negative values. Based on the results of data processing with SmartPLS version 3.0, it is known that the coefficient value of food quality on food image is 0.341, which means that food quality has a positive and significant effect on food image.

The Influence of Instagram Social Media on Food Image

Instagram social media has a positive and significant influence on Instagram social media, meaning that changes in the value of Instagram social media have a direct influence on changes in food image, or in other words, if Instagram social media increases, there will be an increase in the level of food image and statistically this will have a significant influence. These results are related to the use of Instagram, namely to socialize online by sharing photos of an object, including activities, food and other things. This research is related to the image of the shared object in terms of assessment (Irwanto & Hariatiningsih, 2019; Octaviana & Susilo, 2021; Suwarsih et al., 2021). Based on the results of data processing with SmartPLS version 3.0, it is known that the path coefficient value of Instagram social media on food images is 0.561, which means that Instagram social media has a positive and significant effect on food images.

The Influence of Food Quality on Purchasing Decisions

Food quality has a positive and significant influence on purchasing decisions, meaning that changes in the value of food quality have a direct influence on changes in purchasing decisions, or in other words, if food quality increases, there will be an increase in the level of purchasing decisions and statistically it has a significant influence. Research conducted by Andriyanty & Wahab (2019) regarding purchasing decisions states that in the initial stage of deciding to buy, the quality of the food or product is a point that will be seen as a consideration so that in line with this research it shows that there is a significant influence of food quality on

purchasing decisions. Based on the results of data processing with SmartPLS version 3.0, it is known that the coefficient value of food quality on purchasing decisions is 0.219, which means that food quality has a positive and significant effect on purchasing decisions.

The Influence of Instagram Social Media on Purchasing Decisions

Instagram social media has a positive and significant influence on purchasing decisions, meaning that changes in the value of Instagram social media have a directional influence on changes in purchasing decisions, or in other words, if Instagram social media increases, there will be an increase in the level of purchasing decisions and statistically it will have a significant influence. These results are in principle with the conclusions from the research results of Aprilia, (2018) and Margery (2019) stating that the relationship between Instagram and buyer decisions begins with the first step, namely need recognition, which occurs when customers see photos of food on Instagram and then feel hungry because of it. The second stage is the information search stage. Occurs when customers begin to gather information internally based on their memories, as well as externally through the people around them, social media, and restaurant directory sites. The final stage is the information evaluation stage. The research found that customers rank food price and restaurant location as top considerations. This shows that every aspect of social media activities via Instagram is present in every stage of the buyer's decision and it can be concluded that the influence of Instagram social media on purchasing decisions has significant value. Based on the results of data processing with SmartPLS version

3.0, it is known that the path coefficient value of Instagram social media on purchasing decisions is 0.199, which means that Instagram social media has a positive and significant effect on purchasing decisions.

The Influence of Food Image on Purchasing Decisions

Food image has a positive and significant influence on purchasing decisions, meaning that changes in the value of food image have a direct influence on changes in purchasing decisions, or in other words, if food image increases, there will be an increase in the level of purchasing decisions and statistically it has a significant influence. This result is the same as research on the relationship between a food product brand and food image, the results of which show a significant value (Putri, 2020; Margery, 2019; Suwarsih et al., 2021). Based on the results of data processing with SmartPLS version 3.0, it is known that the path coefficient value of food image on purchasing decisions is 0.464, which means that food image has a positive and significant effect on purchasing decisions.

The Influence of Food Quality on Purchasing Decisions through Food Image

Based on testing the resulting hypothesis, it proves that food quality must go through a mediating variable first, namely food image before purchasing decisions are made by consumers. These results are in accordance with and confirm research conducted by Putri (2020) that image functions as an intervening variable between the quality of food products and consumer decisions in making purchases.

Food quality has a positive and significant influence on purchasing decisions through the mediating variable food image, meaning that changes in the value of food image have a direct influence on changes in the influence of food quality on purchasing decisions or in other words, if food image increases, there will be an increase in the level of influence between quality. food on purchasing decisions and has a statistically significant influence. Based on the results of data processing with SmartPLS version 3.0, it is known that the path coefficient value of Food Quality on purchasing decisions through the mediating variable Food Image is 0.158, which means that Food Quality has a positive and significant effect on purchasing decisions through the mediating variable Food Image.

The influence of Instagram social media on decisions regarding purchasing food images

Instagram social media has a positive and significant influence on purchasing decisions through the mediating variable food image, meaning that changes in food image values have a unidirectional influence on changes in the influence of Instagram social media on purchasing decisions. This research is in line with research conducted by Putri (2020) and Suwarsih et al. (2021) shows that if the image of food increases, there will be an increase in the level of influence between Instagram social media on purchasing decisions and statistically it has a significant influence. Based on the results of data processing with SmartPLS version 3.0, it is known that the path coefficient value of Instagram social media on purchasing decisions through the food image mediation variable is 0.260, which means that Instagram social media has a positive and significant effect on

purchasing decisions through the food image mediation variable.

CONCLUSION

Food quality has a positive and significant influence on food image, meaning that if Semanggi food is served with maintained quality, it will improve the image of the food based on consumer perceptions, especially generation Z in the city of Surabaya, in this research. Instagram social media has a positive and significant influence on food image. This research proves that information and displays on Instagram social media can influence the image of traditional Semanggi food in generation Z in the city of Surabaya. Food quality has a positive and significant influence on purchasing decisions. The findings in this research also show that if the quality of food, especially Semanggi, is well maintained, it will influence purchasing decisions by consumers from generation Z in the city of Surabaya.

Instagram social media has a positive and significant influence on purchasing decisions. This research also proves that the role of Instagram social media is also significant in purchasing decisions for generation Z consumers in the city of Surabaya. Food image has a positive and significant influence on purchasing decisions. This research also proves that the image of traditional Semanggi food can influence the decision to buy from consumers, in this case the generation Z of the city of Surabaya.

The indirect influence of food quality on purchasing decisions with food image as a mediating variable has a positive and significant value. This research proves that Semanggi food image has a mediating role in food quality on purchasing decisions, so that if the food image is good, it will be able to lead to decisions to buy by consumers

who in this research are the generation Z group in the city of Surabaya. The indirect influence of Instagram social media on the purchasing decisions of generation Z in the city of Surabaya with food image as a mediating variable has a positive and significant value. This shows that displays on Instagram social media must be able to foster the image of existing food, then consumer purchasing decisions will emerge.

Suggestion

In terms of food product quality, the lowest average score is based on respondents' assessment that the appearance of Semanggi food is not satisfactory, so it is necessary to create arrangements and color combinations so that the appearance of Surabaya clover is better, besides that clover can also be modified or combined with molecular gastronomy. Clover is a traditional food that has been passed down from generation to generation so it has historical elements that can be told. Generation Z are people who are interested if there is a story provided in a product. Generation Z buys a product not only to fulfill basic needs but also from a recreational perspective. Therefore, Semanggi Surabaya food in terms of marketing is able to highlight the historical story of Semanggi.

In this research, Instagram social media shows that it has not been used as a medium for making purchases, so content can be made even better by creating a story about the history of clover, you can also create content such as videos or reels that show the enjoyment of clover or even adapting the content. -content that is viral and in demand by the younger generation. Food image also has a significant correlation as a mediator between product quality and Instagram social media promotion on buyer decisions. Therefore, to support

generation Z in buying clover, Surabaya needs to improve the image of clover food by carrying out good promotions about clover.

For the Purchase Decision variable, it turns out that not many searches about clover food have been carried out by the younger generation via Instagram, so it is recommended that when promoting, you can add information on Instagram about the health and advantages of clover. The content on Instagram is created more towards what Generation Z Surabaya likes. For further research, it is recommended to examine other variables that can complement the research that has been carried out.

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