PRODUCT INNOVATION AND PREMIUM QUALITY: DIGITAL FOOD PURCHASING PATTERNS AT PERUM BULOG PAREPARE

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ARTICLE INFO	ABSTRACT
	In the increasingly rapid digital era, this study reveals the key factors that drive digital food purchasing decisions at Perum Bulog Parepare, with a focus on product innovation and premium quality. Through quantitative analysis of consumer questionnaire data, this study identifies five important elements that influence buyer preferences: ease of use of digital platforms, superior product quality, competitive prices, attractive product innovations, and consumer trust. The findings show that consumers increasingly value seamless shopping experiences and high-quality products in the digital food ecosystem, with consumer trust acting as a catalyst in mitigating risk perceptions related to online transactions. The results of this study provide valuable insights for Perum Bulog Parepare to design effective strategies to face digital transformation, optimize platforms, improve product quality, and create relevant innovations. This study not only offers practical guidance for Bulog, but also contributes significantly to the understanding of the dynamics of the digital food market in Indonesia, becoming a valuable reference for industry players and policy makers in this sector.

Abstrak: *Dalam era digital yang semakin pesat, penelitian ini mengungkap faktor-faktor kunci yang mendorong keputusan pembelian pangan digital di Perum Bulog Parepare, dengan fokus pada inovasi produk dan kualitas premium. Melalui analisis kuantitatif dari data kuesioner konsumen, studi ini mengidentifikasi lima elemen penting yang mempengaruhi preferensi pembeli: kemudahan penggunaan platform digital, kualitas produk unggul, harga kompetitif, inovasi produk menarik, dan kepercayaan konsumen. Temuan menunjukkan bahwa konsumen semakin menghargai pengalaman berbelanja yang seamless dan produk berkualitas tinggi dalam ekosistem pangan digital, dengan kepercayaan konsumen berperan sebagai katalis dalam memitigasi persepsi risiko terkait transaksi online. Hasil studi ini memberikan wawasan berharga bagi Perum Bulog Parepare untuk merancang strategi efektif menghadapi transformasi digital, mengoptimalkan platform, meningkatkan kualitas produk, dan menciptakan inovasi*

relevan. Penelitian ini tidak hanya menawarkan panduan praktis bagi Bulog, tetapi juga berkontribusi signifikan terhadap pemahaman dinamika pasar pangan digital di Indonesia, menjadi acuan berharga bagi pelaku industri dan pembuat kebijakan dalam sektor ini.
Kata kunci: *Inovasi Produk, Kualitas Premium, Pembelian Pangan Digital*

INTRODUCTION

Digital Food Purchasing Patterns at Perum Bulog Parepare aims to understand how product innovation can influence consumer purchasing decisions in a digital context. In today's digital era, food companies such as Perum Bulog must adapt to technological developments and changes in consumer behavior that increasingly rely on digital platforms to meet their food needs. This study will explore the relationship between product quality, innovation, and purchasing patterns that occur among consumers.

Product innovation is one of the key factors that can increase a company's competitiveness in the market. In the context of food, innovation does not only include the development of new products, but also improvements in quality and distribution processes. Perum Bulog, as a government institution that focuses on providing food, has a responsibility to ensure that the products offered are not only of high quality but also in accordance with market needs. Therefore, this study will identify the types of innovations implemented by Perum Bulog and their impact on consumer perceptions of product quality. (Purnomo, 2024)

Premium quality is one of the important aspects in attracting consumers' attention in the digital market. Consumers today are increasingly smart and critical in choosing products, so they tend to choose products that not only meet basic needs but also offer added value. This study will analyze how perceptions of premium quality influence digital food purchasing decisions at Perum Bulog. In addition, this study will also consider other factors such as price, promotion, and ease of access in determining purchasing patterns. (Purnomo, 2024)

In conducting this research, researchers will use quantitative methods with a survey approach to collect data from consumers who make digital food purchases through the platform provided by Perum Bulog. Data analysis will be carried out using statistical techniques to identify the relationship between the variables studied. The results of this study are expected to provide in-depth insights into how product innovation and premium quality contribute to digital food purchasing patterns. The following is a table that summarizes several related studies that are relevant to this topic:

Table 1. Previous Research

No.	Researcher Name	Research Title	Research result
1.	Avivah Rahmaningtyas, Slamet Hartono, Any Suryantini	*Factors Affecting Online Purchasing Of Local Food*	The result is that all three requirements are met. Bootstrapping analysis is used to test the significance and

verify the hypothesis. There are five independent variables and two dependent variables. The independent variables are perceived usefulness, perceived ease of use, perceived trust, perceived risk, and perceived price. The dependent variables are purchase intention and purchase decision. There are two variables that are significant to purchase intention, namely perceived risk and perceived price. Perceived risk is significant and in accordance with the theory that has a negative effect on purchase intention, while perceived price is significant and has a positive effect on purchase intention. Perceived usefulness, perceived ease of use, and perceived trust do not have a significant effect on purchase intention. The purchase intention variable is an intervening variable that has a significant effect on purchase decision. The r-square score for purchase intention is 30.5% while the r-square score for

No	Author	Title	Results
			purchase decision is 25.9%.
2.	Freddy Pandapotan Simbolon, Ridha Ardyaningtyas Nurcholifa, Mouli Safarina	*The Influence of Using Instagram as a promotional Media in Building Brand Awareness and Its Impact on Purchase Decision of Bulog Products in Shopee*	The results found that social media marketing through Instagram has a significant impact on brand awareness. This has an impact on purchasing decisions at Perum Bulog onShopee. Brand awareness also has a significant influence on purchasing decisions and mediates the influence of social media. marketing on purchasing decisions. Therefore, companies must make social media their primary marketing tool. program. Can improve the competence and creativity of marketing staff in creating marketing content on social media.

The urgency of this research is very high considering the research gap in understanding how product innovation can be applied effectively in a digital context in the food industry. Although many studies have been conducted on product innovation in general, few have focused on the food sector with a digital approach. With the increasing use of digital platforms for food purchases, it is important for Perum Bulog to understand these dynamics in order to improve its marketing and product development strategies.

In addition, this study will also provide a significant contribution to the development of Product Innovation Management theory by highlighting the importance of premium quality in attracting consumer interest. By understanding consumer purchasing patterns and preferences, Perum Bulog

can formulate more targeted innovative strategies to meet the needs of the growing market. This study is expected to be a reference for academics and practitioners in developing more effective innovation strategies in the digital food sector.

THEORY

A. Product Innovation in the Food Sector

Product innovation is a key element in increasing the competitiveness of companies, especially in the food sector. According to Kotler & Keller (2016) , product innovation does not only include the development of new products but also improvements to existing products. In the context of Perum Bulog, innovation can include the introduction of new food variants, improving product quality, and implementing technology in the distribution process. Research by Bambang Widjajanta (2020) shows that innovation in digital marketing can increase consumer purchasing intentions, which is very relevant for Perum Bulog which focuses on providing quality food.

B. Premium Quality and Consumer Perception

Premium quality is one of the important factors that influence consumer purchasing decisions. Zeithaml et al. (1998) define quality as consumer perception of a product based on certain attributes. In a study by Rahmaningtyas et al., (2021) found that consumers are more likely to choose products that are considered to be of high quality, especially in the food category. This shows that Perum Bulog needs to ensure that the products offered not only meet quality standards but are also perceived as premium products by consumers.

C. Purchasing Behavior in the Digital Age

Consumer purchasing behavior has undergone significant changes with the advent of digital technology. According to Nielsen (2019) , consumers now rely more on digital platforms to make purchases, including food. Research by Simbolon et al. (2022) indicates that marketing through social media can increase brand awareness and influence purchasing decisions. Therefore, it is important for Perum Bulog to utilize social media and other digital platforms to reach consumers effectively.

D. Consumer Confidence and Risk Perception

Consumer trust is a crucial factor in online purchasing decisions. According to Pavlou & Gefen, (2004) , trust can reduce the perception of risk felt by consumers when making online transactions. Research by Researcher 1

(2020) shows that transparency of information and good customer service can increase consumer trust in digital platforms. In the context of Perum Bulog, building trust through effective communication and responsive service is very important to encourage digital food purchases.

E. Price and Marketing Strategy

Price also plays an important role in digital food purchasing decisions. According to Kotler & Armstrong (2018) , prices must be in accordance with the value perceived by consumers in order to attract their interest. Research shows that competitive prices can encourage purchase intentions, especially in an increasingly competitive food market. Therefore, Perum Bulog must consider the right pricing strategy and utilize promotions to attract consumers' attention.

METHODOLOGY

The research method used in this study is a quantitative approach with a descriptive design. This approach was chosen to provide a clear and systematic picture of the factors that influence digital food purchases at Perum Bulog Parepare. The research sample was obtained through a purposive sampling technique, where respondents were selected based on certain criteria that are relevant to the research objectives. This ensures that the data collected can provide in-depth and accurate information about consumer behavior in the context of digital food purchases.

Data testing was conducted using the SPSS for Windows version 26 program, which allows researchers to perform the necessary statistical analysis. Before the data was analyzed further, the initial step taken was to test the validity and reliability of the questionnaire that had been distributed to respondents. The data processed in this study were primary data obtained from the results of the questionnaire filled out by respondents. Thus, this study does not only rely on secondary data, but also provides direct insight from consumer experiences and perceptions related to digital food purchases at Perum Bulog.

RESULTS AND DISCUSSION

The results of the study on digital food purchasing patterns at Perum Bulog Parepare show that there are a number of factors that influence consumer decisions in making purchases. Analysis of data obtained from the questionnaire indicates that ease of access and use of digital platforms is one of the main factors that encourages consumers to choose to shop online. This is in line with the *Technology Acceptance Model* (TAM) theory which states that perceptions of the usefulness and ease of use of technology have a significant effect on user intentions to adopt the technology (Davis & Fred, 1989) . In the context of Perum Bulog, respondents indicated that they prefer to make food

purchases through user-friendly digital applications, thereby increasing their purchasing frequency.

In addition to ease of use, product quality is also an important consideration for consumers. This study found that consumers tend to choose food products that are considered high quality and meet premium standards. The *Quality Perception Theory* explains that product quality is not only determined by physical attributes, but also by consumer experience and expectations (Zeithaml et al., 1998) . In this case, Perum Bulog needs to ensure that the products offered not only meet basic needs but also provide added value, such as attractive packaging and clear product information. This will increase consumer confidence and encourage them to make repeat purchases.

From the analysis results, it was also found that price plays a crucial role in purchasing decisions. Consumers show a preference for competitive prices and in accordance with the quality offered. Research by Kotler & Armstrong (2018) , emphasizes the importance of strategic pricing in attracting consumer interest. In the context of Perum Bulog, the pricing strategy must consider people's purchasing power and market prices in order to remain competitive without sacrificing product quality. Thus, Perum Bulog can maintain customer loyalty while increasing market share in the digital food sector.

Discussion on the impact of product innovation on consumer purchasing decisions is also very relevant in this context. Product innovation carried out by Perum Bulog, such as the development of new food variants or improving the quality of existing products, can attract consumers' attention and create differentiation in the market. According to Christensen (1997) , disruptive innovation can change the way consumers interact with products and services, thereby creating new opportunities for companies to grow. Therefore, it is important for Perum Bulog to continue to innovate in facing competition in the digital food market.

The premium quality of food products is also a determining factor in purchasing decisions. Consumers are now increasingly aware of the importance of choosing high-quality products, especially in the digital era where information is easily accessible. Research by Rahmaningtyas et al., (2021) shows that the perception of premium quality can significantly increase consumer purchasing intentions. In this case, Perum Bulog needs to emphasize product quality through effective marketing campaigns and transparency of information on raw material sources and production processes.

From a marketing perspective, the use of social media as a promotional tool has proven effective in increasing brand awareness and influencing purchasing decisions. Research by Simbolon et al. (2022) highlights the importance of digital marketing in reaching a wider audience. By utilizing social media platforms, Perum Bulog can interact directly with consumers, provide the latest information on new products, and listen to customer

feedback. A good marketing strategy will help create a positive relationship between brands and consumers.

Consumer trust is another important element that influences digital food purchasing decisions. According to Pavlou & Gefen, (2004) trust can reduce the perception of risk felt by consumers when making online transactions. In the context of Perum Bulog, building trust through transparency of information on pricing policies and product quality is crucial. By providing satisfaction guarantees and responsive customer service, Perum Bulog can increase consumer trust and encourage them to shop more often.

Overall, the results of the study show that digital food purchasing patterns at Perum Bulog Parepare are influenced by various factors such as ease of use of digital platforms, product quality, price, product innovation, and consumer trust. To increase the effectiveness of marketing and sales strategies in this digital era, Perum Bulog must continue to adapt to market trend developments and understand consumer needs and preferences in depth. Through a holistic and integrated approach in managing its digital marketing, Perum Bulog can strengthen its position as a leading food provider in Indonesia while supporting national food security in a sustainable manner.

CONCLUSION

This study focuses on Product Innovation and Premium Quality: Digital Food Purchasing Patterns at Perum Bulog Parepare, with the aim of understanding the factors that influence consumer purchasing decisions in a digital context. The results of the study indicate that ease of use of digital platforms, product quality, competitive prices, and product innovation are key elements that influence consumer food purchasing patterns. In addition, consumer trust has also been shown to be an important factor that can reduce risk perceptions in online transactions.

Data analysis shows that consumers tend to choose food products that are considered high quality and innovative, and prefer to shop through digital platforms that are easy to access. In this case, Perum Bulog needs to continue to innovate and improve product quality to meet consumer expectations. An effective marketing strategy through social media can also help increase brand awareness and build positive relationships with consumers.

Overall, this study emphasizes the importance of adaptation and responsiveness to market needs in the digital era. By understanding the dynamics of consumer behavior and implementing the right strategy, Perum Bulog can strengthen its position as a leading food provider in Indonesia and contribute to national food security. This study is expected to be a reference for academics and practitioners in developing innovation and marketing strategies in the digital food sector.

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