

The Impact of Service Quality, Interactivity, Perceived Relevance, on Purchase Decisions Mediated by Brand Trust in Fast Food

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ABSTRACT: This study aims to analyze the impact of interactivity, entertainment, perceived relevance, and service quality on purchase intention mediated by brand trust in fast food restaurants in Batam. Data was collected through questionnaires with a total of 254 respondents who had purchased fast food in Batam. The data analysis method used is the Smart PLS application to test the direct and indirect relationships of the variables. The results showed that interactivity, entertainment, perceived relevance, and service quality have a significant relationship to purchase decision. But perceived relevance is not significant to purchase decisions, and entertainment is not significant to brand trust. This study confirms the importance of the influence of interactivity, entertainment, perceived relevance, and service quality on purchase decisions mediated by brand trust in fast food restaurants.

KEYWORDS: Interactivity, Entertainment, Perceived Relevance, Service Quality, Purchase Decision

I. INTRODUCTION

In today's digital era, the fast-food industry is facing increasingly fierce competition, especially among big brands such as McDonald's, KFC, A&W, Burger King, and Pizza Hut (Daradkeh et al., 2023). The fast-food industry is facing major challenges related to declining sales triggered by boycotts from consumers who are increasingly aware of the negative impact of the industry on the environment and health (Watson et al., 2024). Factors such as interactivity, entertainment, perceived relevance, and service quality have become key aspects influencing consumer purchasing decisions (K. Ravishankar, 2023). Today's consumers are not only looking for speed and convenience when choosing fast food, but also an engaging and satisfying experience (S. Pokhrel, 2024). Consumers now also prefer environmentally friendly products and reject brands that are considered non-transparent regarding the origin of raw materials and production processes (Prasetyo et al., 2021). This creates a challenge for fast food companies to not only maintain the quality of their products and services but also to continue to innovate in the way they interact and entertain customers (Prameka et al., 2021). As competition increases and consumer preferences change, it is important for these companies to understand how these aspects influence purchasing decisions and how building brand trust can mediate this relationship (Jalal, 2022). This situation encourages fast food companies to adopt strategies that focus on sustainability and transparency to maintain consumer trust in their brands (Handayani et al., 2021).

In the face of boycott trends and declining consumer loyalty, this study shows that aspects of interactivity, entertainment, perceived relevance, and service quality are key in creating positive experiences (Meku Lelo, 2024). Interactivity, entertainment, perceived relevance, and service quality collectively influence purchase decisions with brand trust as a mediator in the context of fast-food companies (Prasetyo et al., 2021). Interactivity and entertainment, for example, have been shown to increase consumer brand engagement, especially among younger generations who value interactive and fun experiences (Clement et al., 2020). In addition, perceived relevance and service quality also play an important role in building positive value perceptions which ultimately determine satisfaction and repurchase intentions (Prameka et al., 2021). Brand trust is a significant mediating variable in linking service experience quality to consumer purchasing decisions (Handayani et al., 2021). Amidst the threat of boycotts, brand trust helps companies' lower consumers' perceptions of risk (Apaolaza et al., 2023), and increase loyalty to their fast-food products (S. Pokhrel, 2024). Consumers who trust brands that are committed to quality and sustainability are more likely to be loyal, even in the face of negative campaigns (Namdar et al., 2021).

Amidst the rise of healthy living campaigns that prioritize nutritious diets and active lifestyles, the existence of fast food seems to face a major challenge in maintaining its existence (Profile, 2020). The main issue that arises is how fast food, which is often synonymous with high-calorie and low-nutrition fast food, can survive amidst increasing awareness of the importance of health (Profile, 2020). However, with the growing concept of "healthy fast food," many fast-food outlets have begun to innovate, offering menus with healthier and lower-calorie ingredients, such as salads or plant-based dishes (Gagan Deep, 2023). This creates an innovation in the culinary world that combines practicality and health (Bourne et al., 2024). The method used in this trend is the

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integration of convenience, taste, and health, which tries to change the public's perception of fast food as a choice that only prioritizes speed and taste (Imtiyaz et al., 2022). This, of course, leads to the creation of a culinary industry that is more inclusive and responsive to the demands of a more health-conscious society, while maintaining the existence of fast food amidst the healthy living campaign (Ettridge et al., 2023).

Although previous studies have examined these aspects separately, there is a lack of research exploring how these four factors work together and their influence on brand trust and subsequently influence purchasing decisions in the fast-food industry (Watson et al., 2024). This research is expected to provide practical contributions for fast food companies to develop marketing strategies that are more relevant to current consumer expectations, especially with an approach that prioritizes a more personal and quality consumer experience (Prameka et al., 2021). By optimizing factors such as interactivity, entertainment, relevance, and service quality, companies can build long-term relationships with consumers and reduce the negative impact of the ongoing boycott (Prasetyo et al., 2021). Thus, the results of this study are expected to provide significant contributions to academic literature as well as corporate management practices in the fast-food industry, helping them design more effective strategies to increase consumer loyalty and strengthen their position in an increasingly competitive market (Nur et al., 2024).

In an increasingly competitive business world, fast food companies are constantly looking for ways to attract and retain their customers. One strategy used is through increasing interactivity, entertainment, perceived relevance, and service quality, which are expected to influence consumer purchasing decisions (Meku Lelo, 2024; Hasan and Jasfar, 2025). Most research on the fast-food industry focuses on health and environmental impacts, while aspects such as interactivity, entertainment, and service quality that are directly related to customer experience and brand trust remain under-explored (S. Pokhrel, 2024). This study fills this gap by focusing on the influence of consumer experience on purchasing decisions in the context of fast food, which is a new and relevant approach in the marketing literature (Prasetyo et al., 2021). The theoretical framework of this study integrates the model of Parasuraman et al. on service quality and the theory of interactivity from Rafaeli, which emphasizes two-way communication as the core of interactivity. In addition, the entertainment theory in marketing explained by Sherry Jr. and the perceived relevance developed by Petty and Cacioppo, also complement the theoretical framework of this study. This study uses a quantitative approach with a survey method to consumers in the five fast food companies, to collect primary data to be analyzed using Structural Equation Modeling (SEM) (Maria, 2024)

Theoretically, the contribution of this research to science is to provide a deeper understanding of how interactivity, entertainment, perceived relevance, and service quality can influence consumer purchasing decisions in the fast-food industry (Handayani et al., 2021). In addition, this study offers the development of a model that integrates brand trust as a mediator between the elements of interactivity, entertainment, perceived relevance, and service quality towards purchasing decisions (Prasetyo et al., 2021). From a practical perspective, the results of this study are expected to be valuable input for fast food company management in designing more effective marketing strategies, especially in increasing brand trust to encourage consumer purchasing decisions. This model can be a reference for further research in exploring similar relationships in other sectors, especially in industries that rely heavily on brand loyalty to face the challenges of boycotts or other social pressures (Apaolaza et al., 2023). With a deeper understanding of the factors that influence purchasing decisions, companies can design more engaging interactions, provide relevant entertainment, improve service quality, and better communicate the value and relevance of their products or services to consumers. Thus, this study not only contributes to the development of theories and literature related to marketing and brand management but also provides practical guidelines for conceptual applications in the real business world (Irfan, 2024).

II. LITERATURE REVIEW

Service Quality is a term that refers to customers' perceptions of the service they receive compared to their expectations. This concept is important in the business world, because good service quality can be one of the main differentiators between one company and another. Service quality not only affects customer satisfaction but also contributes to loyalty, which in turn can drive long-term success. In evaluating service quality, customers often use several dimensions, including reliability, responsiveness, assurance, empathy, and physical appearance (Prameka et al., 2021). In creating superior service quality, companies must explore and understand customer expectations and needs. Therefore, companies must always implement measurements and improvement strategies to maintain and improve their service quality (Razeena, 2025). When service quality is improved, not only does customer satisfaction increase, but the company's reputation can also be lifted, opening opportunities for growth and success in a competitive market (Razeena, 2025).

Interactivity is a concept that refers to the ability of users to interact directly with content, whether through digital media, applications, or other platforms. In the context of technology and communication, interactivity is a key element that distinguishes traditional media from new media. Interactivity allows users to not only be passive consumers but also play an active role in the experience they are going through. One of the main aspects of interactivity is participation. In traditional media, such as television and radio, users usually only receive information without the ability to provide direct feedback. In contrast, in interactive media, users can provide comments, share content, or even contribute directly to the content creation process (Samarah et al., 2022).

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Interactivity can enhance learning and information retention. In the context of education, interactive learning methods, such as simulations, games, and online courses, encourage students to actively engage in the learning process. This is in contrast to traditional methods where students simply listen to instructions from the teacher. Essentially, interactivity is an essential element in today's digital world, providing users with the opportunity to engage more deeply with content and create a more personalized and enjoyable experience (Pollmann et al., 2023).

Entertainment is any form of activity designed to provide pleasure, enjoyment, or relaxation to people. In a cultural context, entertainment includes various aspects such as music, film, theater, performing arts, video games, and sports. One of the main components of entertainment is the performing arts. Music, dance, and theater have been an integral part of human life for centuries. Music concerts and theater performances not only provide entertainment but also serve as a means of conveying social and cultural messages, creating a deeper understanding between different communities (Pollmann et al., 2023). Movies are also a very popular form of entertainment. With the advancement of technology, the film industry has undergone a major transformation, from silent films to films with sophisticated visual effects. Movies are not only a means of storytelling, but also reflect the values and challenges of society, making them a powerful tool in shaping public opinion. Video games have also emerged as one of the dominant forms of entertainment in the digital age. Overall, entertainment plays an important role in everyday life, providing an escape from the tedious routine, as well as facilitating social interaction and cultural exchange. The diverse settings of entertainment create space for creativity and innovation that continue to thrive (Luwen Yu et al., 2022).

Perceived relevance is a concept that describes the extent to which individuals or groups feel that a piece of information, topic, or situation has relevance or significance to their lives, experiences, or goals. This concept is important in a variety of fields, including education, marketing, communications, and psychology. In the context of learning, perceived relevance can influence student motivation and engagement (Hamid and Aisjah, 2021). In marketing, companies often try to create perceived relevance for brand products. Basically, perceived relevance is a key factor that can change the way individuals react to information and experiences. Understanding and optimizing perceived relevance can increase effectiveness in various interactions, whether in the context of education, marketing, or everyday communication. Thus, efforts to increase perceived relevance become an integral part of achieving desired goals (Zhang et al., 2023).

Brand trust is a crucial element in building a relationship between consumers and a brand. In an increasingly competitive business world, where many choices are available to consumers, building and maintaining this trust becomes increasingly important. Brand trust not only includes consumer confidence in the quality of the product or service offered, but also includes the values, transparency, and consistency upheld by a brand. One of the factors underlying brand trust is the positive experience that consumers have with the brand. (Samarah et al., 2022). Essentially, the brands they trust understand their needs and are committed to providing consistent value. Therefore, companies must maintain a commitment to high quality and business ethics and evaluate and adapt their strategies to remain relevant and trustworthy. Overall, brand trust is the foundation that supports long-term relationships between consumers and brands. It reflects how a brand is viewed in the context of broader values and experiences, where honesty and integrity are key (Prameka et al., 2021).

Purchase decision or purchasing decision is a crucial stage in the consumer behavior process that describes the selection of a particular product or service after going through a series of considerations and evaluations. This decision does not appear suddenly, but rather through a process that involves various internal and external factors. The decision-making process begins with the recognition of the needs or problems faced by consumers (Malik et al., 2024). After gathering information, consumers will usually evaluate the various alternatives available. Consumers will assess whether the product or service purchased meets their expectations. In today's digital era, purchasing decisions are also greatly influenced by social interactions on social media and online platforms. Reviews from other users and the influence of influencers can influence consumer views and choices. This shows that purchasing decisions are the result of a combination of rationality and emotionality, which may differ from one individual to another (Maharani et al., 2023).

III. METHODOLOGY OF RESEARCH

This study uses a quantitative approach with a survey method. The quantitative approach was chosen because it allows objective measurement and statistical analysis to test the relationship between independent variables (interactivity, entertainment, perceived relevance, and service quality) to the dependent variable (purchase decision), with brand trust as a mediating variable. Quantitative research is suitable for obtaining data that can be generalized to a wider population, as well as for answering research questions that are causal and associated in nature (Cheung et al., 2020). The techniques used to collect primary data can be surveys or direct interviews (Aisya et al., 2022). For this study, primary data collection was conducted by means of a survey. The survey method was chosen because it is effective in collecting primary data directly from respondents who meet the research criteria. The survey was conducted using a closed questionnaire that was distributed online, considering the level of ease and wider reach compared to other methods (Malik, 2023).

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The population in this study were consumers who used fast food restaurant services, such as McDonald's, KFC, A&W, Burger King, and Pizza Hut, in Batam city. This population was chosen because the fast-food industry has dynamic and competitive market characteristics, which make factors such as interactivity, entertainment, perceived relevance, and service quality important in forming brand trust and purchase decisions (Fariandi and Ariani, 2022). This study uses purposive sampling technique, namely a sampling method by selecting respondents based on certain criteria that are relevant to the research (Leckie et al., 2022). The respondent criteria are as follows: Aged from 17 and above to 45 years. I have made a purchase at one of the fast-food restaurants studied at least once in the last 6 months. Willing to fill out the questionnaire completely.

Purposive sampling was used to ensure that the data obtained was relevant to the research objectives, especially in measuring consumers' direct experiences with fast food restaurant services. (Wahyu et al., 2024). The number of samples is determined using the formula (Hair et al., 2021) which is calculated based on the number of indicators in the questionnaire and each indicator is multiplied by 5-10. This study uses a multiplication of 10, the total questionnaire is 21 which means $21 \times 10 = 210$ minimum respondents needed in this study. For this study, it has exceeded the minimum target with a total of 254 respondents obtained in the distribution of the questionnaire.

IV. RESULT AND DISSCUSIONS

From the results of the questionnaire that has been distributed and filled in by a total of 254 respondents, there is a table image with age grouping <18 years having a percentage of 14.6%, 18-25 years having a percentage of 50.8%, 26-35 years having a percentage of 26.8%, 36-45 years having a percentage of 6.3%, and >45 years having a percentage of 1.6%. Regarding the education of respondents in the distribution of the questionnaire, junior high school education was 12.2%, for high school education it was 53.9%, and for D3/S1/S2/S3 education it was 33.9%. For the status related to respondents who filled out the questionnaire, most students dominated as much as 46.1%, private employees as much as 35%, civil servants as much as 11.8%, and self-employed as much as 7.1%. Most respondents who filled out the questionnaire had income, there were also those who did not have income as much as 22.4%.

Based on the results of the descriptive test per indicator, it shows that the variables related to brand trust (BT), entertainment (ENT), interactivity (INT), perceived relevance (PER), service quality (SQ), and purchase decision (PD) have an average value (mean) above 3.7. This shows that respondents have a positive perception of each variable. For brand trust, the average is in the range of 3.79 to 3.94, indicating that consumers tend to feel trust in the fast-food brands analyzed. The entertainment variable also shows an encouraging value, with an average of 3.87 to 3.91, reflecting that the entertainment experience offered by the brand can increase emotional involvement.

Interactivity also received a positive average value (3.87 to 3.98), indicating the effectiveness of interaction between brands and consumers in building relationships. Perceived relevance recorded an average of 3.87, indicating the relevance of the product to consumer needs. Finally, service quality had an average value of 3.87 to 3.92, meaning that the quality of service provided met customer expectations. Overall, all indicators showed a positive response from consumers, supporting the hypothesis that these factors contribute to purchasing decisions through brand trust (Hanaysha, 2022).

The results of the cross-loading test show the level of construct validity in the study of the influence of the variables Brand Trust (BT), Entertainment (ENT), Interactivity (INT), Purchase Decision (PD), Perceived Relevance (PER), and Service Quality (SQ). Each indicator has a higher loading factor on the appropriate construct compared to other constructs, indicating that the indicator is valid and reliable. In BT1, BT2, and BT3 indicators have high loading on Brand Trust (≥ 0.773), indicating that this is a good indicator for the brand trust construct. On the other hand, the ENT1, ENT2, and ENT3 indicators show high loading factors on Entertainment (> 0.811), confirming their validity as a measure of entertainment. The indicators for Interactivity (INT1 to INT4) also have adequate loading values (> 0.711), indicating that interaction is the right construct to measure. For Purchase Decision, the PD1 to PD5 indicators indicate strong loading factors (> 0.723), indicating their important relevance in purchasing decisions. With all indicators indicating high loading factors on the related constructs, this study shows a strong foundation for further analysis on the influence of variables in the context of fast-food restaurants (Yang et al., 2025).

The results of discriminant validity test show that Brand Trust (BT), Entertainment (ENT), Interactivity (INT), Purchase Decision (PD), Perceived Relevance (PER), and Service Quality (SQ) have a square root value of the Average Variance Extracted (AVE) which is higher than the correlation between variables, which indicates convergent validity. The value for Brand Trust (0.793) remains higher compared to the correlations with other variables, such as Entertainment (0.369) and Interactivity (0.423). This shows that Brand Trust is a strong variable and functions as a mediator in the relationship between other variables. For example, interactivity (0.740) and service quality (SQ 0.794) are significantly related to Purchase Decision (PD 0.765), indicating that both contribute positively to consumer purchasing decision making. In contrast, Entertainment and Perceived Relevance show lower correlations with other variables, (0.282) and (0.264) respectively. These findings support the hypothesis that Brand Trust mediates the relationship between these variables and Purchase Decision, indicating the importance of building brand trust to drive purchase decisions in the fast-food restaurant industry (Snijlsberg & Iversen, 2025).

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Table 1. Direct Effect

Variables	T statistics (O/STDEV)	P values	Result
BT -> PD	12,015	0.000	Supported
ENT -> BT	0.098	0.922	Not Supported
ENT -> PD	2,653	0.008	Supported
INT -> BT	2,899	0.004	Supported
INT -> PD	4.638	0.000	Supported
PER -> BT	2.303	0.021	Supported
PER -> PD	0.182	0.856	Not Supported
SQ -> BT	4.150	0.000	Supported
SQ -> PD	1,979	0.048	Supported

Source: Data Processing Results (2025)

Based on table 1, the results of the hypothesis obtained are as follows: The results of the Inner Model test show that Brand Trust (BT) significantly influences Purchase Decision (PD) with a T-statistic value of 12.015 and a P-value of 0.000, confirming that trust in the brand drives purchase decisions. The Interactivity variable (INT) also shows significant results in influencing PD (T-statistic 4.638, P-value 0.000) and BT (T-statistic 2.899, P-value 0.004), confirming the important role of interactivity in building brand trust and influencing purchase decisions. However, Entertainment (ENT) does not show a significant effect on BT (T-statistic 0.098, P-value 0.922), although it has a significant positive effect on PD (T-statistic 2.653, P-value 0.008), indicating that entertainment may directly increase purchase decisions even though it does not strengthen trust. Perceived Relevance (PER) has a significant effect on BT (T-statistic 2.303, P-value 0.021) but does not have a significant impact on PD (T-statistic 0.182, P-value 0.856). Finally, Service Quality (SQ) contributes significantly to BT (T-statistic 4.150, P-value 0.000) and also to PD (T-statistic 1.979, P-value 0.048), indicating the importance of quality service in building trust and influencing purchasing decisions.

Table 2. Indirect Effect

Variables	T statistics (O/STDEV)	P values	Analysis
ENT ->BT ->PD	0.098	0.922	Not Supported
INT ->BT ->PD	2.888	0.004	Supported
PER ->BT ->PD	2.202	0.028	Supported
SQ ->BT ->PD	3,789	0.000	Supported

Source: Data Processing Results (2025)

Based on table 2, the results of the Indirect Effect Test show that of the four hypotheses tested, only one hypothesis regarding Entertainment (ENT) is not significant to Purchase Decision (PD) mediated by Brand Trust with t-statistics of 0.098 and p-value of 0.922. This indicates that entertainment may not contribute directly to driving purchase decisions in the context of fast-food restaurants. In contrast, the hypotheses regarding Interactivity (INT), Perceived Relevance (PER), and Service Quality (SQ) obtained significant results. INT showed T statistics of 2.888 with P value of 0.004, PER reached T statistics of 2.202 with p-value of 0.028, and SQ obtained the highest t-statistics of 3.789 with p-value of 0.000. These findings confirm that interactivity, perceived relevance, and service quality are important factors that can improve consumer purchasing decisions. This is consistent with the argument that strong interaction between brands and consumers, product relevance to consumer needs, and quality service can build brand trust that underlies purchasing decisions. Thus, focusing on improving these three variables is very important for fast food restaurants to increase consumer loyalty and purchase frequency.

V. CONCLUSIONS AND RECOMMENDATION

The conclusion of this study shows that interactivity, entertainment, perceived relevance, and service quality have a positive effect on brand trust, which in turn mediates the relationship to purchase decisions in the fast-food restaurant industry. The results of the analysis indicate that each variable has a significant contribution: interactivity and service quality consistently increase consumer trust in the brand, while perceived relevance also serves to strengthen brand trust, although entertainment does not show a direct effect on brand trust. This study found that brand trust is a major mediator in the relationship between these variables and purchase decisions, with the R-square value indicating that 56.4% of the variation in purchase decisions can be explained by the model. Interactivity is shown to be very influential in building brand trust and purchase decisions, in line with the importance of two-way

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relationships between brands and consumers. In this case, effective communication through social media and ordering applications can increase customer engagement and create a sense of ownership that leads to more positive purchase decisions. In contrast, entertainment does not significantly strengthen brand trust, although it can add direct appeal to purchase decisions. Perceived relevance and service quality also function to strengthen trust, indicating that good service quality and relevance of offerings to consumer needs are key for fast food restaurants in increasing loyalty and purchase frequency. Overall, this study emphasizes the importance of building and maintaining brand trust as an effective strategy in improving purchase decisions in this highly competitive market.

Based on the research findings on the impact of interactivity, entertainment, perceived relevance, and service quality on purchase intention mediated by brand trust in the fast-food restaurant industry, there are several recommendations that can be proposed for further research. First, further research can expand the scope of the sample by covering more fast-food restaurant brands and different geographical locations. This aims to obtain more representative results and identify differences in consumer behavior in various regions. Second, research could explore more deeply the role of digitalization in increasing interactivity. Given the growing use of social media and ordering apps, further investigating how these digital platforms can strengthen brand trust and purchase decisions become highly relevant. Third, it is important to consider moderating variables that may influence the relationship between the independent variables and purchase decisions. For example, consumption demographics such as age, education level, or income can provide additional insights into how these factors interact. Fourth, further research can use qualitative methods to dig deeper into consumers' thoughts and feelings regarding brand trust, entertainment, interactivity, relevance, and service quality. Conducting interviews or focus group discussions can provide a richer and deeper subjective perspective. By implementing these recommendations, this study is expected to provide a more significant contribution to marketing strategy management in the fast-food restaurant industry and strengthen the understanding of consumer behavior in an ever-changing context.

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