

I. INTRODUCTION

1.1 Background

Changes in consumption patterns of the Indonesian people, including in East Java have undergone several significant transformations in the last five years. The main drivers of this change are the increase in real income, the acceleration of urbanization, and the increasing awareness of healthy lifestyles. Household consumption remains a key component of the economy. According to BPS publications, the contribution of household consumption to national and regional Gross Regional Domestic Product (GDP) continues to be dominant, so changes in consumption preferences have wide implications for the structure of local economic demand and activity (BPS, 2025).

Quantitatively, household consumption expenditure in East Java Province (ADHB) continues to increase during the 2019-2024 period. Although it had slowed down in 2020, the pace of consumption increased again in the following years in line with economic recovery and increasing community activity. This trend shows that household consumption is still the main driver of East Java's economic growth with its contribution to GDP reaching more than 60% (BPS, 2025). This increase in spending also reflects a shift in consumption patterns of urban communities that have the highest average per capita expenditure in the province and more than half of it is allocated to finished food and beverages. This phenomenon indicates the increasing dependence of the public on practical products as well as the growing awareness of a healthy lifestyle.

The increase in household consumption expenditure is closely related to changes in the lifestyle of urban people. Urbanization and technological developments encourage people to adopt a more practical lifestyle (Sihite, 2022). Heavy economic activity and high mobility cause people to increasingly rely on healthy food and beverage products, as happened in the city of Surabaya. Surabaya is a big city with a high urbanization rate and a potential market for healthy food products (Salim, 2023). Surabaya is now one of the pioneer cities in the implementation of environmental policies and green lifestyles (Go Green), such as diet programs by eating healthy foods, reducing the use of plastic bags, and increasing green open spaces. The following is a graph of Surabaya City's GDP based on applicable prices according to household consumption expenditure in 2019-2024.

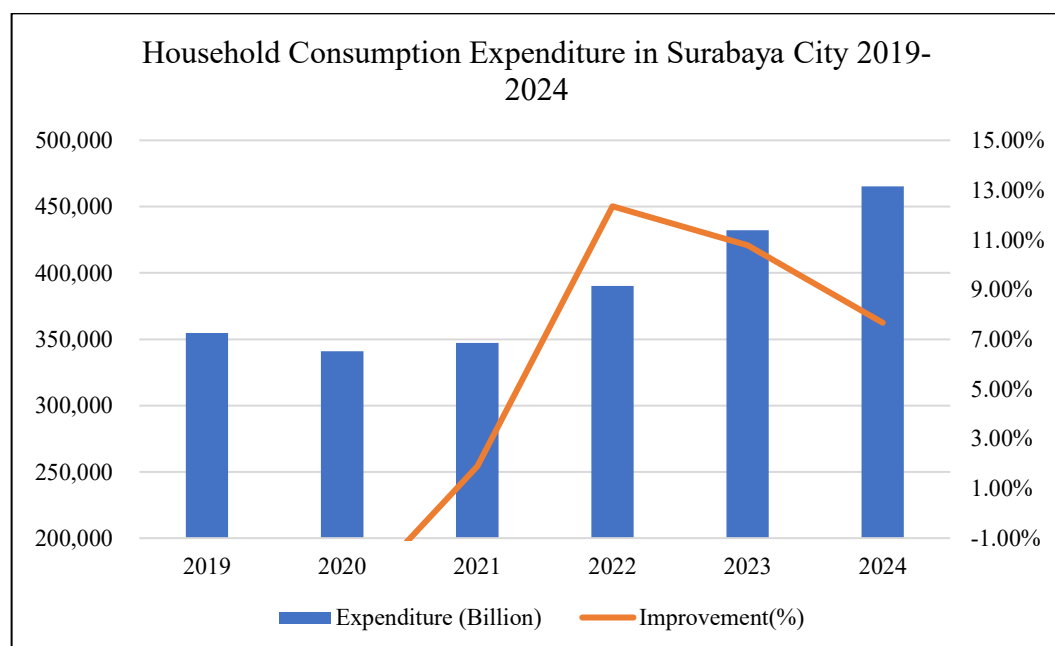


Figure 1. 1 Household Consumption Expenditure in Surabaya City
(Source: BPS Surabaya City, 2025)

Based on data from the Central Statistics Agency (BPS) of Surabaya City, the average per capita expenditure of the people of Surabaya City on food during the 2019-2024 period shows a fluctuating trend with an increasing trend. Per capita expenditure increased from 2019 to 2021, then decreased in 2022 influenced by the continued impact of the COVID-19 pandemic, such as adjustments in consumption patterns, pressure on household income, and increasing public prudence in spending. However, in 2023 and 2024, per capita expenditure will increase again in line with the recovery of economic activity, increased public mobility, and improved household purchasing power. Surabaya as the largest economic and trade center in East Java is consistently recorded as the city with the highest consumption expenditure in the province, where more than 50% of total household expenditure is allocated to food as shown in Figure 1.2 below.

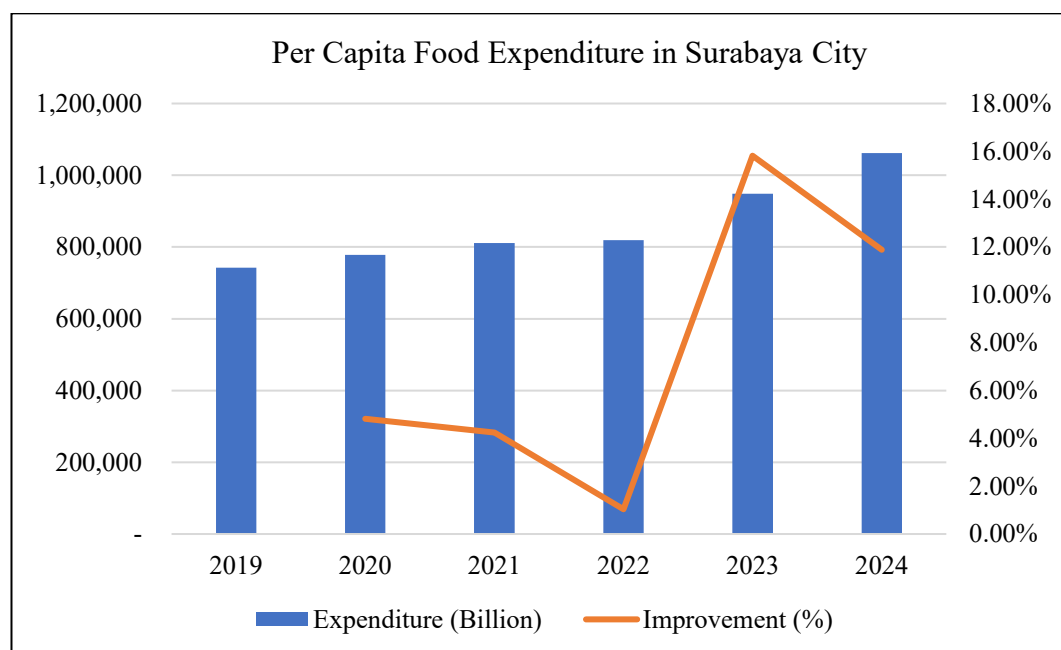


Figure 1. 2 Per Capita Food Expenditure of Surabaya City
(Source: BPS Surabaya City, 2025)

This condition reflects the lifestyle of urban communities such as Surabaya which is increasingly dynamic, practical, and tends to be oriented towards modern lifestyles, this is in line with global trends urban food consumption. Lifestyle changes can occur when there is awareness and knowledge in each individual (Mega et al., 2022). Recently, awareness of a healthier lifestyle has increased, namely by returning to nature (Back to nature) such as a diet high in fat, calories, and low in fiber. In addition, awareness of the importance of a healthy diet has also increased rapidly after the pandemic.

This increasingly health-oriented consumption pattern is what encourages the emergence of various local healthy food businesses to meet the needs of urban people for nutritious, low-calorie, and environmentally friendly food (Daryana et al., 2025). In line with the changes in quantitative consumption patterns above, there is also a qualitative shift towards attention to health and nutrition. Awareness of healthy eating has increased sharply, strengthened by the experience of the COVID-19 pandemic which has prompted people to consider food not only as a hunger satisfier but also as an instrument of prevention and long-term investment for health. The indicators can be seen in the increase in fruit and vegetable consumption and the increasing demand for low-calorie, high-fiber, and natural ingredient-based products.

Based on the results of the Asia Pacific Health Priority survey, as many as 80% of Indonesians are aware of the importance of having community or group support in their health and well-being journey, of which 75% are willing to increase spending to choose healthier foods, 66% take vitamins or supplements, and 52% start regular health check-ups, including following a healthy diet. This data

emphasizes the importance of paying attention to personal health to prevent chronic diseases such as diabetes and hypertension, which can reduce productivity and national health costs.

According to data from BPS East Java (2023), around 68% of people in East Java Province have shown concern for health, such as doing regular physical activity and choosing healthy food, with this figure higher in urban cities such as Surabaya reaching 72% based on the Ministry of Health's National Health Survey (Riskesmas) (2023). In Surabaya, this concern is reflected in increased community participation in health programs such as community sports and the consumption of organic products, which are supported by better health infrastructure. Presented below is the allocation ratio of household expenditure on fruit and vegetable commodities within the food and beverage sector, as reported by the National Food Agency of Indonesia for the municipality of Surabaya.

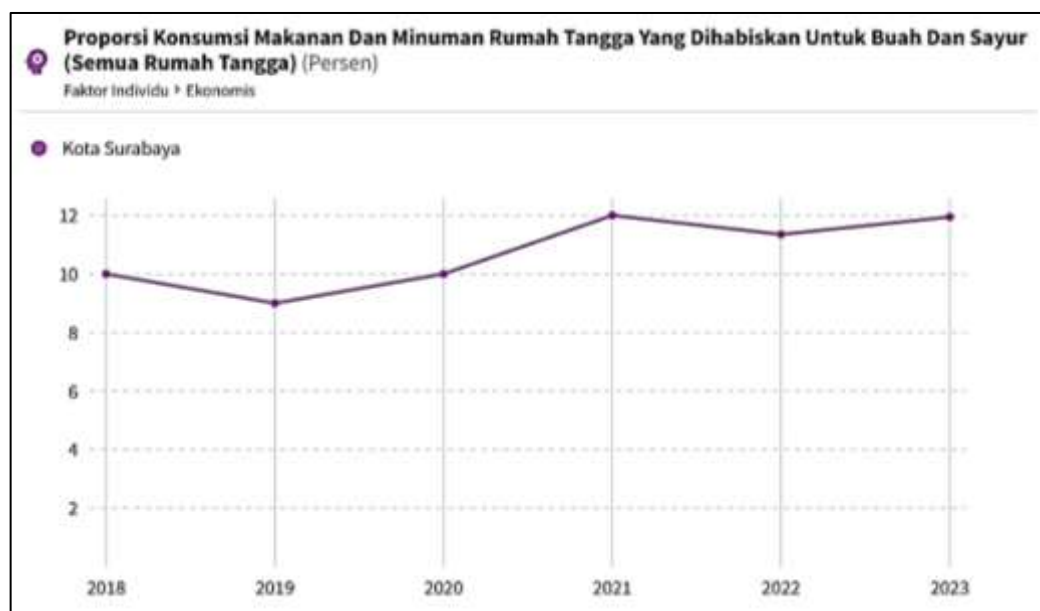







Figure 1. 3 Proportion of Household Consumption of Fruits and Vegetables (Source: BPS and BAPPENAS Surabaya City, 2025)

Changing consumer preferences towards healthier consumption patterns provide a great opportunity for the development of the healthy food industry, especially in urban areas. Urban people are increasingly aware of the importance of maintaining health through the selection of nutritious, balanced, and safe food for long-term consumption. This awareness is driven by increased access to information about healthy lifestyles, changes in activity and work patterns that tend to be crowded, and the need for practical but still quality food. This condition has caused a shift in consumption patterns from conventional fast food to healthy food products that pay attention to the nutritional content, raw materials, and processing process.

Based on observations and data from local culinary associations, the number of restaurants and businesses offering healthy and plant-based menus has more than doubled in the last five years. Although this growth shows great market potential, the healthy food industry is still in a development stage and is not yet fully established. Many business actors take advantage of this momentum by presenting various innovations, such as healthy plant-based menus, meal-prep packages tailored to nutritional needs, and ready-to-eat products that are practical and intended for urban people who have a high awareness of a healthy lifestyle and the need for fast but still nutritious consumption. In addition, the value of sustainability is also starting to become a concern through the transparency of raw materials, healthier processing methods, and the use of environmentally friendly packaging as an added value of products. Some of these business actors include the following:

Table 1. 1 Healthy Food Business Company in Surabaya City

No.	Retail Name	Address	Rating	Instagram Followers	Logo
1.	Greenly	Kendangsari Highway No. 56, Tenggilis Mejoyo District, Surabaya	4.3 out of 5	36.000	
2.	Crunchaus Salads	Tunjungan Plaza, Basuki Rahmat No.8-12, Genteng, Surabaya	4.5 out of 5	40.800	
3.	Broodjie Sandwich	Darmo Permai Selatan No.1, Surabaya	4.7 out of 5	4.345	
4.	SaladBar	Pakuwon Mall, Jl. Raya Laguna KJW Putih Tambak, Mulyorejo, Surabaya	4.5 out of 5	34.600	
5.	Grainsly	Graha Pacific, Jl. Basuki Rahmat No.87-91, Genteng, Surabaya	5 out of 5	67.100	

(Source: Google and Instagram, 2025)

One of the healthy food business actors that is experiencing rapid development in the city of Surabaya is Grainsly. This local brand has managed to attract the attention of urban people through the concept of a low-calorie, high-fiber, and natural menu that supports a healthy lifestyle. Grainsly's success can be seen from the indicators of popularity and consumer trust in digital platforms. Based on the 2024 market observation data above, Grainsly received a perfect rating, namely 5 out of 5 in Google Reviews and has more than 67,100 followers on Instagram,

which makes it the brand with the highest engagement rate compared to major competitors such as Greenly, Crunchaus Salads, Broodjie Sandwich, and SaladBar. This achievement shows that Grainsly has managed to build a positive image and consumer loyalty amid the increasing trend of healthy food in Surabaya.

Grainsly is a brand of one of the local healthy foods that started in Jakarta. Grainsly developed with the concept of healthy fast food because it wants to change people's views on healthy food to be more in demand and liked by today's society. After the pandemic, the awareness of several people about preventive health has increased sharply. Grainsly offers solutions in the form of low-calorie, high-fiber, and protein-rich foods that suit the needs of modern diets. Consumers are no longer just looking for satisfying food, but also food that can support an active and healthy lifestyle. Grainsly strives to build a strong brand image by highlighting the quality of natural materials and eco-friendly concepts. Grainsly has expanded its distribution through physical stores and digital platforms such as ShopeeFood, Go Food, and Grab Food to reach a wider range of consumers.

Table 1. 2 Surabaya City Grainsly Sales Data in 2024 and 2025

Year	Consumers (person)	Sales Estimates (items/month)	Sales Difference (items)	Increase (%)
2024	70	2.100	-	-
2025	105	3.200	1100	52

(Source: Grainsly Primary Data, 2025)

Grainsly's sales data for the 2024-2025 period above shows a growth in the number of consumers and sales volume. This information provides a preliminary overview of business performance in general. To complete this picture, more specific data is needed related to the distribution of consumers at each outlet in the city of Surabaya. Therefore, in addition to annual sales data, consumer distribution

data based on outlets and types of dine-in and takeaway services is also presented to understand the characteristics and consumption patterns of consumers more comprehensively. The following is consumer data of Grainsly outlets in the city of Surabaya.








Table 1. 3 Consumer Data of Grainsly Outlet Surabaya City

Outlet	Number of Consumers (person/month)	Percentage (%)
Pakuwon Mall	Dine in : -	0
	Takeaway : 80	100
Citraland	Dining in : 60	57
	Takeaway : 45	43
Graha Pacific	Dining in : 80	76
	Takeaway : 25	24

(Source: Grainsly Primary Data, 2025)

Based on the results of observations, internal sales data, and consumer data of Grainsly Surabaya City in 2024 and 2025 described in the table above, Grainsly recorded an average sales growth of around 52% during the year of operation in the city of Surabaya. This escalation is commensurate with the burgeoning societal cognizance regarding the significance of a wholesome yet practical dietary pattern. This consistent sales trend shows that Grainsly is able to take advantage of the momentum of changing people's consumption patterns towards healthy food, while showing great potential to study more deeply related to the factors that influence its consumers' purchasing decisions. Accordingly, Grainsly was designated as the focal object of this investigation due to its representation as a domestic healthy-food brand distinguished by superior brand reputation, digital prominence, and progressive sales augmentation. Some of the menus offered by Grainsly Surabaya include:

Table 1. 4 Grainsly Menu List in Surabaya city

No.	Menu	Picture
Slim Toast		
1.	Tunacado	
2.	Spicy Tunacado	
3.	Chick'n Cheese	
4.	Mentai Hotchick	
5.	Beef Pesto	
6.	Grilled Cheese	
7.	Pastrami and Cheese	
8.	Spicy Chickinado	
Grains Bowl		
1.	Rolled Oat Chicken	
2.	Pink Rice Rendang Non-coconut milk	
Guilt-free Bites		
1.	Curry Sweet Potato Fries	
2.	Rolled Oat Chicken Popcorn	
3.	Potato Chips	
4.	Molten Puff	
Gerd Friendly Coffee		
1.	American	
2.	Latte	
3.	Hot Cappuccino	
4.	Hot Flat White	
5.	Aren Latte	
6.	Spanish Latte	
Freshly Squeezed Juice		
1.	The Gut Cleanser	
2.	Summer In Canggu	
3.	Fruit Punch	
Smoothies		
1.	Going Nuts	
2.	The Green Muscle	
3.	Berry Much Needed	
4.	Matchacado	
5.	Slayberry Collagen	
Others Beverages		
1.	Matcha Latte	
2.	Match Espresso Latte	
3.	Iced Jasmine Tea	
4.	Iced Lemon Tea	
Total Products: 32		

Source: (Grainsly Personal Data, 2025)

However, competition in the healthy food industry in Surabaya is getting tighter. New brands are popping up with similar concepts, offering plant-based, low-sugar, and organic meals products that target the same market segment. Therefore, through comprehension of the determinants affecting consumer's buying choices represent is critical to the sustainability of a business like Grainsly. In the context of consumer behavior, three factors that are often considered to have a big influence on purchase decisions that will then build consumer loyalty are brand image, perceived quality, and store atmosphere.

First, Brand image has an important role in shaping consumer perception of a product. Research Gunawan and Kunto (2022) shows that brand image can increase consumer trust and loyalty. According to Willy and Utama (2023), it takes appropriate and appropriate promotional activities to retain customers and attract new buyers. The above study is also comparable to the research by Tampubolon et al. (2023) which affirms that to have brand image ideal for customers, should be unique compared to other companies. Companies must be able to meet consumer expectations by providing high-quality services and products.

However, the gap is still visible in local healthy food products such as Grainsly, which will only start operating in Surabaya in 2024. Grainsly faces challenges in building brand exposure and consumer trust in product health claims, exacerbated by a lack of promotional activity on social media. As a result, Grainsly's branding strategy is not optimal and its brand awareness is still limited, so some consumers still doubt the superiority of its products compared to other healthy food outlets in Surabaya.

Second, perceived quality reflects how consumers assess product quality based on expectations and experience. Arviana and Herdinata (2025) affirms that perceived quality is the main basis in assessing product value and purchase decisions. An investigation conducted by Melinia et al. (2024) likewise revealed that perceived quality exerts a positive and partially substantial effect on purchase decisions. This corroborates the findings propounded by Puspita et al. (2025) where the high quality felt by consumers also increases customer loyalty to a store, because customers tend to choose high-quality products, in order to get the best value for the money spent. If a product meets or even exceeds consumer expectations, it is likely to come back for a repeat purchase.

In the context of Grainsly's healthy food products, some of the quality perceptions offered have not been consistent enough. Some consumers tend to associate healthy food products with high prices, so their expectations for the taste and benefits of the product become very large. Discrepancies between real experiences and expectations, such as bread textures that are easily mushy without reheating, long serving times, and the use of ingredients and facilities that are not yet fully eco-friendly, can reduce repurchase interest. This condition shows that there is a gap between quality claims and consumer experience, especially in quality consistency and the application of sustainability values.

Third, store atmosphere of the store is an element of the physical environment that can affect consumer comfort, perception, and purchasing decisions. Research by Listiana et al. (2025) shows that store atmosphere good and correct can increase consumer trust and loyalty. According to Setiowati and Hastoko (2022), this positive atmosphere has a significant impact on customer loyalty. They tend to go

back to shopping, remain loyal even though there are many other stores, and recommend the store to others. This finding is congruent with the investigation undertaken by Sondakh et al. (2025) which elucidates that elements such as spatial arrangement, illumination, ambient fragrance, and hygiene possess a pivotal role in cultivating an agreeable shopping experience and stimulating consumers' purchase inclination.

However, Grainsly's outlet in Surabaya still faces various challenges in presenting a consistent atmosphere with a healthy and environmentally friendly concept carried. The first outlet located in West Surabaya is not equipped with dine-in facilities or an outdoor area, so customers can only make takeaway purchases. The limited size of the outlet and the application of the open kitchen concept create an impression of lack of hygiene. In addition, some outlets have less than optimal visibility due to less strategic locations, so the spread and introduction of the brand to the public has not been maximized. This condition shows that the creation of a store atmosphere that supports brand image and customer comfort is still an important challenge for Grainsly.

The problems faced by Grainsly reflect the research gap related to the influence of brand image, perceived quality, and store atmosphere on purchase decisions, which ultimately builds customer loyalty to local healthy food products in Surabaya. While Grainsly is arguably quite competitive compared to its competitors, an analysis of consumer reviews on Google Reviews shows that there are some issues that still need to be fixed, such as dissatisfaction with some aspects of service and shopping experience. This shows that Grainsly's advantages have not fully translated into consistent customer loyalty.

The urgency of this research is even more important when it is associated with the modern and healthy lifestyle of the urban people of Surabaya. The trend of healthy food consumption continues to increase along with increasing awareness of health, fitness, and quality of life. Modern consumers tend to judge products not only in terms of taste or price, but also by the overall quality, brand image, store atmosphere, and perceived value. Therefore, understanding how brand image, perceived quality, and store atmosphere simultaneously influence purchasing decisions will help Grainsly to adjust its marketing and operational strategies to be more effective in attracting and retaining customers.

In addition, most previous research focused more on conventional products or international brands, so local healthy food products still receive less attention in the scientific literature. This research contributes to filling this gap by providing more relevant insights for the local healthy food industry in Surabaya, while helping Grainsly's management understand the factors that really determine customer loyalty in the midst of increasingly fierce competition. As such, this research is not only academically important, but also has high practical value for the development of sustainable marketing strategies for local healthy food businesses.

1.2 Problem Formulation

In consideration of the aforementioned research background, the investigator formulated the subsequent research problem statements:

1. What are the characteristics of consumers of Grainsly's healthy food products in Surabaya City?

2. What is the role of brand image, perceived quality, and store atmosphere on consumer loyalty through purchase decisions at healthy food Grainsly Surabaya City?
3. What are the recommendations that can be applied by Grainsly Surabaya City to maintain customer loyalty in purchasing its healthy food and beverage products?

1.3 Research Objectives

Referring to the aforementioned problem formulation, the following research objectives were subsequently delineated:

1. Identify the characteristics of consumers of healthy food products of Grainsly Surabaya City.
2. Analyzing the relationship between brand image, perceived quality, and store atmosphere in building consumer loyalty through the purchase decision of Grainsly Surabaya City healthy food.
3. Analyze recommendations that can be applied by Grainsly Surabaya City to maintain customer loyalty in purchasing its healthy food and beverage products.

1.4 Research Benefits

Based on the above objectives, this research is expected to provide the following benefits:

1. For Researchers

The results of this study are expected to add insight and knowledge in the fields of brand image, perceived quality, and store atmosphere in Grainsly healthy food products and can be used as a reference for future research related to the

influence of brand image, perceived quality, and store atmosphere on other food or beverage products. Furthermore, this study may advance the scholarly literature concerning the interplay among brand image, perceived quality, and store atmosphere.

2. Divide Agencies

This research is expected to be able to be a source of reference that adds insight and knowledge, especially for student writing. The findings of this research can be recommended in the university environment and used as a reference in the preparation of similar scientific papers. This research is also expected to motivate students to be more active in conducting research and producing valuable academic writing, so as to support the improvement of the quality of education in higher education.

3. For Industry or Company

The outcomes of this investigation are anticipated to furnish practical contributions to the industry, particularly for Grainsly and other enterprises operating within the healthy food sector. The research findings may serve as a foundational reference in devising more efficacious marketing stratagems through a comprehensive understanding of the determinants that predominantly shape consumer purchasing decisions. Insights concerning the implications of brand image, perceived quality, and store ambience are expected to assist corporations in reinforcing brand positioning, augmenting consumer confidence toward products, and cultivating an engaging as well as comfortable purchasing environment. Consequently, business entities may optimize their organizational resources to

foster customer loyalty and fortify competitive advantage amidst the progressively intensified expansion of the healthy food industry.