

ABSTRACT

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ANTECEDENTS OF PURCHASE INTENTION AT STARBUCKS BALIKPAPAN THE CONTEXT OF COVID-19 PANDEMIC

(88 pages; 6 figure; 25 table; 1 appendices)

The problem of this research is that there is a change in consumer patterns in consuming food & beverage. This study aims to deepen understanding of the impact of the factors from COVID-19 on purchase intention at Starbucks Balikpapan in Indonesia. This study uses quantitative research by using google form as a medium for data collection. Respondents taken in this study were 150 respondents, the number of respondents taken were Starbucks buyers in the city of Balikpapan. The analysis was carried out using SEM-pls, by analyzing validity, reliability, R-square, T-statistics, and P-value. The results of this study show three significant variables and two insignificant variables, where the variables of healthiness, quarantine, and environmental responsibility have a significant correlation to purchase intention, while hygiene and ease of app use show an insignificant correlation to purchase intention. The researcher recommends for further researchers to be able to add other variables, especially intervening variables, and conduct sampling with a wider scope.

Keywords: *Food Safety; Quarantine; Ease of App Use; Environmental Responsibility; Purchase Intention*

References: 102 (2000-2021)