

ABSTRAK

Wirahadi Saputra, 01619210004, Analisis Faktor Yang Mempengaruhi Perilaku Konsumen Terhadap Produk *Plant-Based Foods* Melalui Pendekatan *Theory of Planned Behaviour* dan *Green Marketing*, Thesis, Fakultas Ekonomi dan Bisnis Universitas Pelita Harapan, 2022. X + 95 halaman, 1 lampiran.

Fenomena plant-based foods di Indonesia telah menjadi perhatian dalam beberapa tahun terakhir. Penelitian ini mengeksplorasi faktor-faktor yang mempengaruhi niat dan perilaku konsumen terhadap produk plant-based foods di Indonesia dengan melakukan studi empiris pada Green Rebel salah satu brand dan produsen plant-based foods di Indonesia. Model konseptual yang digunakan dalam penelitian berdasarkan model Theory of Planned Behaviour standar, selain hubungan sikap, norma subyektif dan kontrol perilaku yang dirasa dalam model Theory of Planned Behaviour penelitian ini kemudian dikembangkan dengan menambahkan variable green marketing sebagai variable baru. Niat perilaku diharapkan dapat memediasi hubungan tersebut dengan perilaku aktual. Pentingnya penelitian ini dikonfirmasi oleh fakta bahwa ini merupakan subjek penelitian baru, sebagian besar makalah serupa telah ditulis namun tentang produk organik. Penelitian ini dilakukan pada konsumen plant-based foods dari Green Rebel dengan jumlah subjek penelitian sebanyak 173 orang, yang terdiri dari 110 orang perempuan dan 63 orang laki-laki. Metode pengumpulan data yang dilakukan adalah menggunakan kuesioner online yang terdiri dari 34 pernyataan. Analisis data dilakukan dengan metode partial least square quation model (PLS-SEM) dan dianalisis menggunakan software Smart PLS 4.0. Hasil penelitian menunjukkan bahwa sikap mempengaruhi secara positif terhadap niat perilaku, begitupun dengan norma subyektif, kontrol perilaku yang dirasa dan green marketing. Hasil penelitian juga menunjukkan bahwa niat memediasi hubungan antara sikap, norma subyektif, kontrol perilaku dan green marketing dengan perilaku aktual. Green marketing secara langsung memiliki pengaruh terhadap perilaku tanpa perlu di mediasi oleh niat.

Kata kunci : *plant-based, theory of planned behaviour*, sikap, norma subyektif, kontrol perilaku yang dirasa, niat, perilaku, daging nabati, daging alternatif

ABSTRACT

Wirahadi Saputra, 01619210004, Analysis of Factors Influencing Consumer Behavior towards Plant-Based Foods Products Through the Theory of Planned Behavior and Green Marketing, Thesis, Faculty of Economics and Business, University of Pelita Harapan, 2022. X + 105 pages, 1 attachment.

Plant-based foods in Indonesia have become a concern in recent years. This study explores the factors that influence consumer intentions and behavior towards plant-based food products in Indonesia by conducting an empirical study on Green Rebel, one of the brands and manufacturers of plant-based foods in Indonesia. The conceptual model used in this research is based on the standard Theory of Planned Behavior model, in addition to the relationship between attitudes, subjective norms, and perceived behavioral control in the Theory of Planned Behavior model, this study was then developed by adding the green marketing variable as a new variable. Behavioral intention is expected to mediate the relationship with actual behavior. The importance of this research is confirmed by the fact that it is a new research subject, most similar papers have been written on organic products. This research was conducted on consumers of plant-based foods from Green Rebel with a total of 173 research subjects, consisting of 110 women and 63 men. The data collection method used was an online questionnaire consisting of 34 statements. Data analysis was performed using the partial least square equation model (PLS-SEM) method and analyzed using Smart PLS 4.0 software. The results of the study show that attitudes positively influence behavioral intentions, as well as subjective norms, perceived behavioral control, and green marketing. The results also show that intention mediates the relationship between attitudes, subjective norms, behavior control, and green marketing with actual behavior. Green marketing directly has an influence on behavior without the need to be mediated by intention.

Keywords: *plant-based, theory of planned behavior, attitude, subjective norm, perceived behavioral control, intention, behavior, plant-based meat, alternative meat*

