

ABSTRAK

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ANALISIS PENGARUH *PRODUCT QUALITY*, *PRICE*, *PROMOTION*, *LIFESTYLE*, *E-WOM*, *HEALTH CONSCIOUSNESS*, DAN *SERVICE QUALITY* TERHADAP *PURCHASE DECISION* PRODUK *PROTEIN POWDER* I-CON NUTRITION DI JABODETABEK

(xvii + 144 halaman; 24 tabel; 10 gambar; 32 lampiran)

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi keputusan pembelian produk I-CON NUTRITION *Protein powder* di Jabodetabek. Faktor yang diteliti mencakup *product quality*, *price*, *promotion*, *lifestyle*, *electronic word of mouth* (E-WOM), *health consciousness*, dan *service quality*. Data dikumpulkan melalui kuesioner online kepada 228 responden dan dianalisis menggunakan teknik *Structural Equation Modeling* (SEM) dengan perangkat lunak SmartPLS 4.0.9.9. Hasil pengujian hipotesis menunjukkan bahwa *product quality*, *price*, *promotion*, *lifestyle*, E-WOM, dan *service quality* memiliki pengaruh positif dan signifikan terhadap *purchase decision*. Namun, *health consciousness* tidak menunjukkan pengaruh signifikan. Hasil ini menunjukkan bahwa keputusan pembelian konsumen lebih banyak dipengaruhi oleh kualitas produk, harga, promosi, dan pengalaman layanan, sementara kesadaran kesehatan memiliki peran yang kurang dominan. Penelitian ini memberikan implikasi manajerial bagi I-CON NUTRITION untuk meningkatkan kualitas produk, memperkuat strategi promosi, dan meningkatkan kualitas layanan pelanggan guna mendukung keputusan pembelian. Perusahaan juga disarankan untuk lebih memanfaatkan E-WOM dalam pemasaran digital dan memahami preferensi konsumen terkait gaya hidup sehat. Temuan ini diharapkan dapat memberikan wawasan praktis bagi pengembangan strategi pemasaran yang lebih efektif di pasar *protein powder* Jabodetabek.

Kata kunci: *Purchase Decision*, *Product Quality*, *Price*, *Promotion*, E-WOM, *Lifestyle*, *Health Consciousness*, *Service Quality*, I-CON NUTRITION, SmartPLS.

Referensi: 80 (2014-2024)

ABSTRACT

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ANALYSIS OF THE EFFECT OF PRODUCT QUALITY, PRICE, PROMOTION, LIFESTYLE, E-WOM, HEALTH CONSCIOUSNESS, AND SERVICE QUALITY ON THE PURCHASE DECISION OF I-CON NUTRITION PROTEIN POWDER PRODUCTS IN JABODETABEK

(xvii + 144 pages; 24 tables; 10 figures; 32 appendices)

This study aims to analyze the factors influencing purchase decisions for I-CON NUTRITION Protein powder products in Jabodetabek. The factors examined include product quality, price, promotion, lifestyle, electronic word of mouth (E-WOM), health consciousness, and service quality. Data were collected through an online questionnaire distributed to 228 respondents and analyzed using the Structural Equation Modeling (SEM) technique with the SmartPLS 4.0.9.9 software. The hypothesis testing results indicate that product quality, price, promotion, lifestyle, E-WOM, and service quality have a positive and significant influence on purchase decisions. However, health consciousness does not show a significant effect. These findings suggest that consumer purchase decisions are predominantly influenced by product quality, price, promotion, and service experience, while health consciousness plays a less dominant role. This study provides managerial implications for I-CON NUTRITION to improve product quality, strengthen promotional strategies, and enhance customer service quality to support purchase decisions. The company is also advised to leverage E-WOM in digital marketing and better understand consumer preferences related to a healthy lifestyle. These findings are expected to offer practical insights for developing more effective marketing strategies in the Jabodetabek protein powder market.

Keywords: Purchase Decision, Product Quality, Price, Promotion, E-WOM, Lifestyle, Health Consciousness, Service Quality, I-CON NUTRITION, SmartPLS.

References: 80 (2014-2024)