

ABSTRAK

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FAKTOR-FAKTOR YANG MEMPENGARUHI *PURCHASE INTENTION* PRODUK ENERGEN DI INDONESIA

(xiv + 82 halaman; 7 gambar; 22 tabel; 7 lampiran)

Industri makanan dan minuman di Indonesia terus berkembang, termasuk segmen makanan sehat yang menunjukkan tren meningkat. Salah satu produk yang cukup dikenal di segmen ini adalah Energen. Namun, meskipun Energen dikenal dengan branding yang kuat, tingkat pembelian konsumen terhadap produk ini mengalami penurunan. Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi niat beli (*purchase intention*) produk Energen di Indonesia dengan menggunakan model yang mencakup *Health Awareness*, *Perceived Nutritional Content*, *Perceived Value*, *Attitude Towards Influencer*, dan *Attitude Towards Healthy Food*. Metode penelitian kuantitatif digunakan dengan teknik analisis *Partial Least Square-Structural Equational Modeling* (PLS-SEM) untuk memproses data dari 219 sampel responden yang dikumpulkan melalui kuesioner daring. Hasil penelitian menunjukkan bahwa *Perceived Nutritional Content*, *Perceived Value*, dan *Attitude Towards Influencer* memiliki pengaruh signifikan terhadap *Purchase Intention* konsumen, tetapi *Health Awareness* dan *Attitude Towards Healthy Food* tidak memiliki pengaruh signifikan langsung terhadap *Purchase Intention*. Penelitian ini memberikan kontribusi pada literatur akademis terkait perilaku konsumen di segmen makanan sehat serta implikasi praktis bagi strategi pemasaran Energen.

Kata Kunci : *influencer*, intensi membeli, kandungan gizi, kesadaran kesehatan, makanan sehat, nilai yang dirasakan.

Referensi : 60 (1972 – 2024)

ABSTRACT

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FACTORS INFLUENCING PURCHASE INTENTION OF ENERGEN PRODUCTS IN INDONESIA

(xiv + 82 pages; 7 figures; 22 tables; 7 appendices)

The food and beverage industry in Indonesia continues to grow, with the healthy food segment showing an upward trend. One of the well-known products in this segment is Energen. However, despite its strong branding, consumer purchase rates for Energen have declined. This study aims to identify the factors influencing the purchase intention of Energen products in Indonesia using a model that includes Health Awareness, Perceived Nutritional Content, Perceived Value, Attitude Towards Influencer, and Attitude Towards Healthy Food. A quantitative research method was employed with Partial Least Square-Structural Equational Modeling (PLS-SEM) analysis to process data from 219 respondents collected through online questionnaires. The results indicate that Perceived Nutritional Content, Perceived Value, and Attitude Towards Influencer significantly affect consumer purchase intention, however Health Awareness and Attitude Towards Healthy Food do not have a significant impact on purchase intention. This study contributes to the academic literature on consumer behavior in the healthy food segment and provides practical implications for Energen's marketing strategies.

Keywords: health awareness, healthy food, influencer, nutritional content, perceived value, purchase intention..

References: 60 (1972 – 2024)