

## INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *social influence & control*, *person characteristics* terhadap *attitude* dan *intention* pada penggunaan suplemen makanan (suplemen penambah stamina tubuh) di Surabaya. Dimana pada *social influence & control* akan dibahas mengenai *normative influence*, *informational influence* dan *perceived behavioural influence*, sedangkan pada *person characteristics* akan dibahas mengenai *health consciousness*, *health motivation*, *health knowledge* dan *health value*.

Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel berupa responden yang mengonsumsi suplemen penambah stamina tubuh. Responden dalam penelitian ini berjumlah 230 orang. Analisis dalam penelitian ini dengan menggunakan model SEM (*Structural Equation Modeling*) dan diolah menggunakan *software* SPSS versi 18.0 *for Windows* serta Amos versi 16.0 *for Windows* untuk pengujian Model *Measurement* dan *Structural*.

Hasil penelitian ini menunjukkan bahwa pada *person characteristics*, ditemukan *health value* memiliki pengaruh positif dan signifikan paling besar terhadap *attitude*. Pada *social influence & control* ditemukan *perceived behavioural control* memiliki pengaruh positif dan signifikan terhadap *attitude* maupun terhadap *intention*.

Kata kunci: *Social influence & control*, *person characteristics* dan *intention*

## **ABSTRACT**

*This study aimed to test social influence & control, person characteristics toward attitude and intention on used dietary supplements (supplements for increase energy) in Surabaya. Where in social influence & control will explained about normative influence, informational influence and perceived behavioural control, while in person characteristic will explained about health consciousness, health motivation, health knowledge and health value.*

*This type of research is causal research with quantitative approach. This study used purposive sampling approach, which the sample consists of respondents who have experience of using mobile services. Respondents in this study amounted to 230 people. The analysis in this study used a model of SEM (Structural Equation Modeling) and processed using SPSS software version 18.0 for Windows and Amos version 16.0 for Windows for testing Measurement and Structural Model.*

*The result indicates that in person characteristics, found that health value has a positive and the most significant impact to attitude. In social influence & control found that perceived behavioural control has positive and the most significant impact to attitude as well as to intention.*

*Keywords: Social influence & control, person characteristics and intention*