

FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN PRODUK MAKANAN BAYI ORGANIK MILNA DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Produk Makanan Bayi Organik Milna di Surabaya. Penelitian ini menggunakan sumber data primer dengan menyebarkan kuesioner secara *online*. Terdapat 319 hasil kuesioner yang dikumpulkan dari pelanggan Milna di Surabaya kemudian data dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan pengolahan data menggunakan software *Analysis Moment of Structural* (AMOS) Hasil penelitian ini menunjukkan bahwa *attitude towards organic food* (OA), *attitude towards organic food labelling* (LA), dan *trust in organic food labelling* (LT), *health-conscious* (HC), *preference for natural food* (NP), *health risk* (HR) terbukti sebagai faktor yang signifikan mempengaruhi *purchase intention* (PI) produk makanan bayi organik Milna.

Kata Kunci: *attitude towards organic food, organic food labelling, trust in organic food labeling, purchase intention*

**FACTORS INFLUENCING THE DECISION TO PURCHASE MILNA
ORGANIC BABY FOOD PRODUCTS IN SURABAYA**

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ABSTRACT

This study intend to identify and analyze the factors influencing the decision to purchase milna organic baby food products in surabaya. This study uses primary data sources by distributing online questionnaires. There are 319 questionnaire results collected from Milna customers in Surabaya then the data is analyzed using Structural Equation Modeling (SEM) with data processing using Analysis Moment of Structural (AMOS) software. The results of this study show that attitude towards organic food (OA), attitude towards organic food labeling (LA), and trust in organic food labeling (LT), health-conscious (HC), preference for natural food (NP), health risk (HR) proved to be significant factors influencing purchase intention (PI) of Milna's organic baby food.

keywords: attitude towards organic food, organic food labelling, trust in organic food labeling, purchase intention