

FAKTOR-FAKTOR YANG MEMENGARUHI *PURCHASE INTENTION* PADA HEAVENLY BLUSH YOGURT DI SURABAYA

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *attitude*, *subjective norm*, *perceived price* terhadap *purchase intention* Heavenly Blush Yogurt di kota Surabaya. Tipe penelitian ini menggunakan *causal research* dengan pendekatan kuantitatif dan data kuesioner sebanyak 150 responden. Cara menganalisis penelitian ini menggunakan SEM (*Structural Equation Modeling*) dengan *software* SPSS 24 dan AMOS 22. Hasil dari penelitian menunjukkan bahwa *health consciouness* dan *subjective norms* memiliki pengaruh positif dan signifikan terhadap *attitude towards purchasing funtional foods*, kemudian *perceived price of functional food* memiliki pengaruh negatif dan signifikan terhadap *attitude towards purchasing functional foods*. *Attitude towards purchasing functional dan perceived price of functional food* memiliki pengaruh positif dan signifikan terhadap *purchase intention*. Namun, *subjective norms* tidak memiliki pengaruh terhadap *purchase intention*.

Kata Kunci: *Health Consciouness, Subjective Norms, Attitude, Perceived Price, Purchase Intention.*

**FACTORS AFFECTING THE PURCHASE
INTENTION ON HEAVENLY BLUSH YOGURT IN SURABAYA**

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ABSTRACT

The purpose of this study was to determine the effect of attitude, subjective norm, perceived price on the purchase intention of Heavenly Blush Yogurt in the city of Surabaya. This type of research uses causal research with a quantitative approach and a questionnaire data of 150 respondents. How to analyze this research using SEM (Structural Equation Modeling) with SPSS 24 and AMOS 22 software. The results of the study indicate that health consciousness and subjective norms have a positive and significant influence on attitudes towards purchasing functional foods, then perceived price of functional food has a negative influence. and significant towards attitude towards purchasing functional foods. Attitude towards purchasing functional and perceived price of functional food have a positive and significant influence on purchase intention. However, subjective norms have no effect on purchase intention.

Keywords: Health Consciousness, Subjective Norms, Attitude, Perceived Price, Purchase Intention.