

PENGARUH PERSEPSI *NUTRITIONAL CONTENT*, *SENSORY APPEAL*,
PRICE TERHADAP *ATTITUDE* DAN *PURCHASE INTENTION* PADA
FROZEN MEAT DI PULAU JAWA

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ABSTRAK

Abstrak – Tingkat konsumsi masyarakat terhadap komoditas daging masih tergolong rendah. Padahal daging sapi mengandung zat gizi yang proteinnya sangat tinggi dan juga asam amino yang sangat berguna untuk tubuh manusia. Salah satu produk olahan daging sapi yang terkenal adalah *frozen meat*. apalagi di masa pandemi seperti sekarang *frozen meat* merupakan salah satu alternatif untuk memasak di rumah. Penelitian ini bertujuan untuk mengetahui faktor-faktor apa saja yang mempengaruhi penduduk di pulau jawa dalam mengonsumsi *frozen meat*. Digunakan sebanyak 300 responden yang pernah membeli atau mengonsumsi *frozen meat*, berdomisili di Pulau Jawa, serta berusia 18 tahun. Data yang telah dikumpulkan dianalisis menggunakan teknik *Structural Equation Modeling* (SEM) menggunakan *software AMOS 24*. Hasil dari penelitian ini menunjukkan hasil bahwa *perceived nutritional content* dan *perceived sensory appeal* berpengaruh positif signifikan terhadap *attitude* sedangkan *perceived price* berpengaruh negatif signifikan terhadap *attitude*. Hasil penelitian juga menunjukkan bahwa *perceived sensory appeal*, dan *attitude* berpengaruh positif signifikan terhadap *purchase intention* sedangkan *perceived price* berpengaruh negatif signifikan terhadap *purchase intention*. *Perceived nutritional content* tidak berpengaruh positif dan signifikan terhadap *purchase intention*.

Kata Kunci: *perceived sensory appeal*, *perceived nutritional content*, *frozen meat*,
purchase intention.

*THE EFFECT OF NUTRITIONAL CONTENT, APPEAL SENSORY, PRICE ON
ATTITUDE AND PURCHASE INTENTION ON FROZEN MEAT IN JAVA
ISLAND*

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ABSTRACT

Abstract – The level of public consumption of meat commodities is still relatively low. Whereas beef contains nutrients that are very high in protein and amino acids which are very useful for the human body. One of the famous processed beef products is frozen meat. Especially during a pandemic like now frozen meat is an alternative to cooking at home. This study aims to determine what factors influence the population on the island of Java in consuming frozen meat. Used as many as 300 respondents who have bought or consumed frozen meat, are domiciled in Java, and are 18 years old. The data that has been collected was analyzed using the Structural Equation Modeling (SEM) technique using AMOS 24 software. The results of this study indicate that perceived nutritional content and perceived sensory appeal have a significant positive effect on attitude, while perceived price effect have a negative significant attitude. The results also show that perceived sensory appeal and attitude have a significant positive effect on purchase intention, while perceived price has a significant negative effect on purchase intention. Perceived nutritional content has no positive and significant effect on purchase intention.

Keywords: perceived sensory appeal, perceived nutritional content, frozen meat, purchase intention.