

**FAKTOR – FAKTOR YANG MEMENGARUHI NIAT BELI
KONSUMEN TERHADAP PRODUK MAKANAN SEHAT
DI INDONESIA**

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ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis faktor-faktor yang memengaruhi niat beli konsumen terhadap produk makanan sehat di Indonesia dengan menggunakan kerangka *Theory of Planned Behavior (TPB)*. Variabel yang diteliti meliputi *environmental concern, health consciousness, perceived behavioral control, subjective norms, quality perception, dan perceived trust, dengan attitude dan willingness to pay more*. Penelitian ini menggunakan metode kuantitatif dengan data primer yang diperoleh melalui penyebaran kuesioner kepada konsumen produk makanan sehat di Indonesia. Data dianalisis menggunakan pendekatan *Structural Equation Modeling (SEM)* untuk menguji hubungan antar variabel penelitian. Hasil penelitian diharapkan menunjukkan bahwa *attitude* dan *perceived behavioral control* berperan penting dalam membentuk *purchase intention* konsumen, serta bahwa *quality perception* dan *perceived trust* menjadi faktor kunci dalam meningkatkan sikap positif dan niat beli terhadap produk makanan sehat. Penelitian ini memberikan implikasi teoretis dalam pengembangan *Theory of Planned Behavior* serta implikasi praktis bagi pelaku industri makanan sehat dalam merancang strategi pemasaran yang efektif dan berorientasi pada kepercayaan serta persepsi kualitas konsumen.

Kata kunci: *Purchase Intention, Produk Makanan Sehat, Theory of Planned Behavior, Perceived Trust, Quality Perception, Attitude.*

**FACTORS INFLUENCING CONSUMER PURCHASE INTENTIONS
TOWARD HEALTHY FOOD PRODUCTS
IN INDONESIA**

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ABSTRACT

This study aims to examine and analyze the factors that influence consumers' purchase intentions toward healthy food products in Indonesia using the Theory of Planned Behavior (TPB) framework. The variables studied include environmental concern, health consciousness, perceived behavioral control, subjective norms, perceived quality, perceived trust, as well as attitudes and willingness to pay more. This study uses a quantitative method with primary data obtained through the distribution of questionnaires to consumers of healthy food products in Indonesia. The data are analyzed using the Structural Equation Modeling (SEM) approach to test the relationship between the research variables. The results of this study are expected to show that attitudes and perceived behavioral control play an important role in shaping consumer purchase intentions, and that quality perception and trust are key factors in increasing positive attitudes and purchase intentions towards healthy food products. This study provides theoretical implications for the development of the Theory of Planned Behavior as well as practical implications for healthy food industry players in designing effective marketing strategies that are oriented towards consumer trust and quality perception.

Keywords: Purchase Intention, Healthy Food Products, Theory of Planned Behavior, Perceived Trust, Quality Perception, Attitude.