

Analisis pengaruh health concern terhadap behavioral intention konsumen produk makanan kemasan = Analysis the effect of health concern on behavioral intention of packaged food products consumer

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Abstrak

Industri makanan dan minuman di Indonesia, terutama produk makanan kemasan, memiliki potensi pertumbuhan yang besar. Seiring dengan hal tersebut, konsumen Indonesia juga semakin mengadopsi gaya hidup sehat. Penelitian ini akan membahas pengaruh health concern terhadap behavioral intention konsumen produk makanan kemasan dengan melibatkan variabel emotion, perceived value, dan perceived quality. Penelitian ini dilaksanakan melalui survey dengan judgemental sampling. Data penelitian ini terdiri dari 242 responden berusia 18-44 tahun yang pernah mengonsumsi produk makanan kemasan minimal satu kali. Peneliti mengolah data dengan software smartPLS 3 yang selanjutnya data dianalisis dengan metode Partial Least Square.

Hasil penelitian menunjukkan bahwa health concern memiliki pengaruh positif emotion dan tidak memiliki pengaruh negatif terhadap perceived value, perceived quality, maupun behavioral intention. Selanjutnya, emotion tidak memiliki pengaruh negatif terhadap perceived value dan behavioral intention sedangkan perceived quality memiliki pengaruh positif terhadap perceived value dan behavioral intention. Demikian pula perceived value juga memiliki pengaruh positif terhadap behavioral intention.

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Food and beverage industries in Indonesia, especially packaged food products, has a great growth potential. Meanwhile, Indonesian consumers are also increasingly adopting a healthy lifestyle. This research will discuss about the effect of health concern on behavioral intention of packaged food products consumer with other variables, including emotion, perceived value, and perceived quality.

This research was conducted through survey with judgmental sampling. The data of this study consisted of 242 respondents aged 18-44 years old who had ever consumed packaged food products at least once.

Researcher proceed the data using smartPLS 3 software which then analyzed by Partial Least Square method.

The results show that health concern affect positively on emotions while it doesn't affect negatively on perceived value, perceived quality, or behavioral intention. Furthermore, emotions do not affect negatively on perceived value and behavioral intentions while perceived quality affects positively on perceived value and behavioral intention. Likewise, perceived value also affects positively on behavioral intention.