

RINGKASAN

Penelitian ini merupakan survei pada masyarakat di kabupaten Banyumas. Penelitian ini berjudul: “Pengaruh *Food Safety Concern*, *Electronic Word of Mouth*, dan *Brand Familiarity* terhadap *Purchase Intention* Produk Mie Instan Lemonilo dengan *Consumer Involvement* sebagai Variabel Mediasi”.

Populasi dalam penelitian ini adalah masyarakat Banyumas yang mengetahui produk mie instan Lemonilo. Sampel pada penelitian ini berjumlah 203 responden yang diambil menggunakan metode *purpose random sampling*.

Hasil penelitian yang dilakukan dengan menggunakan analisis *Structural Equation Modeling* (SEM) diolah dengan software AMOS menunjukkan bahwa: (1) *Food Safety Concern* tidak berpengaruh positif terhadap *Consumer Involvement*. (2) *Electronic Word of Mouth* berpengaruh positif terhadap *Consumer Involvement*. (3) *Brand Familiarity* berpengaruh positif terhadap *Consumer Involvement*. (4) *Food Safety Concern* tidak berpengaruh terhadap *Purchase Intention*. (5) *Electronic Word of Mouth* berpengaruh positif terhadap *Purchase Intention*. (6) *Brand Familiarity* berpengaruh positif terhadap *Purchase Intention*. (7) *Consumer Involvement* tidak berpengaruh positif terhadap *Purchase Intention*. (8) *Consumer Involvement* tidak memediasi pengaruh *Food Safety Concern* terhadap *Purchase Intention*. (9) *Consumer Involvement* tidak memediasi pengaruh *Electronic Word of Mouth* terhadap *Purchase Intention*. (10) *Consumer Involvement* tidak memediasi pengaruh *Brand Familiarity* terhadap *Purchase Intention*.

Kata kunci: *Food Safety Concern*, *Electronic Word of Mouth*, *Brand Familiarity*, *Consumer Involvement* dan *Purchase Intention*.

SUMMARY

This research is a survey of people in the Banyumas district. This study is entitled: "The Influence of Food Safety Concern, Electronic Word of Mouth, and Brand Familiarity on Purchase Intention of Lemonilo Instant Noodle Products with Consumer Involvement as a Mediation Variable".

The population in this study is the people of Banyumas who know Lemonilo instant noodle products. The sample in this study amounted to 203 respondents who were taken using the purposive random sampling method.

The results of research conducted using Structural Equation Modeling (SEM) analysis processed with AMOS software show that: (1) Food Safety Concern has no positive effect on Consumer Involvement. (2) Electronic Word of Mouth has a positive effect on Consumer Involvement. (3) Brand Familiarity has a positive effect on Consumer Involvement. (4) Food Safety Concern has no effect on Purchase Intention. (5) Electronic Word of Mouth has a positive effect on Purchase Intention. (6) Brand Familiarity has a positive effect on Purchase Intention. (7) Consumer Involvement has no positive effect on Purchase Intention. (8) Consumer Involvement does not mediate the effect of Food Safety Concern on Purchase Intention. (9) Consumer Involvement does not mediate the effect of Electronic Word of Mouth on Purchase Intention. (10) Consumer Involvement does not mediate the effect of Brand Familiarity on Purchase Intention.

Keywords: Food Safety Concern, Electronic Word of Mouth, Brand Familiarity, Consumer Involvement and Purchase Intention.