

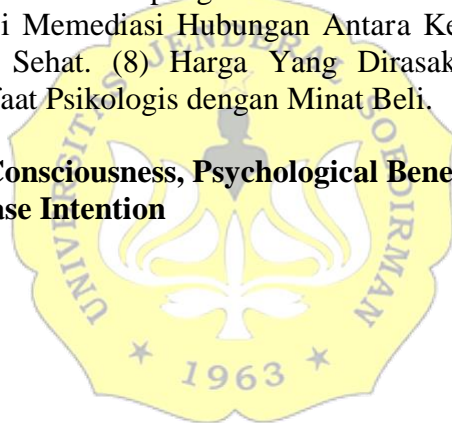
RINGKASAN

Penelitian ini merupakan survei pada masyarakat di Pulau Jawa. Penelitian ini mengambil judul: “Pengaruh Kesadaran Kesehatan Terhadap Minat Beli Makanan Sehat Dengan Harga Yang Dirasakan Sebagai Variabel Moderasi”.

Populasi dalam penelitian ini merupakan masyarakat di Pulau Jawa yang memiliki kesadaran akan kesehatan dan pernah membeli atau mengonsumsi makanan sehat (menerapkan pola makan sehat). Sampel pada penelitian ini sebanyak 224 responden yang diambil menggunakan metode purposive sampling.

Hasil penelitian yang dilakukan dengan menggunakan analisis Structural Equation Modeling (SEM) diolah dengan software AMOS menunjukkan bahwa: (1) Kesadaran Kesehatan Berpengaruh Positif terhadap Minat Beli Makanan Sehat. (2) Kesadaran Kesehatan Berpengaruh Positif terhadap Manfaat Psikologis. (3) Manfaat Psikologis Berpengaruh Positif terhadap Minat Beli Makanan Sehat. (4) Manfaat Psikologis Tidak Memediasi Hubungan Antara Kesadaran Kesehatan dan Minat Beli Makanan Sehat. (5) Kesadaran Kesehatan Berpengaruh Positif terhadap Nilai Nutrisi. (6) Nilai Nutrisi Berpengaruh Positif terhadap Minat Beli Makanan Sehat. (7) Nilai Nutrisi Memediasi Hubungan Antara Kesadaran Kesehatan dan Minat Beli Makanan Sehat. (8) Harga Yang Dirasakan Tidak Memoderasi Hubungan antara Manfaat Psikologis dengan Minat Beli.

Kata Kunci: Health Consciousness, Psychological Benefit, Nutrition Value, Healthy Food, Purchase Intention



SUMMARY

This research is a survey conducted among people in Java. This study is titled: "The Influence of Health Consciousness on the Purchase Intention of Healthy Food with Perceived Price as a Moderating Variable".

The population of this study consisted of individuals residing on the island of Java who exhibit health consciousness and have previously purchased or consumed healthy food (implementing a healthy eating plate). The sample in this study was 224 respondents who were taken using the purposive sampling method.

The research findings, analyzed using Structural Equation Modeling (SEM) through AMOS software, reveal the following: (1) Health Consciousness positively affects the Purchase Intention of Healthy Food. (2) Health Consciousness positively affects the Psychological Benefits of Healthy Food. (3) Psychological Benefits Positively Affect Purchase Intention of Healthy Food. (4) Psychological Benefits Negatively Mediate the Relationship Between Health Consciousness and Purchase Intention of Healthy Food. (5) Health Consciousness Positively Affects Nutritional Value. (6) Nutritional Value positively affects the Purchase Intention of Healthy Food. (7) Nutritional Value Mediates the Relationship Between Health Consciousness and the Purchase Intention of Healthy Food. (8) Perceived Price Negatively Moderates the Relationship between Psychological Benefits and Purchase Intention.

Keywords: *Health Consciousness, Psychological Benefit, Nutrition Value, Healthy Food, Purchase Intention*