

ABSTRAK

Penelitian ini merupakan studi empiris dengan judul “*Customer Trust* Sebagai Mediasi Pengaruh *Perceived Health Benefit* dan *Revealed Information* Terhadap Keputusan Pembelian (Studi Pada Pembelian Tepung Mocaf)”. Penelitian ini bertujuan untuk menganalisis pengaruh variabel *perceived health benefit* dan *revealed information* terhadap keputusan pembelian dengan *consumer trust* sebagai variabel mediasi. Populasi dalam penelitian ini adalah seluruh konsumen Tepung Mocaf di wilayah Indonesia. Jumlah sampel yang diambil sebanyak 161 responden dengan menggunakan metode *purposive sampling* yang digunakan dalam penentuan responden berdasarkan kriteria yang ditetapkan seperti (1) Konsumen yang berusia diatas 18 tahun, (2) Pernah membeli produk Tepung mocaf. Data yang terkumpul dianalisis dengan menggunakan analisis *Structural Equation Modelling/SEM* melalui *software* SmartPLS versi 4. Berdasarkan hasil analisis data menunjukkan bahwa: (1) *perceived health benefit* berpengaruh positif terhadap keputusan pembelian, (2) *revealed information* berpengaruh positif terhadap keputusan pembelian, (3) *perceived health benefit* berpengaruh positif terhadap *consumer trust*, (4) *revealed information* berpengaruh positif terhadap *consumer trust*, (5) *perceived health benefit* berpengaruh positif terhadap keputusan pembelian yang dimediasi oleh *consumer trust*, dan (6) *revealed information* berpengaruh positif terhadap keputusan pembelian yang dimediasi oleh *consumer trust*. Implikasi dari kesimpulan di atas yaitu sebagai bahan pertimbangan dan masukan bagi para pelaku usaha tepung mocaf dalam mengembangkan strategi pemasaran. Sebagai contoh produsen tepung mocaf diharapkan harus memperhatikan komposisi yang terkandung dalam pembuatan tepung mocaf sehingga nutrisi yang didapatkan oleh tubuh dapat terserat secara maksimal, menampilkan keamanan produk tepung mocaf, memperhatikan kualitas mulai dari bahan bahan dan juga produksi agar tepung mocaf tetap higienis dan aman dikonsumsi, memperhatikan semua aspek dalam pembuatan tepung mocaf. Selain itu, temuan penelitian ini diharapkan dapat bermanfaat bagi pihak-pihak yang berkepentingan. Diharapkan juga penelitian ini akan memperluas pemahaman dan pengetahuan mengenai *perceived health benefit* dan *revealed information* dapat mempengaruhi minat kepercayaan konsumen dan keputusan pembelian konsumen.

Kata kunci: *Perceived Health Benefit*, *Revealed Information*, *Consumer Trust*, Keputusan Pembelian

ABSTRACT

This research is an empirical study with the title "The Effect of Perceived Health Benefit and Revealed Information with Consumer Trust as a Mediating Variable (Study on Purchasing Mocaf Flour)". This research aims to analyze the influence of perceived health benefit and revealed information variables on purchasing decisions with consumer trust as a mediating variable. The population in this research is all consumers of Mocaf Flour in Indonesia. The number of samples taken was 161 respondents using the purposive sampling method which was used to determine respondents based on established criteria such as (1) Consumers aged over 18 years, (2) Have ever purchased mocaf flour products. The collected data was analyzed using Structural Equation Modeling/SEM analysis via SmartPLS version 4 software. Based on the results of data analysis, it shows that: (1) perceived health benefits have a positive effect on purchasing decisions, (2) revealed information has a positive effect on purchasing decisions, (3)) perceived health benefits have a positive effect on consumer trust, (4) revealed information has a positive effect on consumer trust, (5) perceived health benefits have a positive effect on purchasing decisions mediated by consumer trust, and (6) revealed information has a positive effect on purchasing decisions mediated by consumer trust. The implication of the conclusion above is as a consideration and input for mocaf flour business actors in developing marketing strategies. For example, mocaf flour producers are expected to pay attention to the composition contained in making mocaf flour so that the nutrients obtained by the body can be absorbed optimally, show the safety of mocaf flour products, pay attention to quality starting from the ingredients and also production so that mocaf flour remains hygienic and safe to consume. pay attention to all aspects of making mocaf flour. In addition, it is hoped that the findings of this research will be useful for interested parties. It is also hoped that this research will expand understanding and knowledge regarding perceived health benefits and revealed information which can influence consumer trust interests and consumer purchasing decisions.

Keywords: Perceived Health Benefit, Revealed Information, Consumer Trust, Purchase Decision