

RINGKASAN

Konsumsi buah segar di Indonesia masih rendah, yaitu rata-rata 145,57 gram per kapita per hari, jauh di bawah rekomendasi WHO sebesar 400 gram. Rendahnya konsumsi buah segar perlu mendapat perhatian serius karena berpotensi menimbulkan dampak negatif bagi kesehatan. Meskipun konsumsi buah segar di Purwokerto masih rendah, tingginya angka status gizi normal menunjukkan adanya kesadaran pola makan sehat di masyarakat melalui gaya hidup sehat. Tujuan penelitian ini adalah menganalisis pengaruh sikap, norma subjektif, dan persepsi kontrol perilaku terhadap niat pembelian buah segar, serta menguji peran kesadaran pola makan sehat sebagai variabel moderasi dan mengidentifikasi faktor utama yang memengaruhi niat.

Penelitian ini dilakukan di 16 lokasi, meliputi supermarket dan kios buah di Purwokerto, yang dipilih secara *purposive* berdasarkan variasi jenis penjual, aksesibilitas tinggi, serta keberlangsungan usaha minimal dua tahun. Sebanyak 168 responden ditentukan melalui teknik *purposive sampling* dengan kriteria berusia 18-65 tahun dan telah membeli buah segar minimal dua kali dalam tiga bulan terakhir, sementara pengambilan sampel di lapangan dilakukan secara *accidental sampling*. Analisis data dilakukan menggunakan metode *Structural Equation Modeling Partial Least Squares* (SEM-PLS) menggunakan software SmartPLS 4.0.

Hasil penelitian menunjukkan bahwa konstruk *Theory of Planned Behavior* (sikap, norma subjektif, dan persepsi kontrol perilaku) berpengaruh positif dan signifikan terhadap niat pembelian buah segar. Kesadaran pola makan sehat terbukti memoderasi secara positif hubungan antara sikap dan niat pembelian, namun tidak memoderasi hubungan norma subjektif maupun persepsi kontrol perilaku terhadap niat. Temuan ini menunjukkan bahwa pengaruh kesadaran pola makan sehat bersifat selektif hanya pada aspek evaluatif pribadi, bukan pada faktor sosial atau situasional. Norma subjektif muncul sebagai faktor paling dominan yang membentuk niat pembelian buah segar.

Kata kunci: Buah Segar, TPB, Kesadaran Pola Makan Sehat, SEM-PLS

SUMMARY

Fresh fruit consumption in Indonesia remains low, averaging 145.57 grams per capita per day, far below the WHO recommendation of 400 grams. This low consumption level warrants serious attention due to its potential negative impact on public health. Although fresh fruit consumption in Purwokerto is still below the recommended level, the high proportion of individuals with normal nutritional status indicates an increasing awareness of healthy eating habits through a healthy lifestyle. This study aims to analyze the influence of attitude, subjective norm, and perceived behavioral control on the intention to purchase fresh fruit, as well as to examine the moderating role of health-consciousness and identify the main factors influencing purchase intention.

The research was conducted at 16 locations, including supermarkets and fruit stalls in Purwokerto, purposively selected based on variations in vendor types, high accessibility, and at least two years of business continuity. A total of 168 respondents were determined through purposive sampling with criteria of being 18–65 years old and having purchased fresh fruit at least twice in the past three months, while field data collection employed accidental sampling. Data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with SmartPLS 4.0 software.

The findings reveal that the Theory of Planned Behavior constructs attitude, subjective norm, and perceived behavioral control positively and significantly influence the intention to purchase fresh fruit. Health-consciousness was found to positively moderate the relationship between attitude and purchase intention but did not moderate the relationship between subjective norm or perceived behavioral control and intention. These results suggest that the effect of health-consciousness is selective, operating mainly through personal evaluative aspects rather than social or situational factors. Subjective norm emerged as the most dominant factor shaping consumers' purchase intentions for fresh fruit.

Keywords: *fresh fruit, TPB, health-consciousness, SEM-PLS*