

ABSTRAKSI

Penelitian ini membahas bagaimana pengaruh kesadaran kesehatan, risiko yang dipersepsikan, pengetahuan konsumen, dan persepsi harga terhadap persepsi kualitas dan minat beli pada pengunjung Hero Supermarket Bintaro,

Penelitian ini juga untuk mengetahui pengaruh yang terjadi antara kesadaran kesehatan, risiko yang dipersepsikan, pengetahuan konsumen, dan persepsi harga terhadap persepsi kualitas dan minat beli pada pengunjung Hero Supermarket Bintaro.

Data diperoleh melalui survey di Hero Supermarket Bintaro dengan menyebarkan kuesioner kepada para pengunjung yang melakukan pembelian sayuran organik sebanyak 200 orang. Teknik pengambilan sampling menggunakan teknik sampel *maximum like hood estimate*. Sedangkan alat analisis menggunakan analisa permasaan struktural.

Hasil penelitian diperoleh bahwa kesadaran kesehatan berpengaruh positif terhadap persepsi kualitas dan minat beli sayuran organik, risiko yang dipersepsikan berpengaruh positif terhadap persepsi kualitas, dan persepsi kualitas berpengaruh terhadap minat beli, sedangkan pengetahuan konsumen dan persepsi harga tidak memiliki pengaruh terhadap persepsi kualitas dan minat beli pada pengunjung Hero Supermarket Bintaro.

Kata kunci : kesadaran kesehatan, risiko yang dipersepsikan, pengetahuan konsumen, persepsi harga, minat beli, sayuran organik, *green marketing*



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ABSTRACT

This study discusses how to influence health consciousness, perceived of risk, customer knowledge, perceived of price and the purchase intention at Hero Supermarket Bintaro.

This study also further to determine the effect that occurs between health consciousness, perceived of risk, customer knowledge, perceived of price and purchase intention in Hero Supermarket visitors Bintaro.

Data were obtained through a survey in Hero Supermarket Bintaro by distributing questionnaires to the visitors who made a purchase organic vegetables as many as 200 people. Mechanical sampling using sampling techniques like hood maximum estimate. While analysis tools using permasaan structural analysis.

The result showed that health consciousness positive effect on perceived quality and purchase intention organic vegetables, perceived of risk positive effect on perceived quality, and perceived quality influence purchase intention but for customer knowledge and the price does not have an influence on the perceived quality and purchase intention at Hero Supermarket Bintaro.

Keywords : health consciousness, perceived of risk, customer knowledge, perceived of price, purchase intention, organics vegetables, green marketing

