

ABSTRACT

This study aims to analyze the effect of attitude, subjective norm, perceived behavioral control and culture on consumer purchase intention of food supplements. The sampling method used was convenience sampling. 150 were randomly selected to be respondents in this study through the questionnaire. The method of analysis used in this study is Structural Equation Model (SEM) with software Linear Structural Relationship (LISREL) version 8.80. The results showed that attitude and subjective norms are having significant influence on consumer purchase intention, but perceived behavioral control and culture are not having significant influence on consumer purchase intention of food supplements.

Keywords: Attitude, Subjective Norm, Perceived Behavioral Control, Culture, Consumer Purchase Intention, Food Supplements



ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh sikap, norma subjektif, *perceived behavioral control*, dan budaya terhadap minat beli konsumen pada produk suplemen makanan. Metode sampling yang digunakan adalah *convenience sampling*. 150 orang dilibatkan sebagai responden dalam penelitian ini melalui pengisian kuesioner. Metode analisis yang digunakan dalam penelitian ini adalah *Structural Equation Model* (SEM) dengan *software Linear Structural Relationship* (LISREL) versi 8.80. Hasil penelitian menunjukkan bahwa sikap dan norma subjektif berpengaruh signifikan terhadap minat beli konsumen, tetapi *perceived behavioral control* dan budaya tidak memiliki pengaruh signifikan terhadap minat beli konsumen pada produk suplemen makanan.

Kata kunci: Sikap, Norma Subjektif, *Perceived Behavioral Control*, Budaya, Minat Beli Konsumen, Suplemen Makanan

