

## ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *product knowledge*, kesadaran makanan sehat dan harga terhadap sikap konsumen dalam membangun minat beli konsumen *healthy food* di Jakarta. Populasi dalam penelitian ini adalah konsumen *healthy food* di Jakarta, yang jumlah populasinya tidak diketahui. Metode pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 100 responden. Data primer dikumpulkan melalui penyebaran kuesioner, data sekunder dikumpulkan melalui studi pustaka. Metode analisis data yang digunakan adalah metode analisis deskriptif dan kuantitatif dengan teknik analisis regresi linier berganda, dengan pengujian menggunakan SPSS. Hasil pengujian hipotesis penelitian menunjukkan bahwa variabel *product knowledge* tidak berpengaruh dan tidak signifikan terhadap sikap konsumen dan minat beli, kesadaran makanan sehat berpengaruh positif dan signifikan terhadap sikap konsumen, harga berpengaruh positif dan signifikan terhadap sikap konsumen dan minat beli, sikap konsumen berpengaruh positif dan signifikan terhadap minat beli konsumen *healthy food* di Jakarta. Uji koefisien determinasi (*Adjusted R Square*) yang diperoleh terhadap sikap konsumen sebesar 41,8% sedangkan terhadap minat beli 3,5%.

Kata Kunci: *Product Knowledge*, Kesadaran Makanan Sehat, Harga, Sikap Konsumen, Minat Beli



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## ABSTRACT

*The purpose of this research is to know and analyze the influence of product knowledge, awareness of healthy food, and price on consumer attitudes in building buying interest in Jakarta. The population in this study are healthy food consumer in Jakarta, whose population is unknown. The sampling method used purposive sampling with the number of samples of 100 respondents. Primary data were collected through questionnaires, secondary data were collected through literature study. Data analysis method used descriptive and quantitative analysis method with multiple linear regression analysis technique, using SPSS. The results of hypothesis test showed that the product knowledge variable had no effect and no significant effect on consumer attitudes and buying interest, awareness of healthy food had positive and significant effect on consumer attitudes, price had positive and significant effect on consumer attitudes and buying interest, consumer attitudes have a positive and significant effect on consumer buying interest in healthy food in Jakarta. The coefficient of determination test (Adjusted R Square) obtained for consumer attitudes is 41.8%, while the buying interest is 3.5%.*

*Keywords: Product Knowledge, Healthy Food Awareness, Price, Consumer Attitude, Buying Interest.*

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