

ABSTRAK

Produk kemasan memiliki peranan penting dalam melindungi makanan, dan dalam perkembangannya terus mengalami perubahan. Produk kemasan ramah lingkungan Foopak menjadi pilihan bagi konsumen yang peduli lingkungan, namun sejak pandemi covid-19 konsumen lebih memilih produk kemasan kotainer plastik. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga dan kualitas produk terhadap minat beli konsumen melalui mediasi perubahan perilaku konsumen dalam pemilihan kemasan makanan yang ramah lingkungan. Penelitian ini menggunakan desain kausalitas dengan pendekatan kuantitatif. Penelitian ini mengambil subjek yaitu 195 pelaku UMKM Makanan di Jakarta yang ditentukan dengan sampling Incidental. Data dikumpulkan melalui penyebaran kuesioner yang kemudian dilakukan analisis data menggunakan *partial least square*. Hasil analisis memperlihatkan bahwa persepsi harga secara langsung berpengaruh terhadap sikap konsumen, persepsi kontrol perilaku dan minat beli konsumen. Kualitas produk secara langsung berpengaruh terhadap sikap konsumen, persepsi kontrol perilaku dan minat beli konsumen. Hasil penelitian juga memperlihatkan bahwa sikap konsumen dan persepsi control perilaku mampu menjadi intervening antara variabel persepsi harga dan kualitas produk terhadap minat beli konsumen pada produk kemasan ramah lingkungan Foopak.

Kata Kunci : Persepsi Harga, Kualitas Produk, Sikap, Persepsi Kontrol Perilaku, Minat Beli

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ABSTRACT

Packaging products have an important role in protecting food, and in its development it continues to change. Foopak's eco-friendly packaging products are an option for consumers who care about the environment, but since the COVID-19 pandemic, consumers have preferred plastic container packaging products. This study aims to analyze the effect of perceived price and product quality on consumer buying interest through mediating changes in consumer behavior in the selection of environmentally friendly food packaging. This study uses a causality design with a quantitative approach. This study took the subject of 195 Food SMEs in Jakarta which were determined by Incidental sampling. Data were collected through questionnaires which were then analyzed using partial least squares. The results of the analysis show that price perceptions directly affect consumer attitudes, perceptions of behavioral control and consumer buying interest. Product quality directly affects consumer attitudes, perceived behavioral control and consumer buying interest. The results also show that consumer attitudes and perceptions of behavioral control can be an intervening between price perception and product quality variables on consumer buying interest in Foopak environmentally friendly packaging products.

Keywords: *Perception of Price, Product Quality, Attitude, Perception of Behavioral Control, Purchase Interest*

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