

## ***ABSTRACT***

This study aims to analyze the buying behavior of young mothers toward KLM children's health supplements. The independent variables are: (1) Perceived Convenience; (2) Perceived Benefits; (3) Trust in The Products; (4) Trust in The Companies/Brands; and (5) Relative Price, while the dependent variable is Repurchased Intention with Usage Satisfaction as mediation. The target population in this study were young mothers who had used health supplement products for their children for about 2 months during the COVID-19 pandemic. The samples taken had 140 respondents. The analysis technique used is SEM-PLS, with the following research results: (1) Perceived Convenience has a positive and insignificant effect on Usage Satisfaction; (2) Perceived Benefit influences Usage Satisfaction in a positive and significant way; (3) Trust in The Product has a positive and significant effect on Usage Satisfaction; (4) Trust in The Companies/Brands has a negative and insignificant effect on Usage Satisfaction; (5) Relative Price has a positive and insignificant effect on Usage Satisfaction; (6) Usage Satisfaction has a positive and significant effect on Repurchase Intention; (7) Usage Satisfaction mediates the relationship between Trust in The Product and Repurchase Intention; (8) Usage Satisfaction does not mediate the relationship between Relative Price and Repurchase Intention.

**Keywords:** Young Mothers, Child Health Supplements, Perceived Convenience, Perceived Benefits, Trust in The Products, Trust in The Companies/Brands, Relative Price, Usage Satisfaction, Repurchase Intention.

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## ABSTRAK

Penelitian ini bertujuan untuk menganalisis perilaku pembelian ibu muda terhadap suplemen kesehatan anak KLM. Adapun variabel independennya adalah (1) *Perceived Convenience*; (2) *Perceived Benefits*; (3) *Trust in The Products*; (4) *Trust in The Companies/Brands*, dan (5) *Relative Price*, sementara variabel dependennya *Repurchase Intention* dengan *Usage Satisfaction* sebagai mediasi. Populasi sasaran dalam penelitian ini adalah para ibu muda yang telah menggunakan produk suplemen kesehatan KLM untuk anaknya selama kurang lebih 2 bulan selama rentang pandemi COVID-19 dengan sampel yang diambil sebanyak 140 responden. Teknik analisis yang digunakan adalah SEM-PLS dengan hasil penelitian sebagai berikut: (1) *Perceived Convenience* berpengaruh positif dan tidak signifikan terhadap *Usage Satisfaction*; (2) *Perceived Benefit* berpengaruh positif dan signifikan terhadap *Usage Satisfaction*; (3) *Trust in Product* berpengaruh positif dan signifikan terhadap *Usage Satisfaction*; (4) *Trust in Companies/Brands* berpengaruh negatif dan tidak signifikan terhadap *Usage Satisfaction*; (5) *Relative Price* berpengaruh positif dan tidak signifikan terhadap *Usage Satisfaction*; (6) *Usage Satisfaction* berpengaruh positif dan signifikan terhadap *Repurchase Intention*; (7) *Usage Satisfaction* memediasi hubungan antara *Trust in Product* dan *Repurchase Intention*; (8) *Usage Satisfaction* tidak memediasi hubungan antara *Relative Price* dan *Repurchase Intention*.

**Kata Kunci:** Ibu Muda, Suplemen Kesehatan Anak, *Perceived convenience*, *Perceived benefits*, *Trust in the products*, *Trust in the companies/brands*, *Relative price*, *Usage Satisfaction*, *Repurchase Intention*.

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