

ABSTRACT

The decline in consumer purchasing interest towards multivitamin products during the post-pandemic COVID-19 period is accompanied by a significant reduction in the market value of multivitamins, amounting to 52% in July 2022 compared to July 2021. This research aims to explore and examine the influence of perceived behavior control (PBC), health consciousness, trust, subjective norms on purchase intention, with attitude as the intervening variable. This study utilized a sample of 182 respondents and employed the Structural Equation Model-Partial Least Squares (SEM-PLS) data analysis approach. The results revealed that attitude has a direct influence on consumer purchase intention towards multivitamin products. Subjective norms were found to have the highest direct influence on the formation of attitudes towards multivitamin products. The findings of this research can provide insights to the pharmaceutical industry regarding the importance of re-establishing communication with consumers regarding the use of multivitamins in the post-pandemic period, through collaboration with healthcare professionals (HCPs) and key opinion leaders.

Keywords: Theory Plan Behavior (TPB), Purchase Intention, Multivitamins, Attitudes, Subjective Norms, Consumer Trust

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ABSTRAK

Penurunan minat beli masyarakat terhadap produk multivitamin pada masa pasca pandemic covid 19 disertai dengan penurunan market value multivitamin mencapai 52% pada bulan Juli 2022 vs Juli 2021. Penelitian ini bertujuan untuk mengetahui dan menganalisis bagaimana pengaruh perceive behaviour control (PBC), kesadaran kesehatan, kepercayaan, norma subjektif terhadap minat beli dengan intervening variabel sikap. Sampel penelitian ini sebanyak 182 responden, metode analisis data menggunakan Structural Equation Model-Partial Least Square (SEM-PLS). Didapatkan hasil bahwa sikap berpengaruh langsung terhadap minat beli konsumen pada produk multivitamin. Norma subjektif memiliki pengaruh langsung tertinggi terhadap pembentukan sikap terhadap produk multivitamin. Temuan penelitian ini dapat memberikan pandangan kepada industry farmasi bahwa pentingnya melakukan komunikasi kembali kepada konsumen penggunaan multivitamin pada masa pasca pandemic dengan berkolaborasi dengan professional kesehatan (HCP) serta key opinion leader.

Kata Kunci: Teori Plan Behaviour, Minat Beli, Multivitamin, Sikap, Norma Subjektif, Kepercayaan konsumen, Multivitamin

