

# Pengaruh Persepsi Nutritional Value, Sensory Appeal, Price, dan Health Consciousness Frozen Chicken Nugget Terhadap Consumer's Purchase Intention = The Influence of Perceived Nutritional Value, Sensory Appeal, Price, and Health Consciousness of Frozen Chicken Nugget on Consumer's Purchase Intention

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## Abstrak

Penelitian ini bertujuan untuk mengetahui apakah persepsi nutritional value, sensory appeal, price, dan health consciousness mempengaruhi attitude konsumen terhadap frozen chicken nugget dan purchase intention, dimana persepsi tersebut dimediasi oleh sikap konsumen terhadap frozen chicken nugget dan apakah hal tersebut mempengaruhi keputusan konsumen dalam membeli frozen chicken nugget di wilayah Jabodetabek. Penelitian ini menggunakan metode kuantitatif dengan menyebarkan kuesioner kepada 348 responden yang merupakan pembeli dan pengambil keputusan dalam melakukan pembelian frozen chicken nugget yang berusia lebih dari 18 tahun di wilayah Jabodetabek. Dalam pengolahan data penelitian ini menggunakan metode structural equation modelling (SEM). Hasil dari penelitian ini menunjukkan bahwa perceived nutritional content berpengaruh terhadap attitude toward frozen chicken nugget yang secara tidak langsung mempengaruhi purchase intention dan perceived sensory appeal berpengaruh secara langsung terhadap purchase intention konsumen terhadap frozen chicken nugget.

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This study aims to determine whether perceptions of nutritional value, sensory appeal, price, and health consciousness affect consumer attitudes towards frozen chicken nuggets and purchase intentions, where these perceptions are mediated by consumer attitudes toward frozen chicken nuggets and whether these affect consumer decisions to buy frozen chicken nuggets in Jabodetabek area. This study uses a quantitative method by distributing questionnaires to 348 respondents who are buyers and decision makers in purchasing frozen chicken nuggets aged over 18 years in Jabodetabek area. In processing the data of this study using the method of structural equation modeling (SEM). The results of this study indicate that perceived nutritional content affects attitudes toward frozen chicken nuggets which indirectly affect purchase intention and perceived sensory appeal directly affects consumer purchase intentions towards frozen chicken nuggets.