

Analisis Pengaruh Perceived Healthiness, Tastiness, dan Price terhadap Purchase Intention pada Marketing Placebo Effect Produk Berlabel Less-sugar di Indonesia = The Influence of Perceived Healthiness, Tastiness, and Price on Purchase Intention under the Marketing Placebo Effect of Less-sugar Labeled Products in Indonesia

Adila Rafahiya, author

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Abstrak

Perubahan gaya hidup masyarakat yang semakin mengarah pada pola konsumsi produk yang lebih sehat mendorong peningkatan minat terhadap produk berlabel rendah gula (less-sugar). Namun, persepsi konsumen terhadap kesehatan produk tidak selalu didukung oleh komposisi nutrisi yang sebenarnya, melainkan juga dipengaruhi oleh efek plasebo pemasaran. Penelitian ini bertujuan untuk menganalisis pengaruh perceived healthiness, perceived tastiness, dan perceived price terhadap purchase intention pada produk berlabel less-sugar di Indonesia dalam konteks marketing placebo effect. Metode penelitian yang digunakan adalah kuantitatif dengan sampel sebanyak 291 responden dan data dianalisis menggunakan Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa perceived healthiness dan perceived price memiliki pengaruh positif dan signifikan terhadap purchase intention, sedangkan perceived tastiness tidak berpengaruh signifikan. Temuan ini mengindikasikan bahwa persepsi kesehatan dan harga produk menjadi faktor utama yang mendorong minat beli konsumen, yang dapat dimanfaatkan oleh pemasar melalui strategi label dan komunikasi produk. Penelitian ini memberikan implikasi bagi produsen dan pemasar dalam mengoptimalkan strategi pemasaran produk less-sugar dengan memperhatikan efek placebo yang muncul dari persepsi konsumen.

.....Lifestyle changes that increasingly lean toward healthier consumption patterns have driven a growing interest in products labeled as less-sugar. However, consumers' perception of a product's healthiness is not always supported by the actual nutritional composition but is also influenced by the marketing placebo effect. This study aims to analyze the influence of perceived healthiness, perceived tastiness, and perceived price on purchase intention of less-sugar labeled products in Indonesia within the context of the marketing placebo effect. The research method used is quantitative, with a sample of 291 respondents, and the data were analyzed using Structural Equation Modeling (SEM). The results show that perceived healthiness and perceived price have a positive and significant effect on purchase intention, whereas perceived tastiness has no significant effect. These findings indicate that consumers' perceptions of product healthiness and price are the main factors driving purchase intention, which can be utilized by marketers through labeling strategies and product communication. This study provides implications for producers and marketers in optimizing marketing strategies for less-sugar products by considering the placebo effect arising from consumer perceptions.