

## **REASON FOR CONSUMERS TO BUY AND CONSUME HONEY AS HEALTH SUPPLEMENT**

### **ABSTRACT**

**Background:** During the Covid-19 pandemic, people believed honey as a supplement to increase endurance. Research on consumer perceptions regarding specific health benefits has never been done. The production and demand for honey in the market have not been balanced, giving rise to the potential for selling fake honey. The label is an important part of the packaging that helps provide information to consumers to get good quality honey products. It is necessary to know the public perception regarding the benefits of honey for specific health using one of the determinants of the theory of planned behavior as well as consumer knowledge related to labeling on honey products in buying and consuming honey behavior

**Objective:** To find out consumer behavior in buying and consuming honey as a health supplement

**Methods:** Quantitative research using a cross-sectional survey design. Online data collection is distributing questionnaire links through social media in October-November 2021 at various regions of Indonesia. A total of 426 research subjects were selected using the snowball sampling technique. The questionnaire has been tested for validity and reliability. Data analysis using STATA 14 software

**Results:** Consumers buy (71.83%) and consume (72,54%) honey because it is safe for consumption. Consumer knowledge about honey product labels is categorized as sufficient (48.13%) and less (44.12%). Perceptions of overall and specific health benefits (increasing immunity, diabetes, cancer, heart disease, cough and asthma, accelerating healing after illness, reducing diarrhea frequency, lowering blood pressure, lowering fat and cholesterol levels in the body) are significantly related to buying and consumption behavior. honey ( $p=0.0001$ ). Knowledge is significantly related to honey consumption behavior ( $p=0.03$ )

**Conclusion:** The behavior of buying and consuming honey in Indonesia is related to consumer perceptions regarding the overall and specific health benefits, namely increasing immunity and accelerating healing after illness. There is a need for a review of honey labels circulating in the market as well as increasing consumer knowledge about honey product labels

**Keywords:** Honey consumer; online survey; health perception; theory of planned behavior; product label knowledge.

## **ALASAN KONSUMEN DALAM MEMBELI DAN MENGONSUMSI MADU SEBAGAI SUPLEMEN KESEHATAN**

### **INTISARI**

**Latar Belakang:** Saat kondisi pandemi Covid-19, masyarakat mempercayai madu sebagai suplemen untuk meningkatkan daya tahan tubuh. Penelitian persepsi konsumen terkait manfaat kesehatan secara spesifik belum pernah dilakukan. Produksi dan permintaan madu di pasaran belum seimbang sehingga memunculkan potensi penjualan madu palsu. Label merupakan bagian penting dalam kemasan yang membantu memberikan informasi pada konsumen untuk mendapatkan produk madu dengan kualitas baik. Perlu diketahui persepsi masyarakat terkait manfaat madu bagi kesehatan spesifik menggunakan salah satu determinan *theory of planned behavior* serta pengetahuan konsumen terkait label pada produk madu dalam perilaku membeli dan mengonsumsi madu

**Tujuan:** Mengetahui perilaku konsumen dalam membeli dan mengonsumsi madu sebagai suplemen kesehatan

**Metode:** Penelitian kuantitatif menggunakan rancangan survei *cross-sectional*. Pengambilan data secara online yaitu menyebarkan *link* kuesioner melalui media sosial pada bulan Oktober-November 2021 di berbagai daerah Indonesia. Total subjek penelitian 426 orang terpilih menggunakan teknik *snowball sampling*. Kuesioner telah diuji validitas dan reliabilitasnya. Analisis data menggunakan software STATA 14

**Hasil:** Konsumen membeli (71,83%) dan mengonsumsi (72,54%) madu karena aman dikonsumsi. Pengetahuan konsumen tentang label produk madu termasuk kategori cukup (48,13%) dan kurang (44,12%). Persepsi manfaat kesehatan keseluruhan dan spesifik (meningkatkan daya tahan tubuh, diabetes, kanker, jantung, batuk dan asma, mempercepat penyembuhan setelah sakit, mengurangi frekuensi diare, menurunkan tekanan darah, menurunkan kadar lemak dan kolesterol dalam tubuh) berhubungan signifikan dengan perilaku membeli dan mengonsumsi madu ( $p=0,0001$ ). Pengetahuan berhubungan signifikan dengan perilaku mengonsumsi madu ( $p=0,03$ )

**Kesimpulan:** Perilaku membeli dan mengonsumsi madu di Indonesia berhubungan dengan persepsi konsumen terkait manfaat kesehatan keseluruhan dan spesifik yaitu meningkatkan daya tahan tubuh dan mempercepat penyembuhan setelah sakit. Perlu adanya pengkajian ulang terkait label madu yang beredar di pasaran serta peningkatan pengetahuan konsumen tentang label produk madu

**Kata Kunci:** Konsumen madu; survei online; persepsi kesehatan; *theory of planned behavior*; pengetahuan label produk.