

**ANALISIS FAKTOR-FAKTOR YANG BERPENGARUH PADA MINAT
BELI BERAS PORANG DENGAN PENDEKATAN *EXTENDED THEORY*
*OF PLANNED BEHAVIOR (E-TPB)***

INTISARI

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Beras porang merupakan beras tiruan yang terbuat dari umbi porang sebagai pengganti beras padi yang baik karena kandungan glukomanan dengan berbagai manfaat kesehatan. Beras porang juga menjadi salah satu produk yang sedang dikembangkan oleh pemerintah Indonesia menjadi produk unggulan melalui Kementerian Pertanian. Namun, pemasaran beras porang di Indonesia masih terbatas dan penelitian terkait pemasaran dan perilaku konsumennya di Indonesia juga masih terbatas. Sehingga, dilakukan penelitian ini dengan tujuan untuk mengetahui karakteristik responden terhadap minat beli beras porang, faktor yang mempengaruhi minat beli beras porang, dan rekomendasi strategi pemasaran berdasarkan hasil penelitian.

Analisis pada penelitian ini menggunakan uji *chi-square* untuk menganalisis hubungan karakteristik responden dengan minat beli dan analisis *Partial Least Square-Structural Equation Modelling* (SEM-PLS) untuk menganalisis faktor E-TPB yang mempengaruhi minat beli. Metode pengambilan sampel menggunakan *non probability sampling* dengan teknik *purposive sampling*. Penelitian ini memperoleh 112 responden yang berisi 66 orang pernah mengonsumsi dan 46 orang belum pernah mengonsumsi beras porang.

Hasil penelitian menunjukkan bahwa pengetahuan dan status responden sedang diet kalori merupakan karakteristik utama responden mempengaruhi minat beli beras porang. Variabel yang mempengaruhi minat beli beras porang secara langsung adalah norma subjektif dan persepsi kontrol perilaku. Variabel ketersediaan produk mempengaruhi secara tidak langsung terhadap minat beli beras porang melalui variabel persepsi kontrol perilaku. Variabel persepsi kontrol perilaku yang paling mempengaruhi minat beli beras porang dengan nilai *t-statistic* $5,227 > 1,96$. Rekomendasi masukan strategi pemasaran yang dapat dilakukan pelaku usaha yaitu memberikan label atau keterangan rendah kalori dan tinggi serat pada kemasan dan media promosi mereka, memperluas jaringan mitra dengan toko ritail yang sering dikunjungi masyarakat seperti minimarket atau supermarket nasional dan lokal, serta memaksimalkan penjualan menggunakan *e-commerce*.

Kata kunci: beras porang, minat beli, pemasaran, *theory of planned behavior*

***ANALYSIS OF FACTORS THAT INFLUENCE INTEREST IN BUYING
PORANG RICE USING THE EXTENDED THEORY OF PLANNED
BEHAVIOR (E-TPB) APPROACH***

ABSTRACT

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Porang rice is artificial rice made from porang tubers as a good substitute for rice because it contains glucomannan with various health benefits. Porang rice is also one of the products being developed by the Indonesian government to become a superior product through the Ministry of Agriculture. However, marketing of porang rice in Indonesia is still limited and research related to marketing and consumer behavior in Indonesia is also still limited. So, this research was carried out with the aim of finding out the characteristics of respondents regarding their interest in buying porang rice, factors that influence their interest in buying porang rice, and recommendations for marketing strategies based on the research results.

The analysis in this study uses the chi-square test to analyze the relationship between respondent characteristics and buying interest and Partial Least Square-Structural Equation Modeling (SEM-PLS) analysis to analyze the E-TPB factors that influence buying interest. The sampling method uses non-probability sampling with purposive sampling technique. This research obtained 112 respondents, of which 66 people had ever consumed and 46 people had never consumed porang rice.

The research results show that the knowledge and status of respondents who are on a calorie diet are the main characteristics of respondents influencing their interest in buying porang rice. Variables that directly influence interest in buying porang rice are subjective norms and perceived behavioral control. The product availability variable indirectly influences the interest in buying porang rice through the perception and behavior control variable. The perception and behavior control variable most influences the interest in buying porang rice with a t-statistic value of $5.227 > 1.96$. Recommendations for marketing strategy input that business actors can implement include providing labels or information about low calories and high fiber on their packaging and promotional media, expanding their partner network with retail stores that are frequently visited by the public, such as national and local minimarkets or supermarkets, and maximizing sales using e-commerce.

Keyword: porang rice, interest buying, marketing, theory of planned behavior