

## INTISARI

Penelitian ini bertujuan untuk menganalisis niat pembelian masyarakat terhadap produk makanan hasil teknologi *freeze drying* dengan mengukur pengaruh enam variabel independent, yaitu: motivasi kompetensi, otonomi, keterhubungan (berdasarkan *self-determination theory*), serta persepsi nilai kesehatan, emosional, dan kenyamanan (berdasarkan teori persepsi nilai). Selain itu, penelitian ini juga menguji peran sikap konsumen dalam memengaruhi niat pembelian, yang diadaptasi dari *theory of planned behavior*. Penelitian ini menggunakan desain eksplanatori dengan metode pengambilan sampel *purposive sampling*. Penentuan ukuran sampel mengikuti aturan *10-times rule*, dan data dianalisis menggunakan teknik *partial least squares-structural equation modeling (PLS-SEM)*. Hasil penelitian menunjukkan bahwa dari 13 hipotesis yang diuji, 7 hipotesis diterima dan 6 hipotesis ditolak. Temuan penelitian ini memberikan wawasan penting terkait faktor-faktor yang memengaruhi niat pembelian produk makanan hasil teknologi *freeze drying*. Hasil penelitian ini diharapkan dapat menjadi acuan bagi pengusaha dan pelaku industri untuk mengembangkan strategi pemasaran yang lebih efektif, sekaligus mendukung pengembangan model bisnis berbasis teknologi *freeze drying* yang kompetitif di pasar global.

**Kata Kunci:** Teknologi *Freeze Drying*, Persepsi Nilai, *Self-Determination Theory*, *Theory of Planned Behavior*

### ***ABSTRACT***

*This study aims to analyze consumers' purchase intentions toward food products produced using freeze-drying technology by examining the influence of six independent variables: competence motivation, autonomy motivation, relatedness motivation (based on self-determination theory), and perceptions of health value, emotional value, and convenience value (based on value perception theory). Additionally, the study investigates the role of consumer attitudes in influencing purchase intentions, adapted from the theory of planned behavior. The research employs an explanatory design with purposive sampling as the method for selecting respondents. Sample size determination follows the 10-times rule, and the data is analyzed using partial least squares-structural equation modeling (PLS-SEM). The findings reveal that out of 13 hypotheses tested, 7 were accepted, while 6 were rejected. These results provide valuable insights into the factors affecting purchase intentions for freeze-dried food products. The study's outcomes are expected to serve as a reference for entrepreneurs and industry players in developing more effective marketing strategies while supporting the advancement of competitive freeze-drying technology-based business models in the global market.*

**Keywords:** *Freeze-Drying Technology, Value Perception, Self-Determination Theory, Theory of Planned Behavior*