

NIAT BELI PRODUK COOKIES BERBAHAN BAKU TEPUNG TALAS

INTISARI

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Pengembangan produk pangan lokal berbasis tepung talas dan tepung kacang hijau menjadi alternatif potensial dalam menciptakan cookies bebas gluten yang lebih sehat dan ramah bagi penderita intoleransi gluten. Penelitian ini bertujuan untuk menganalisis tingkat kesukaan cookies bebas gluten berbahan baku tepung talas berdasarkan hasil uji sensoris terhadap atribut warna, aroma, rasa, tekstur, dan kesukaan secara keseluruhan, serta menganalisis pengaruh *sensory appeal*, *price*, dan kepedulian lokal terhadap *hedonic attitude* dan *utilitarian attitude*, serta pengaruh kedua sikap tersebut terhadap niat beli cookies tepung talas dengan pendekatan model *Stimulus Organism Response* (SOR) dalam perilaku konsumen. Stimulus dalam penelitian ini meliputi daya tarik sensorik (*sensory appeal*), harga (*price*), dan kepedulian terhadap ekonomi lokal. Variabel mediasi yang digunakan adalah sikap hedonis (*hedonic attitude*) dan sikap utilitarian (*utilitarian attitude*), sedangkan variabel utamanya adalah niat beli. Metode penelitian ini menggunakan pendekatan kuantitatif melalui pengumpulan data primer berupa uji sensoris dan kuesioner niat beli yang dianalisis dengan teknik *Structural Equation Modeling - Partial Least Squares* (SEM-PLS). Hasil penelitian menunjukkan bahwa harga, dan kepedulian lokal berpengaruh secara signifikan terhadap pembentukan sikap hedonis dan utilitarian, yang kemudian memengaruhi niat beli produk cookies berbahan tepung talas. *Sensory appeal* terbukti tetap mempengaruhi niat beli produk. *Hedonic attitude* dan *utilitarian attitude* terbukti memediasi hubungan antara beberapa variabel stimulus dan niat beli produk. Temuan ini memberikan kontribusi bagi pengembangan strategi pemasaran produk pangan lokal dan menjadi referensi bagi pelaku industri makanan dalam mengembangkan produk inovatif berbasis bahan lokal dengan daya saing yang tinggi di pasar.

Kata kunci: cookies bebas gluten, niat beli, sikap hedonis, utilitarian, SEM-PLS

PURCHASE INTENTION OF COOKIES MADE FROM TARO FLOUR

ABSTRACT

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The development of local food products based on taro flour and mung bean flour presents a promising alternative for creating healthier, gluten-free cookies that are suitable for individuals with gluten intolerance. This study aims to analyze consumer preferences for gluten-free cookies made from taro flour through sensory evaluation of attributes such as color, aroma, taste, texture, and overall liking. Furthermore, it examines the influence of sensory appeal, price, and local concern on hedonic and utilitarian attitudes, as well as how these attitudes affect purchase intention, using the Stimulus-Organism-Response (SOR) model in consumer behavior. The stimuli in this research includes sensory appeal, price, and concern for the local economy. Hedonic and utilitarian attitudes are employed as mediating variables, while the main dependent variable is purchase intention. A quantitative research approach was used, with primary data collected through sensory tests and a purchase intention questionnaire. The data were analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS). The results show that price and local concern significantly influence both hedonic and utilitarian attitudes, which in turn affect purchase intention toward cookies made with local ingredients. Sensory appeal also has a direct effect on purchase intention. Moreover, both hedonic and utilitarian attitudes are proven to mediate the relationship between stimulus variables and purchase intention. These findings offer valuable insights for developing marketing strategies for local food products and serve as a reference for food industry stakeholders in creating innovative, competitive products based on local ingredients

Keywords: gluten-free cookies, purchase intention, hedonic attitude, utilitarian attitude, SEM-PLS