

INTISARI

Meningkatnya kesadaran masyarakat terhadap gaya hidup sehat, terutama di kalangan generasi milenial dan Z, mendorong perubahan perilaku konsumsi mereka terhadap produk pangan. Namun, di tengah tren tersebut, banyak produk susu yang mengandung gula dan bahan tambahan lainnya. Greenfields hadir dengan klaim “100% susu murni” serta citra merek sebagai susu berkualitas tinggi. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang memengaruhi niat pembelian ulang konsumen pada produk susu Greenfields dengan menggunakan *theory of planned behavior* (TPB) dan bauran pemasaran 4P. Variabel yang diuji meliputi kualitas produk, kesesuaian harga, aksesibilitas tempat, aktivitas promosi, sikap terhadap pembelian ulang, norma subjektif, persepsi kontrol perilaku, dan niat pembelian ulang.

Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan metode survei pada sebanyak 231 responden yang berdomisili di Pulau Jawa, berusia 18-44 tahun, serta pernah membeli susu Greenfields dalam tiga bulan terakhir. Pengujian hipotesis dilakukan menggunakan *Structural Equation Modeling* (SEM) pada *Partial Least Square* (PLS) melalui *software* SmartPLS 4.0.

Hasil penelitian menunjukkan bahwa sikap terhadap pembelian ulang dan norma subjektif terbukti berpengaruh positif signifikan pada niat pembelian ulang, sedangkan persepsi kontrol perilaku terbukti tidak berpengaruh signifikan. Selain itu, kualitas produk, kesesuaian harga, dan aktivitas promosi terbukti berpengaruh positif dan signifikan pada sikap, sedangkan aksesibilitas tempat tidak berpengaruh positif dan signifikan. Kesesuaian harga dan aksesibilitas tempat juga terbukti berpengaruh positif dan signifikan pada persepsi kontrol perilaku.

Kata kunci: bauran pemasaran, teori perilaku terencana, sikap terhadap pembelian ulang, norma subjektif, persepsi kontrol perilaku, niat pembelian ulang, susu greenfields.

ABSTRACT

Health awareness has grown rapidly among millennials and Gen Z, leading to a shift in consumer habits toward healthier food and beverage options. Despite this trend, many milk products still contain added sugar and other ingredients. Greenfields promotes itself as a premium brand with the claim of “100% fresh milk,” offering strong product quality and purity. Yet, its market dominance in Indonesia remains limited. This study aims to identify the factors influencing consumers repurchase intention toward Greenfields milk by combining the Theory of Planned Behavior (TPB) with the marketing mix (4P). The examined variables include product quality, price fairness, place accessibility, promotional activities, attitude toward repurchase, subjective norm, perceived behavioral control, and repurchase intention.

A quantitative survey was conducted with 231 respondents aged 18–44 years, residing in Java, who had purchased Greenfields milk within the past three months. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) through SmartPLS 4.0.

This study found that attitude toward repurchase and subjective norm have a positive and significant effect on repurchase intention, while perceived behavioral control shows no significant effect. Product quality, price fairness, and promotional activities positively and significantly influence attitude, whereas place accessibility has no significant impact. The research also confirmed that price fairness and place accessibility have a positive and significant effect on perceived behavioral control.

Keywords: *marketing mix, theory of planned behavior, attitude toward repurchase, subjective norm, perceived behavioral control, repurchase intention, greenfields.*