UNIVERSITAS
GADJAH MADA
**Faktor-Faktor yang Memengaruhi Niat Pembelian Whey Protein: Pendekatan Teori Perilaku Terencana
pada Komunitas Fitness di DKI Jakarta**
Natan Pascal Sinaga, Prof. Dr. apt. Teuku Nanda Saifullah Sulaiman, S.Si., M.Si. ; apt. Hardika Aditama, S.Farm., M
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Industri kebugaran dan suplemen protein mengalami pertumbuhan pesat secara global, termasuk di Indonesia. *Whey protein* merupakan salah satu suplemen paling populer di kalangan komunitas *fitness*, namun faktor-faktor yang memengaruhi niat pembeliannya di Indonesia, khususnya di DKI Jakarta, belum teridentifikasi secara komprehensif. Penelitian ini bertujuan untuk mengetahui pengaruh sikap terhadap perilaku, norma subjektif, dan kontrol perilaku yang dipersepsikan terhadap niat pembelian *whey protein* pada komunitas *fitness* di DKI Jakarta berdasarkan pendekatan Teori Perilaku Terencana (TPT).

Penelitian ini merupakan studi observasional dengan pendekatan deskriptif kuantitatif dan desain *cross-sectional*. Sampel diperoleh dari anggota aktif *fitness*/*gym* di DKI Jakarta sebanyak 100 responden melalui teknik *convenience* sampling, menggunakan kuesioner berbasis skala Likert dan dikotomi. Kuesioner disebarkan secara daring selama periode Januari hingga Maret 2026. Analisis data dilakukan menggunakan regresi logistik sederhana dan berganda untuk menguji pengaruh masing-masing variabel bebas (sikap terhadap perilaku, norma subjektif, dan kontrol perilaku yang dipersepsikan) terhadap niat pembelian *whey protein*, baik secara parsial maupun simultan.

Hasil penelitian menunjukkan bahwa sikap terhadap perilaku berpengaruh signifikan terhadap niat pembelian *whey protein* ($p = 0{,}019$), sehingga H1 diterima. Norma subjektif tidak berpengaruh signifikan ($p = 0{,}166$), sehingga H2 ditolak. Kontrol perilaku yang dipersepsikan berpengaruh signifikan ($p = 0{,}009$), sehingga H3 diterima. Secara simultan, ketiga variabel berpengaruh signifikan terhadap niat pembelian *whey protein* (H4 diterima). Disimpulkan bahwa teori perilaku terencana terbukti dapat menjelaskan niat pembelian *whey protein* pada komunitas *fitness* di DKI Jakarta, dengan sikap sebagai faktor dominan yang memengaruhi keputusan pembelian.

Kata kunci: *whey protein*, niat pembelian, teori perilaku terencana, komunitas *fitness*, perilaku konsumen.

UNIVERSITAS
GADJAH MADA
Faktor-Faktor yang Memengaruhi Niat Pembelian Whey Protein: Pendekatan Teori Perilaku Terencana pada Komunitas Fitness di DKI Jakarta
Natan Pascal Sinaga, Prof. Dr. apt. Teuku Nanda Saifullah Sulaiman, S.Si., M.Si. ; apt. Hardika Aditama, S.Farm., M
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRACT

The fitness and protein supplement industry experienced rapid growth globally, including in Indonesia. Whey protein was one of the most popular supplements among fitness communities; however, the factors influencing purchase intention in Indonesia, particularly in DKI Jakarta, had not been comprehensively identified. This study aimed to determine the influence of attitude toward behavior, subjective norms, and perceived behavioral control on the purchase intention of whey protein among fitness communities in DKI Jakarta based on the Theory of Planned Behavior (TPB).

This research was an observational study that employed a quantitative descriptive approach with a cross-sectional design. The sample consisted of 100 active fitness/gym members in DKI Jakarta who were selected through a convenience sampling technique. Data were collected using Likert-scale and dichotomous questionnaires distributed online from January to March 2026. Data analysis was conducted using simple and multiple logistic regression to examine the influence of each independent variable (attitude toward behavior, subjective norms, and perceived behavioral control) on whey protein purchase intention, both partially and simultaneously.

The results showed that attitude toward behavior had a significant effect on whey protein purchase intention ($p = 0.019$); therefore, H1 was accepted. Subjective norms did not have a significant effect ($p = 0.166$); therefore, H2 was rejected. Perceived behavioral control had a significant effect on whey protein purchase intention ($p = 0.009$); therefore, H3 was accepted. Simultaneously, the three variables had a significant effect on whey protein purchase intention; therefore, H4 was accepted. It was concluded that the Theory of Planned Behavior was able to explain whey protein purchase intention among fitness communities in DKI Jakarta, with attitude being the dominant factor influencing purchasing decisions.

Keywords: whey protein, purchase intention, theory of planned behavior, fitness community, consumer behavior