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Factors Influencing Indonesian Gen Z Intention to Consume Health Supplement
Titania Azzahra Putri, Dr. Sari Winahjoe Siswomihardjo, M.B.A.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh sikap terhadap konsumsi suplemen secara rutin, norma subjektif, kontrol keperilakuan yang dipersepsikan, kesadaran kesehatan, dan penggunaan sosial media pada niat konsumsi suplemen kesehatan secara rutin. Menggunakan pendekatan kuantitatif, data penelitian ini didapatkan melalui kuesioner daring dari 215 responden Gen Z yang tersebar di Pulau Jawa. Pengambilan sampel menggunakan metode *non-probability sampling*, dengan teknik *convenience sampling*. Data penelitian dianalisis menggunakan regresi linear berganda menggunakan perangkat IBM SPSS versi 25.

Hasil penelitian menunjukkan bahwa terdapat empat dari lima hipotesis yang terdukung yaitu berpengaruh positif dan signifikan sikap terhadap konsumsi suplemen secara rutin, kontrol keperilakuan yang dipersepsikan, kesadaran kesehatan, dan penggunaan sosial media pada niat konsumsi suplemen kesehatan secara rutin. Sementara itu, norma subjektif ditemukan tidak berpengaruh signifikan.

Kata kunci: Gen Z, Suplemen Kesehatan, Teori Perilaku Terencana

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ABSTRACT

This study aims to examine the influence of attitude towards regular consumption of health supplement, subjective norms, perceived behavioral control, health consciousness, and social media usage on the intention to consume health supplement regularly. Using a quantitative approach, the data for this study were obtained through an online questionnaire from 215 Gen Z respondents across the Island of Java. Sampling was conducted using a non-probability sampling method with convenience sampling technique. The research data were analyzed using multiple linear regression with IBM SPSS version 25.

The results indicate that four out of five hypotheses were supported, with attitude toward regular consumption of health supplement, perceived behavioral control, health consciousness, and social media usage have a positive and significant influence on the intention to consume health supplement regularly. Meanwhile, subjective norms were found to have no significant influence.

Keywords: Gen Z, health supplements, theory of planned behavior