UNIVERSITAS
GADJAH MADA
INTERVENSI EKONOMI DAN NIAT BELI PRODUK OLAHAN SUSU PADA KONSUMEN ANTAR GENERASI: APLIKASI THEORY OF PLANNED BEHAVIOR (TPB)
Dwi Mukti Ningsih, Prof. Ir. Mujtahidah Anggriani Ummul Muzayyanah, S.Pt., M.P., Ph.D., IPU. ; Ir. Endang Sulastri, S
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTERVENSI EKONOMI DAN NIAT BELI PRODUK OLAHAN SUSU PADA KONSUMEN ANTAR GENERASI: APLIKASI *THEORY OF PLANNED BEHAVIOR* (TPB)

INTISARI

Dwi Mukti Ningsih
24/548407/PPT/01365

Produk olahan susu merupakan salah satu sumber pangan bergizi yang berperan penting dalam memenuhi kebutuhan nutrisi masyarakat. Meskipun demikian, tingkat konsumsi produk olahan susu di Indonesia masih relatif rendah sehingga diperlukan upaya untuk meningkatkan niat beli konsumen. Keputusan pembelian produk olahan susu dipengaruhi oleh berbagai faktor ekonomi, sosial, dan psikologis yang dapat berbeda antar kelompok generasi. Penelitian ini bertujuan menganalisis karakteristik konsumen, capaian indikator sikap, norma subjektif, persepsi kontrol perilaku, intervensi ekonomi, dan niat beli, serta menganalisis pengaruh intervensi ekonomi terhadap sikap, norma subjektif, dan persepsi kontrol perilaku, serta pengaruh ketiga variabel tersebut terhadap niat beli produk olahan susu pada generasi anak dan generasi orang tua berdasarkan pendekatan *Theory of Planned Behavior* (TPB). Penelitian dilaksanakan pada Januari–Juni 2026 di Daerah Istimewa Yogyakarta dengan melibatkan 400 responden yang terdiri atas 200 responden generasi orang tua dan 200 responden generasi anak. Pengambilan sampel dilakukan menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner dengan skala Likert lima poin dan dianalisis menggunakan metode *Structural Equation Modeling–Partial Least Squares* (SEM-PLS). Hasil penelitian menunjukkan bahwa model mampu menjelaskan variasi niat beli sebesar 43,0% pada generasi orang tua (R^2 *adjusted* = 0,430) dan 43,9% pada generasi anak (R^2 *adjusted* = 0,439). Intervensi ekonomi berpengaruh positif dan signifikan terhadap sikap dan persepsi kontrol perilaku pada kedua kelompok generasi, tetapi tidak berpengaruh signifikan terhadap norma subjektif. Sikap dan persepsi kontrol perilaku berpengaruh positif dan signifikan terhadap niat beli produk olahan susu pada generasi anak maupun generasi orang tua, sedangkan norma subjektif tidak berpengaruh signifikan terhadap niat beli pada kedua kelompok generasi. Persepsi kontrol perilaku merupakan faktor yang memberikan pengaruh terbesar dalam membentuk niat beli produk olahan susu pada kedua kelompok generasi. Disimpulkan bahwa peningkatan niat beli produk olahan susu lebih efektif dilakukan melalui intervensi ekonomi yang mampu memperkuat persepsi konsumen mengenai kemudahan, kemampuan, dan keterjangkauan dalam memperoleh produk, serta membentuk sikap positif terhadap manfaat produk olahan susu. Hasil penelitian ini diharapkan dapat menjadi masukan bagi pemerintah, industri pengolahan susu, dan pelaku usaha dalam merancang strategi promosi dan intervensi ekonomi yang sesuai dengan karakteristik konsumen pada kelompok generasi yang berbeda.

Kata Kunci: Generasi Anak, Generasi Orang Tua, Intervensi Ekonomi, Niat Beli, Produk Olahan Susu, *Theory of Planned Behavior*.

UNIVERSITAS
GADJAH MADA
INTERVENSI EKONOMI DAN NIAT BELI PRODUK OLAHAN SUSU PADA KONSUMEN ANTAR GENERASI: APLIKASI THEORY OF PLANNED BEHAVIOR (TPB)
Dwi Mukti Ningsih, Prof. Ir. Mujtahidah Anggriani Ummul Muzayyanah, S.Pt., M.P., Ph.D., IPU. ; Ir. Endang Sulastri, S
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ECONOMIC INTERVENTIONS AND PURCHASE INTENTION OF PROCESSED DAIRY PRODUCTS ACROSS GENERATIONS: AN APPLICATION OF THE THEORY OF PLANNED BEHAVIOR (TPB)

ABSTRACT

Dwi Mukti Ningsih
24/548407/PPT/01365

Processed dairy products are an important source of nutrients and play a significant role in meeting human nutritional requirements. However, dairy consumption in Indonesia remains relatively low, highlighting the need to better understand the factors influencing consumers' purchase intentions. Purchasing decisions for processed dairy products are influenced by various economic, social, and psychological factors that may differ across generations. This study aimed to analyze consumer characteristics and the levels of attitude, subjective norm, perceived behavioral control, economic intervention, and purchase intention, as well as to examine the effects of economic intervention on attitude, subjective norm, and perceived behavioral control and the subsequent effects of these constructs on purchase intention among the younger and parent generations based on the *Theory of Planned Behavior* (TPB). The study was conducted from January to June 2026 in the Special Region of Yogyakarta, Indonesia, involving 400 respondents, consisting of 200 respondents from the parent generation and 200 respondents from the younger generation. Respondents were selected using a purposive sampling technique. Data were collected through a structured questionnaire using a five-point Likert scale and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results showed that the proposed model explained 43.0% of the variance in purchase intention among the parent generation (*adjusted* R^2 = 0.430) and 43.9% among the younger generation (*adjusted* R^2 = 0.439). Economic intervention had a positive and significant effect on attitude and perceived behavioral control in both generational groups but had no significant effect on subjective norm. Furthermore, attitude and perceived behavioral control positively and significantly influenced purchase intention, whereas subjective norm did not significantly affect purchase intention in either generation. Perceived behavioral control emerged as the strongest predictor of purchase intention across both generational groups. The findings indicate that increasing purchase intention for processed dairy products can be achieved more effectively through economic interventions that enhance consumers' perceived affordability, accessibility, and purchasing capability while simultaneously fostering positive attitudes toward the benefits of processed dairy products. These findings provide practical implications for policymakers, the dairy industry, and other stakeholders in designing promotional programs and economic intervention strategies tailored to the characteristics of different generational consumer groups.

Keywords: Dairy Product, Economic Intervention, Parent Generation, Purchase Intention, Theory of Planned Behavior, Younger Generation.