

INTISARI

Pertumbuhan pasar makanan sehat via Online Food Delivery (OFD) meningkat pesat di kalangan Generasi Z dan Milenial. Namun, ketidaksesuaian antara apa yang ditawarkan gerai makanan sehat online dengan kebutuhan konsumen menyebabkan timbulnya permasalahan kepercayaan atas klaim "sehat" produk. Penelitian ini bertujuan untuk mengidentifikasi kebutuhan konsumen; menganalisis pengaruh dan kontribusi nilai dan pengetahuan terhadap loyalitas melalui mediasi kepuasan dan kepercayaan di wilayah Yogyakarta; serta melakukan evaluasi *consumer value*. Pengambilan data kepada sebanyak 133 responden konsumen makanan sehat online dilakukan dengan *purposive sampling*. Analisis data dilakukan dengan menggunakan analisis deskriptif, analisis Model Kano, dan SEM PLS. Hasil Model Kano menunjukkan bahwa konsumen menuntut keamanan bahan, kehalalan, dan kesepadanan harga sebagai atribut performa, sedangkan label informasi gizi dan diskon dianggap sebagai nilai tambah. Selain itu pengetahuan konsumen ditemukan berpengaruh signifikan dalam meningkatkan loyalitas, di mana pengaruh tersebut dimediasi oleh kepuasan dan kepercayaan. Sedangkan pada nilai konsumen ditemukan berpengaruh signifikan terhadap loyalitas konsumen hanya melalui mediasi kepuasan. Model mampu menjelaskan sebesar 40,5% loyalitas konsumen, dan 38% kepuasan konsumen. Pembentukan nilai konsumen didominasi oleh layanan tambahan / *augmented product* (51,8%) dan janji manfaat / *core value* (44,8%), sementara atribut fisik / *actual product* hanya menyumbang 12,4%.

Kata Kunci: Makanan Sehat, Nilai Konsumen, Online Food Delivery, Pengetahuan Konsumen, Perilaku Konsumen

ABSTRACT

The healthy food market in the online food delivery (OFD) sector is growing rapidly among Generation Z and Millennials. However, the mismatch between what online healthy food outlets offer and consumer needs has led to trust issues regarding products' "healthy" claims. This study aims to identify consumer needs; analyze the influence and contribution of value and knowledge on loyalty through the mediation of satisfaction and trust in the Yogyakarta region; and evaluate consumer value. Data was collected from 133 respondents who are consumers of online healthy food using purposive sampling. Data analysis was conducted using descriptive analysis, the Kano Model, and PLS-SEM. The results of the Kano Model indicate that consumers demand ingredient safety, halal certification, and price fairness as performance attributes, while nutrition labels and discounts are considered value-added features. Additionally, consumer knowledge was found to have a significant effect on increasing loyalty, with this effect mediated by satisfaction and trust. Meanwhile, consumer value was found to have a significant effect on consumer loyalty solely through the mediation of satisfaction. The model explains 40.5% of consumer loyalty and 38% of consumer satisfaction. The formation of consumer value is dominated by additional services/augmented products (51.8%) and promised benefits/core value (44.8%), while physical attributes/actual products contribute only 12.4%.

Keywords: Consumer Behavior, Consumer Knowledge, Consumer Value, Healthy Food, Online Food Delivery