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Perceived Quality, Price, and Brand Image as Comparative Factors in Health Supplement Preferences Among UGM Students: A Comparison of Imboost and Blackmores Daily Immune Action
Fawnia Dewi Audina Salsabillah, Dr. apt. M. Rifqi Rokhman, M.Sc.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRACT

This study compares undergraduate students' evaluations of perceived quality, price, brand image, and purchase preference between Imboost, a locally manufactured Indonesian immunity supplement, and Blackmores Daily Immune Action, an imported Australian supplement. The study aims to identify whether students demonstrate a significant comparative preference between the two products and to examine the associations among the four study variables.

A quantitative cross-sectional design was employed using convenience sampling. A total of 143 Universitas Gadjah Mada undergraduate students aged 18–25 years who had used both products within the previous six months participated in the study. Data were collected using a five-point bipolar comparative scale (1 = Imboost far better, 3 = both products are equal, 5 = Blackmores Daily Immune Action far better). Because all composite variables were not normally distributed (Shapiro–Wilk, $p < .001$), the One-Sample Wilcoxon Signed-Rank Test was used to examine whether respondents' evaluations differed significantly from the neutral midpoint, while Spearman rank-order correlation was applied to examine the associations among the study variables.

The results showed that none of the four variables differed significantly from the neutral midpoint: Perceived Quality ($Z = 1.398$, $p = .162$), Price ($Z = -0.534$, $p = .594$), Brand Image ($Z = 1.301$, $p = .193$), and Purchase Preference ($Z = 0.387$, $p = .699$). Descriptively, Blackmores received slightly higher mean scores for perceived quality (3.12) and brand image (3.11), whereas Imboost received a slightly more favorable price evaluation (2.94). Overall purchase preference remained close to the neutral midpoint (mean = 3.03), indicating no significant collective preference for either product. Spearman correlation analysis revealed strong positive associations among all four variables ($\rho = .768–.880$, $p < .001$), indicating that respondents who evaluated one product more favorably on perceived quality, price, or brand image also tended to express a stronger purchase preference for that same product.

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Keywords: Health Supplement, Perceived Quality, Price, Brand Image, Purchase Preference

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INTISARI

Penelitian ini membandingkan persepsi mahasiswa sarjana Universitas Gadjah Mada terhadap kualitas yang dipersepsikan, harga, citra merek, dan preferensi pembelian antara Imboost, suplemen imunitas lokal Indonesia, dan Blackmores Daily Immune Action, suplemen impor dari Australia. Penelitian ini bertujuan untuk mengidentifikasi apakah terdapat preferensi komparatif yang signifikan terhadap kedua produk serta menganalisis hubungan antara keempat variabel penelitian tersebut.

Penelitian ini menggunakan desain kuantitatif dengan pendekatan cross-sectional dan teknik convenience sampling. Sebanyak 143 mahasiswa S1 Universitas Gadjah Mada berusia 18–25 tahun yang telah menggunakan kedua produk dalam enam bulan terakhir berpartisipasi dalam penelitian ini. Data dikumpulkan menggunakan skala bipolar komparatif lima poin (1 = Imboost jauh lebih baik, 3 = kedua produk sama, 5 = Blackmores Daily Immune Action jauh lebih baik). Karena seluruh variabel komposit tidak berdistribusi normal (Shapiro–Wilk, $p < 0{,}001$), analisis dilakukan menggunakan Uji Wilcoxon Signed-Rank Satu Sampel untuk menguji apakah penilaian responden berbeda secara signifikan dari titik netral, serta korelasi peringkat Spearman untuk menguji hubungan antarvariabel.

Hasil penelitian menunjukkan bahwa tidak terdapat perbedaan yang signifikan dari titik netral pada variabel kualitas yang dipersepsikan ($Z = 1{,}398$; $p = 0{,}162$), harga ($Z = -0{,}534$; $p = 0{,}594$), citra merek ($Z = 1{,}301$; $p = 0{,}193$), maupun preferensi pembelian ($Z = 0{,}387$; $p = 0{,}699$). Secara deskriptif, Blackmores memperoleh nilai rata-rata yang sedikit lebih tinggi pada kualitas yang dipersepsikan (3,12) dan citra merek (3,11), sedangkan Imboost memperoleh penilaian yang sedikit lebih baik pada aspek harga (2,94). Preferensi pembelian secara keseluruhan berada sangat dekat dengan titik netral (rerata = 3,03), yang menunjukkan bahwa responden tidak memiliki preferensi kolektif yang signifikan terhadap salah satu produk. Analisis korelasi Spearman menunjukkan hubungan positif yang kuat antar seluruh variabel penelitian ($\rho = 0{,}768$–$0{,}880$; $p < 0{,}001$), yang menunjukkan bahwa responden yang

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memberikan penilaian lebih baik terhadap suatu produk pada aspek kualitas yang dipersepsikan, harga, atau citra merek cenderung juga memiliki preferensi pembelian yang lebih tinggi terhadap produk yang sama.

Kata Kunci: Suplemen Kesehatan, Kualitas yang Dipersepsikan, Harga, Citra Merek, Preferensi Pembelian