UNIVERSITAS
GADJAH MADA
Pengaruh Persepsi Konsumen terhadap Keputusan Pembelian Beras Fortifikasi di Kabupaten Sleman
Ashabul Yamin Ahmad, Dr. Ir. Lestari Rahayu Waluyati, M. P. ; Asih Kusumaningsih, S.P., M. Sc.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRACT

This study aims to: (1) analyze the effect of consumer attitudes on purchase intention of fortified rice in Sleman Regency; (2) examine the effect of subjective norms on purchase intention of fortified rice; (3) evaluate the effect of perceived behavioral control on purchase intention of fortified rice; and (4) analyze the direct effect of purchase intention on actual purchase behavior of fortified rice in Sleman Regency. The study was conducted in 2025 using a descriptive analytical method with a quantitative approach based on the Theory of Planned Behavior (TPB). Primary data were gathered through structured questionnaires administered to 60 fortified rice consumers selected via purposive sampling criteria. Data were analyzed using instrument validity and reliability tests, Method of Successive Interval (MSI), classical assumption tests, multiple linear regression, path analysis, and the Sobel test to evaluate mediation effects. The results revealed that consumer attitude and perceived behavioral control had a positive and significant effect on purchase intention, with perceived behavioral control exerting the most dominant impact (β = 0.361, p < 0.01; β = 0.338, p < 0.01, respectively). Conversely, subjective norm exhibited a positive but statistically non-significant effect on purchase intention (β = 0.214, p > 0.10). Purchase intention demonstrated a strong, positive, and highly significant direct effect on actual purchase behavior (β = 0.720, p < 0.001). Furthermore, the Sobel test confirmed that purchase intention significantly mediated the indirect effects of attitude and perceived behavioral control on actual purchase behavior, while failing to mediate subjective norm. The study recommends that commercial agribusiness actors optimize product branding and nutrition education strategies, while local government and health authorities enhance public campaign messaging, integrate Posyandu-based stunting prevention initiatives, and provide targeted fortified rice subsidies to maximize health impacts and market penetration.

Keyword: fortified rice, consumer perception, theory of planned behavior, actual purchase behavior.

INTISARI

Penelitian ini bertujuan untuk: (1) menganalisis pengaruh sikap terhadap niat pembelian konsumen beras fortifikasi di Kabupaten Sleman, (2) menganalisis pengaruh norma subjektif terhadap niat pembelian beras fortifikasi, (3) menganalisis pengaruh persepsi kontrol perilaku terhadap niat pembelian beras fortifikasi, dan (4) menganalisis pengaruh niat pembelian terhadap keputusan pembelian beras fortifikasi di Kabupaten Sleman. Penelitian dilaksanakan pada tahun 2025 menggunakan metode kuantitatif deskriptif analitik berbasis kerangka pemikiran *Theory of Planned Behavior* (TPB). Data primer diperoleh melalui wawancara terstruktur menggunakan kuesioner terhadap 60 konsumen beras fortifikasi yang dipilih secara sengaja (*purposive sampling*). Data dianalisis melalui uji validitas dan reliabilitas, transformasi data *Method of Successive Interval* (MSI), uji asumsi klasik, analisis regresi linier berganda, analisis jalur (*path analysis*), serta uji Sobel untuk menguji peran mediasi. Hasil penelitian menunjukkan bahwa sikap dan persepsi kontrol perilaku berpengaruh positif dan signifikan terhadap niat pembelian, dengan persepsi kontrol perilaku memberikan kontribusi paling dominan (β = 0,361; p < 0,01 dan β = 0,338; p < 0,01). Sebaliknya, norma subjektif berpengaruh positif tetapi tidak signifikan terhadap niat pembelian (β = 0,214; p > 0,10). Niat pembelian terbukti berpengaruh positif dan sangat signifikan secara langsung terhadap keputusan pembelian (β = 0,720; p < 0,001). Uji Sobel mengonfirmasi bahwa niat pembelian secara signifikan memediasi pengaruh sikap dan persepsi kontrol perilaku terhadap keputusan pembelian, namun tidak memediasi variabel norma subjektif. Saran penelitian ini meliputi pengembangan inovasi produk dan kampanye promosi berbasis keunggulan gizi oleh pelaku usaha, penguatan sosialisasi edukatif oleh Dinas Kesehatan, serta pengintegrasian intervensi stunting berbasis Posyandu dan subsidi beras fortifikasi terget bagi kelompok masyarakat berpendapatan rendah.

Kata kunci: beras fortifikasi, persepsi konsumen, theory of planned behavior, Keputusan pembelian.