

PERSEPSI TERHADAP ATRIBUT PRODUK MINUMAN KESEHATAN PADA MAHASISWA FAKULTAS ILMU KEOLAHRAHAAN UNIVERSITAS NEGERI YOGYAKARTA

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INTISARI

Latar Belakang: Kesadaran masyarakat tentang pentingnya pemenuhan gizi dan peningkatan kesehatan berdampak pada perubahan gaya hidup kearah yang lebih sehat, seperti melakukan aktifitas fisik di waktu senggang dan tertarik mengkonsumsi produk pangan yang memberikan manfaat kesehatan, seperti produk minuman kesehatan. Meningkatnya permintaan terhadap produk minuman kesehatan menjadi peluang tersendiri bagi industri produk makanan dan minuman. Persaingan yang ketat antar produsen minuman kesehatan pun akan terjadi. Untuk menghadapinya produsen perlu mengetahui persepsi konsumen terhadap atribut produk karena atribut produk mampu mempengaruhi pengambilan keputusan pembelian oleh konsumen. Oleh karena itu perlu dilakukan penelitian untuk mengetahui persepsi terhadap atribut produk minuman kesehatan yang meliputi harga, merek, kemasan, label, dan rasa.

Tujuan Penelitian: Mengetahui persepsi terhadap atribut produk minuman kesehatan (harga, kemasan, merek, label, dan rasa) pada mahasiswa Fakultas Ilmu Keolahragaan Universitas Negeri Yogyakarta.

Metode Penelitian: Penelitian ini merupakan penelitian observasional dengan desain *cross sectional*. Subjek penelitian adalah mahasiswa Fakultas Ilmu Keolahragaan Universitas Negeri Yogyakarta berjumlah 100 orang. Analisis data menggunakan statistik deskriptif.

Hasil: Hasil penelitian menunjukkan bahwa sebagian besar responden memiliki persepsi positif terhadap atribut produk minuman kesehatan. Sebanyak 98% responden setuju bahwa kemasan mudah dibawa atau dipegang dan sebanyak 97% responden setuju bahwa informasi nilai gizi mempengaruhi pilihan mereka.

Kesimpulan: Responden memiliki persepsi positif terhadap atribut produk minuman kesehatan. Kemasan yang mudah dibawa dan dipegang dan informasi nilai gizi merupakan indikator yang dianggap paling penting oleh responden.

Kata Kunci : *Persepsi, Atribut produk, Minuman Kesehatan*

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PERCEPTIONS OF HEALTHY DRINK PRODUCT ATTRIBUTES ON COLLEGE STUDENTS AT THE FACULTY OF SPORT SCIENCES UNIVERSITAS NEGERI YOGYAKARTA

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ABSTRACT

Background: Society awareness about the importance of nutrition and health improvement has influenced the change of their lifestyle to become healthier; they like to do physical activity in their leisure time and be interested in consuming food products that give them benefits for health, such as healthy drink products. The increase of consumer demand of healthy drink products creates an opportunity in food and beverage industry. An intense competition between producers of healthy drink products would happen. So, the producers have to know consumer's perceptions about the product attributes in order to face the intense competition because the attributes of the products could influence consumer's decision in making purchase. Thus, this study is required to know the perceptions of healthy drink product attributes (price, packaging, brand, label, and taste).

Objective: To identify perceptions of healthy drink product attributes (price, package, brand, label, and taste) on college students at the Faculty of Sport Sciences Universitas Negeri Yogyakarta

Method: This study was an observational study with cross sectional design. The subjects of this study were college students at the Faculty of Sport Sciences, Universitas Negeri Yogyakarta; with number of respondents was 100 people. Data were analyzed by using descriptive statistics.

Result: Result of the study shows that most respondents had positive perceptions toward healthy drink product attributes. It was found out that 98% of respondents agreed that the packaging is easy to carry and hold and 97% of the respondents agreed that the nutritional facts on product label affects their choice.

Conclusion: Respondents had positive perceptions toward healthy drink product attributes. The packaging that is easy to carry or hold and the nutritional facts are the product attribute indicators that considered most important by respondents.

Keywords : *Perception, Product Attributes, Healthy Drink*

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