

## Intisari

Penelitian ini dilakukan untuk menguji faktor-faktor yang mempengaruhi niat seseorang dalam membeli suplemen makanan. Faktor-faktor tersebut dikembangkan dengan menggunakan *Theory of Planned Behavior* dan *Health Belief Model*. Tiga dimensi *Theory Planned Behavior* adalah sikap konsumen, norma subjektif, dan persepsi kendali perilaku, sedangkan dua dimensi dari *Health Belief Model* adalah persepsi keparahan dan persepsi kerentanan. Penelitian ini mengacu pada pengujian hipotesis untuk menjelaskan kekuatan hubungan antara dua variabel atau lebih dan menunjukkan arah hubungan antara variabel bebas (sikap konsumen, norma subjektif, persepsi kendali perilaku, persepsi keparahan, dan persepsi kerentanan) dengan variabel terikat (nia membeli suplemen makanan).

Data diperoleh dengan menggunakan instrumen kuesioner yang disebarkan langsung kepada responden yaitu responden yang pernah mengkonsumsi atau membeli suplemen makanan. Pertanyaan-pertanyaan dalam kuesioner diukur dengan menggunakan *seven-point likert scale*. Besar sampel dalam penelitian ini adalah 165 orang. Pengelolaan data dalam pengujian hipotesis dilakukan dengan metode regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa variabel sikap konsumen, norma subjektif, persepsi kendali perilaku, dan persepsi kerentanan berpengaruh secara positif dan signifikan terhadap niat membeli suplemen makanan, tetapi persepsi keparahan tidak berpengaruh secara signifikan terhadap niat membeli suplemen makanan. Variabel persepsi kerentanan memiliki pengaruh yang paling besar terhadap niat membeli suplemen makanan. Hal ini dapat dilihat dari nilai koefisien regresi variabel tersebut lebih besar dibandingkan dengan variabel lainnya.

**Kata kunci:** *Theory of Planned Behavior*, *Health Belief Model*, niat beli, sikap, norma subjektif, persepsi kendali perilaku, persepsi keparahan, persepsi kerentanan, suplemen makanan.

## **Abstract**

This study was conducted to examine the factors that affect a person's intentions in buying dietary supplements. These factors were developed using Theory of Planned Behavior and the Health Belief Model. The three dimensions of Theory Planned Behavior are consumer attitude, subjective norm, and perceived behavioral control, while the two dimensions of the Health Belief Model are perceived severity and perceived susceptibility. This study refers to hypothesis testing to explain the strength of the relationship between two or more variables and indicate the direction of the relationship between independent variables (consumer attitude, subjective norm, perceived behavioral control, perceived severity, and perceived susceptibility) with dependent variable (consumer purchase intention of dietary supplements).

The data obtained by using questionnaires which directly distributed to the respondents who have ever consumed or bought dietary supplements. Questions in the questionnaire were measured using seven-point likert scale. The sample in this study were 165 people. Data management in hypothesis testing is done by multiple linear regression method.

The results of this study indicate that consumer attitude, subjective norm, perceived behavioral control and perceived susceptibility have a positive and significant effect on the consumer purchase intention of dietary supplements. However, the perceived severity does not significantly influence the consumer purchase intention of dietary supplements. Variable perceived susceptibility have the greatest influence on the consumer purchase intention of dietary supplements. It can be seen from the regression coefficient value of the variables is greater than the other variables.

**Keywords:** Theory of Planned Behavior, Health Belief Model, purchase intention, attitude, subjective norm, perceived behavioral control, perceived severity, perceived susceptibility, dietary supplement.