

***FACTORS INFLUENCING PURCHASE INTENTION OF ENERGEN  
PRODUCTS IN INDONESIA***

**FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT BELI PRODUK  
ENERGEN DI INDONESIA**

**Addo Arturo Walandha<sup>1</sup>, Dewi Wuisan<sup>2</sup>**

Magister Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Pelita Harapan<sup>1,2</sup>  
[addoarturo22@gmail.com](mailto:addoarturo22@gmail.com)<sup>1</sup>

**ABSTRACT**

*The food and beverage industry in Indonesia continues to grow, with the healthy food segment showing an upward trend. One of the well-known products in this segment is Energen. However, despite its strong branding, consumer purchase rates for Energen have declined. This study aims to identify the factors influencing the purchase intention of Energen products in Indonesia using a model that includes Health Awareness, Perceived Nutritional Content, Perceived Value, Attitude Towards Influencer, and Attitude Towards Healthy Food. A quantitative research method was employed with PLS-SEM analysis to process data from 219 respondents collected through online questionnaires. The results indicate that Perceived Nutritional Content, Perceived Value, and Attitude Towards Influencer significantly affect Purchase Intention, however Health Awareness and Attitude Towards Healthy Food do not have a significant impact on Purchase Intention. This study contributes to the academic literature on consumer behavior in the healthy food segment and provides practical implications for Energen's marketing strategies.*

**Keywords:** Purchase Intention, Health Awareness, Nutritional Content, Perceived Value, Influencer, Healthy Food.

**ABSTRAK**

Industri makanan dan minuman di Indonesia terus berkembang, dengan segmen makanan sehat yang menunjukkan tren peningkatan. Salah satu produk yang cukup terkenal di segmen ini adalah Energen. Namun, meskipun memiliki branding yang kuat, tingkat pembelian konsumen terhadap Energen mengalami penurunan. Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi niat beli produk Energen di Indonesia dengan menggunakan model yang mencakup Kesadaran Kesehatan, Persepsi Kandungan Gizi, Persepsi Nilai, Sikap Terhadap Influencer, dan Sikap Terhadap Makanan Sehat. Metode penelitian kuantitatif digunakan dengan analisis PLS-SEM untuk mengolah data dari 219 responden yang dikumpulkan melalui kuesioner online. Hasil penelitian menunjukkan bahwa Perceived Nutritional Content, Perceived Value, dan Attitude Towards Influencer secara signifikan mempengaruhi Purchase Intention, namun Health Awareness dan Attitude Towards Healthy Food tidak memiliki pengaruh yang signifikan terhadap Purchase Intention. Penelitian ini memberikan kontribusi pada literatur akademis mengenai perilaku konsumen di segmen makanan sehat dan memberikan implikasi praktis untuk strategi pemasaran Energen.

**Kata Kunci:** Niat Beli, Kesadaran Kesehatan, Kandungan Gizi, Nilai Yang Dipersepsikan, Influencer, Makanan Sehat.

**INTRODUCTION**

The food and beverage industry in Indonesia experienced an increase of approximately 4.47% from 2021 to 2022 (BPS, 2024). After the COVID-19 pandemic, the healthy food segment grew rapidly within this industry, particularly in the e-commerce sector (Medcom, 2023). This indicates that the food and beverage market in Indonesia continues to grow, including the healthy

food segment, which signifies tighter competition in the market.

The COVID-19 pandemic has driven an increase in the trend of consuming healthy food. People have become more aware of the importance of a healthy lifestyle, one of which is supported by consuming foods that are beneficial for health. This has led to more information being disseminated about the importance of consuming healthy food, such as reading nutritional

information and understanding the amount of healthy nutrients needed.

Public awareness of the importance of healthy eating habits has significantly increased in recent years. One of the main factors supporting this is the growing access to information through various media, including the internet and health campaigns. People now better understand the relationship between a good diet and long-term health, as well as the impact of poor dietary choices. With the availability of information on nutrition and healthy lifestyles, individuals tend to be more active in selecting foods that can support their health.

However, data shows that the intention to consistently purchase and consume healthy food in Indonesia is still relatively low. This is because 54% of Indonesians still find it difficult to maintain a consistent intention to consume and purchase healthy food (Populix, 2022). Furthermore, 43% of Indonesians still do not have the desire to maintain a healthy consumption pattern despite the growing trend of healthy food (Populix, 2022). These data indicate that although awareness and the healthy food trend continue to grow, many Indonesians remain inconsistent and have low intentions to purchase and consume healthy food sustainably.

With the rapid growth in the healthy food market but low intentions to consume healthy food, a deeper understanding of the factors influencing the intention to purchase healthy food is needed. Perception of the nutritional content of a product plays a crucial role in consumer decisions. When consumers have a good understanding of what is contained in the food they consume, they tend to be more selective in choosing products. Information about nutritional composition, such as calorie counts, sugar levels, and vitamins, becomes a

determining factor in the decision-making process. If consumers feel that a product does not meet their expectations in terms of nutritional value, they are likely to seek alternative options that are considered better. Therefore, transparency in nutritional information is essential to build trust and attract consumer attention.

One of the well-known healthy food products in Indonesia is Energen, an instant cereal product produced by PT Mayora Indah Tbk, which has been a part of Indonesian consumers' diets for years thanks to its affordability, practicality, and strong brand image as a healthy breakfast cereal that is easy to prepare.

Energen emphasizes the importance of starting the day with a healthy and nutritious breakfast. Through advertising campaigns in electronic, print, and digital media, Energen positions itself as a quick and nutritious solution for Indonesian families. Its marketing often highlights the ease of consumption in the morning as well as the benefits of its vitamin and milk content, which are claimed to support overall health. In recent years, Energen has also adopted influencer marketing strategies and targeted advertising to reach young people and young families.

However, despite its strong branding and marketing, data from the Top Brand Index indicates a decline in Energen's sales index in Indonesia. This decline signifies that although it remains a choice for some consumers, Energen faces challenges in maintaining customer loyalty, especially amid the growing public awareness of food composition.

One of the issues gaining attention is that influencers in Indonesia have begun advocating for greater awareness of the composition of foods consumed, particularly sugar content. Through

influencers' contents, many consumers are becoming aware that Energen contains relatively high sugar levels, raising concerns about its long-term health effects, especially in the context of the growing popularity of healthy food trends. This has prompted people to be more cautious in selecting products and to seek alternatives that are lower in sugar or more natural.

The value perceived by consumers toward a product is often determined by how well the product meets their expectations compared to the price paid. In the context of healthy food, consumers consider not only the price but also the health benefits and the quality of the ingredients. If they feel that the benefits gained are proportional to the cost incurred, they are more likely to make a purchase. Conversely, if the perceived value is low, consumers may switch to other products even if the brand is widely recognized.

Therefore, producers need to emphasize the positive aspects of their products to enhance their appeal in the eyes of consumers. The influence of social media influencers is increasingly dominating how people make purchasing decisions. When influencers recommend a product or share positive experiences about it, this can boost consumer interest and trust in the product. However, if influencers express negative opinions or show a preference for alternatives, it can affect public perception overall.

Given these challenges, it is important to delve deeper into the factors influencing Energen's purchase intention in Indonesia. Previous studies have investigated several factors affecting the purchase intention of healthy food, including sustainable consumption behavior, ecological awareness, nutritional labeling, perceived behavioral control, and health awareness

(Eberle et al., 2022; Lazaroiu et al., 2019; X. Wang et al., 2019). However, none has incorporated how attitude towards influencer can also affect the purchase intention of food, especially the ones that label themselves as "healthy food". Based on the current situation, this research explores the factors influencing the purchase intention of healthy food in Indonesia, specifically Health Awareness, Perceived Nutritional Content, Perceived Value, Attitude Towards Influencers, and Attitude Towards Healthy Food, to gain insights into consumer behavior regarding Energen's Purchase Intention in Indonesia.

## **THEORITICAL FRAMEWORK**

Purchase Intention refers to the extent to which an individual is willing to purchase a specific product or service, either in the short term or long term (Ajzen & Fishbein, 1972; Peña-García et al., 2020). It plays a crucial role in the pre-purchase stage and serves as a primary predictor of actual purchasing behavior, making it a key variable for better understanding consumer behavior (Rehman et al., 2019). By understanding the factors driving consumer Purchase Intention, businesses can determine whether a product or service can be further developed and devise appropriate strategies to increase purchases and attract more customers.

Health Awareness is a mental state that reflects an individual's level of recognition and awareness regarding their health (Xu et al., 2021). Individuals with high Health Awareness are more motivated to adopt and maintain a healthy lifestyle, while those with low Health Awareness tend to have less motivation and consistency in doing so. Increasingly, consumers are becoming more health-conscious, paying greater attention to the nutrition they consume

(Loebnitz & Grunert, 2018). With rising awareness, they are more likely to examine nutritional labels and product claims to consume healthier foods (Mai & Hoffmann, 2012).

Perceived Nutritional Content refers to the information related to the nutritional composition of food as received and interpreted by consumers (Hati et al., 2021). Consumers are more inclined to purchase food products based on how they evaluate the attributes of those products, such as price and nutritional content (Mukul et al., 2013). As the trend of healthy eating grows, nutritional facts and labeling have become significant factors influencing purchasing decisions and intentions.

Perceived Value is defined as the quality derived from the price paid to acquire a product or service (Lin et al., 2022). It represents the consumer's overall assessment of the quality and benefits of a product or service. High Perceived Value is a strong factor influencing consumers to purchase a product or service (Zeithaml, 1988). However, perceptions of value can vary among consumers due to differences in experiences, situations, and human perceptions (Sánchez-Fernández & Iniesta-Bonillo, 2007).

An Influencer or Opinion Leader is someone who influences a broad audience and shapes public opinions. Attitude Towards Influencer refers to how individuals perceive Influencers and the level of trust they have in them. Influencers significantly impact the adoption of new products or the diffusion of information to the public (K.-Y. Wang et al., 2013), making them a frequently used marketing tool. An Influencer should possess one of three key characteristics: being regarded as an expert in a particular product or service category, actively sharing content and interacting within a community, or being

perceived as having excellent taste in purchasing decisions (Casaló et al., 2020). How consumers perceive and evaluate an Influencer can affect how they view the information provided by that Influencer (Chetioui et al., 2020), influencing the opinions formed from the content shared.

Attitude Towards Healthy Food is defined as an individual's attitude toward healthy food and how important healthy food is to them (Chang, 2017; Kusdiyanto et al., 2022). Over time, consuming healthy food is increasingly regarded as essential by society, especially reinforced by the COVID-19 pandemic. A qualitative study by Hoek et al. (2017) revealed that participants showed high enthusiasm for consuming healthy food and a positive Attitude Towards Healthy Food, motivated by a desire to reduce the intake of processed and fast foods to avoid harmful chemicals. This suggests that society is developing a more positive attitude toward healthy food and a heightened awareness of healthier living.

### **Health Awareness and Purchase Intention**

Several studies have highlighted the importance of Health Awareness and Environmental Awareness in influencing Purchase Intention for organic and utilitarian foods (Ahmed et al., 2021; Hoque et al., 2018). Additionally, Asif et al. (2018) noted that Health Awareness plays a significant moderating role in the purchase of organic food in several Asian countries such as Pakistan, Turkey, and Iran. Consumers with high Health Awareness tend to be more mindful of what they consume, especially following the COVID-19 pandemic. Consequently, heightened Health Awareness serves as a contributor that drives consumers to be more willing to purchase healthy foods.

Energen, as a packaged food product claimed to be highly nutritious due to its content of cereals, vitamins, and minerals, actually contains a relatively high sugar content, which may be perceived as less healthy. With growing public awareness of health, consumers with good Health Awareness are likely to be more critical when evaluating the composition of such products. As a result, the intention to purchase Energen may decline if consumers recognize its high sugar content. Therefore, we propose the following hypothesis:

**H1:** Health Awareness influences the Purchase Intention of Energen in Indonesia.

#### **Perceived Nutritional Content and Purchase Intention**

Previous research has demonstrated that nutritional content influences consumer behavior toward healthy food products (Huang & Ge, 2019). Earlier studies have shown that consumers are capable of evaluating the nutritional content and healthiness of food products through labels on packaging. Perceived nutritional content has the ability to shape purchase intentions for healthy foods (Ikonen et al., 2020). Therefore, when consumers perceive that the nutritional content of a food product is considered healthy, it can enhance their Purchase Intention toward healthy foods, including Energen. Thus, we propose the following hypothesis:

**H2:** Perceived Nutritional Content influences Purchase Intention of Energen in Indonesia.

#### **Perceived Value and Purchase Intention**

Several previous studies have shown that Perceived Value has a positive influence on Brand Preference and Purchase Intention (Calvo-Porrall &

Lévy-Mangin, 2017; Dam, 2020). Consumers who have a positive perception of the value of a product or service are more likely to have a high purchase intention for that product or service. Furthermore, good Perceived Value can also influence Repurchase Intention for a product or service (Lin et al., 2022). These findings can also be applied to this study, where if consumers have a positive perception of the Energen product, it can increase their Purchase Intention for Energen. Therefore, we propose the following hypothesis:

**H3:** Perceived Value influences Purchase Intention of Energen in Indonesia.

#### **Attitude Towards Influencer and Purchase Intention**

Several previous studies have mentioned that Influencer Marketing has a significant impact on the Purchase Intention of a product or service (Y. Li & Peng, 2021). Additionally, research has shown that Customer Attitude towards influencers mediates the relationship between Influencer Marketing and Purchase Intention significantly (Lim et al., 2017). A positive Attitude Towards Influencers means that people have a good perception and attitude toward the influencer and their content. With a favorable Attitude Towards Influencers, the influencer's content is more trusted and considered credible. A positive Attitude Towards Influencers can influence consumer views and their Purchase Intention toward a product (Chetioui et al., 2020). However, in this study, there are influencers who discuss Energen's health claims, which do not entirely align with the actual composition of the product, particularly its high sugar content. Therefore, in this study, trust in such influencers could decrease consumer confidence in the

Energen product. Thus, we propose the following hypothesis:

**H4:** Attitude Towards Influencer influences Purchase Intention of Energen in Indonesia.

#### **Health Awareness and Attitude Towards Healthy Food**

Health is one of the determining factors for a person to purchase food (Munekata et al., 2020; Saldaña et al., 2020). Health becomes an important factor when consumers have a high level of Health Awareness. Previous studies have shown that Health Awareness and Health Consciousness have a positive impact on consumers' Attitude towards healthy food (Asti et al., 2021; Basha et al., 2015). Therefore, we propose the following hypothesis:

**H5:** Health Awareness influences Attitude Towards Healthy Food

#### **Perceived Nutritional Content and Attitude Towards Healthy Food**

Perceived Nutritional Content also becomes one of the determining factors in a person's attitude towards a food or beverage product, especially food or beverages with a "healthy" label or branding. This is shown in previous research which explains that Perceived Nutritional Content has a negative effect on Attitude Towards Frozen Meat, where frozen meat has a negative stigma and is considered "unhealthy" in society (Hati, 2020). Another study also shows that the amount of nutritional information written on the packaging greatly influences how consumers perceive a healthy food (Hwang & Lorenzen, 2008). Previous studies also explain that consumers' perception of healthy organic food has a positive effect on their attitude (Lee & Yun, 2015). However, in the case of Energen, although marketed as a highly nutritious food product, this product contains a

relatively high amount of sugar and may be considered unhealthy. This condition may affect how consumers view the nutritional value of Energen, and they may not fully realize the discrepancy between the health claims made and the actual composition. Thus, consumers who have a good Perceived Nutritional Content of Energen may tend to accept this product as a healthy choice without considering other nutritional aspects. This could potentially lead to their attitude towards healthy food in general becoming less optimal. Therefore, we propose the following hypothesis:

**H6:** Perceived Nutritional Content influences Attitude Towards Healthy Food

#### **Perceived Value and Attitude Towards Healthy Food**

A positive Perceived Value can have a positive effect on consumers' Attitude towards a product or service. Previous research shows that a good Perceived Value has a positive effect on Attitude Towards Organic Food (Hassan et al., 2022). Additionally, other studies have shown that Perceived Value has a positive and significant effect on Attitude, which ultimately influences Purchase Intention (Yu & Lee, 2019). However, in the context of Energen, although this product is marketed with claims of high nutritional value, there are concerns about the actual composition, which contains a high sugar content. This could affect how consumers evaluate the nutritional value of Energen. Consumers who have a good Perceived Value towards this product may be caught in a positive perception that is not fully supported by the actual nutritional facts. When consumers perceive that the value offered by Energen is higher than the actual nutritional quality, this could lead to a decline in their positive attitude towards healthy food in general.

Therefore, we propose the following hypothesis:

**H7:** Perceived Value influences Attitude Towards Healthy Food

### Attitude Towards Influencer and Attitude Towards Healthy Food

Several previous studies have shown that the Social Presence of an influencer can have a positive effect on the Brand Attitude published in the influencer's content (Jin et al., 2019). Furthermore, the synergy between the influencer, Attitude Towards Influencer, and a brand's product can influence the Attitude towards a product promoted by the influencer (Belanche et al., 2021). These studies show that if the Attitude Towards Influencer is positive, the Attitude towards the product promoted by that influencer will also be positive. Therefore, we propose the following hypothesis:

**H8:** Attitude Towards Influencer influences Attitude Towards Healthy Food

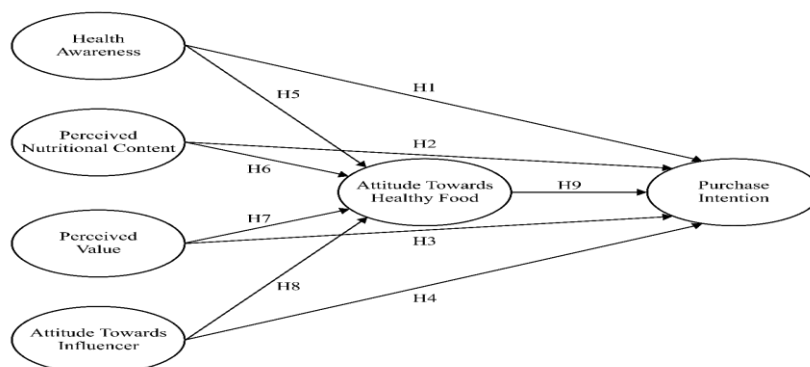
### Attitude Towards Healthy Food and Purchase Intention

Based on the Theory of Planned Behavior (TPB), a person's actions are influenced by several belief aspects, namely Behavioral Beliefs, Normative Beliefs, and Control Beliefs. Behavioral Belief influences how a person perceives a behavior, whether they view it

positively or negatively (Ajzen, 1991). Attitude is one of the important constructs that can predict Purchase Intention, and it can also be used to predict Purchase Behavior. Therefore, Attitude towards a product is also one of the predictors for better understanding Purchase Intention. Several previous studies have mentioned that Attitude Towards Healthy Food can positively impact the Purchase Intention of organic food products (Kusdiyanto et al., 2022; S. Li & Jaharuddin, 2021). Consumers who have a positive Attitude Towards Healthy Food tend to be more careful in choosing healthy food and pay attention to the nutritional information on packaging. When they realize that behind the health claims of Energen, there is actually a high sugar content, this could potentially reduce their intention to buy the product. Thus, even though consumers have a positive attitude towards healthy food in general, this finding may make them hesitant to choose Energen as a food option. Therefore, we propose the following hypothesis:

**H9:** Attitude Towards Healthy Food influences Purchase Intention of Energen in Indonesia.

Based on the hypothesis development, a research model or conceptual framework can be constructed with 6 variables and 9 hypothesis paths as follows.



**Figure 1. Research Framework**

In the framework, there are independent variables such as Health Awareness, Perceived Nutritional Content, Perceived Value, Attitude Towards Influencer, and Attitude Towards Healthy Food. The dependent variable is the Attitude Towards Healthy Food and Purchase Intention of Energen in Indonesia.

- H1: Health Awareness has an influence on Purchase Intention of Energen in Indonesia.
- H2: Perceived Nutritional Content has an influence on Purchase Intention of Energen in Indonesia.
- H3: Perceived Value has an influence on Purchase Intention of Energen in Indonesia.
- H4: Attitude Towards Influencer has an influence on Purchase Intention of Energen in Indonesia.
- H5: Health Awareness has an influence on Attitude Towards Healthy Food.
- H6: Perceived Nutritional Content has an influence on Attitude Towards Healthy Food.
- H7: Perceived Value has an influence on Attitude Towards Healthy Food.
- H8: Attitude Towards Influencer has an influence on Attitude Towards Healthy Food.
- H9: Attitude Towards Healthy Food has an influence on Purchase Intention of Energen in Indonesia.

## METHODS

Due to the purpose of this research, the research uses a quantitative methodology (Creswell, 2007).

The object of this research is all the variables that will be examined, namely Health Awareness, Perceived Nutritional Content, Perceived Value, Attitude Towards Influencer, Attitude Towards Healthy Food, and Purchase Intention. This study focuses on the Purchase

Intention of Energen in Indonesia. The research subjects in this study are Indonesian citizens who have consumed healthy food.

The population of this research is the Indonesian society that has consumed Energen. The sample for this research is Indonesian citizens, ranging from teenagers to adults, who have consumed healthy food in Indonesia. This research uses non-probability sampling technique with judgment sampling because there are certain criteria that must be met by the respondents: the respondents must be within the age range of teenagers to adults, must be located in Indonesia, and must have consumed Energen in Indonesia.

The data obtained will be analyzed using the Partial Least Square-Structural Equation Modelling (PLS-SEM) method. For analysis using the PLS-SEM method, the inverse square root method will be applied to determine the sample size, as explained by Kock & Hadaya (2018), which is one of the best methods for sample size calculation and is recommended by Hair et al. (2021). With a statistical power of 80%, a significance level of 5%, and a minimum path coefficient of 0.2, the sample size is as follows.

$$n_{min} > \left( \frac{2.486}{p_{min}} \right)^2$$

$$n_{min} > \left( \frac{2.486}{0.2} \right)^2$$

$$n_{min} > 154,5$$

Based on the calculation, the minimum sample size obtained is 154.5. Before determining the rounding of the sample size to be used, Comrey & Lee (1992) stated that a sample size of 100 is considered poor, 200 is considered good, and more than 200 is considered very good. Therefore, the sample size used in this study was rounded up to a minimum



of 200 samples and uses questionnaires as data collection technique. At the end, there were 219 samples that were collected. The respondents filled out demographic data and measurement items of the variables.

## RESULT AND DISCUSSION

### Result

Before conducting hypothesis testing, it is necessary to assess the validity and reliability of the measurement model (outer model). A total of 34 measurement items were used for five constructs: Health Awareness, Perceived Nutritional Content, Perceived Value, Attitude Towards Influencers, Attitude Towards Healthy Food, and Purchase Intention. The variables Health Awareness, Perceived Nutritional Content, and Attitude Towards Healthy Food each have 5 items. The variables Perceived Value and Purchase Intention have 6 items each, while the variable Attitude Towards Influencers has 7 items. The application used for the testing is SmartPLS, which was employed to evaluate the outer model. The steps performed include testing indicator reliability, construct reliability, convergent validity, and discriminant validity (Hair et al., 2021).

In the initial assessment and testing, several indicators failed to meet the requirements for discriminant

validity testing using both the HTMT method and the Cross Loading method. Problematic indicators were identified from the Cross Loading results, where some indicators showed higher correlations with other variables than with their respective constructs. After testing using the cross-loading method, it was found that 13 questionnaire items did not meet discriminant validity, including ATH1, ATH3, ATI3, ATI6, HA3, HA4, PI2, PI5, PNC2, PNC3, PV3, PV4, and PV5. Therefore, these thirteen items were excluded and not used in the testing process due to issues with discriminant validity.

First, indicator reliability testing was conducted to evaluate how well the measurement items can represent the constructs (Sekaran & Bougie, 2016). Indicator reliability testing can be performed by examining the outer loading values. High outer loading values indicate that the measurement items are highly correlated with each other and collectively explain the construct variable well (Hair et al., 2021). Each item must have an outer loading value greater than 0.7 (Hair et al., 2017). The results of the outer loading measurements are as follows. Based on the results of the outer loadings, all loading values are above 0.7. Therefore, it can be concluded that the outer model has good indicator reliability

**Table 1. Outer Loading**

	<i>Attitude Towards Healthy Food</i>	<i>Health Awareness</i>	<i>Purchase Intention</i>	<i>Perceived Nutritional Content</i>	<i>Perceived Value</i>	<i>Attitude Towards Influencer</i>
<b>ATH2</b>	0,914					
<b>ATH4</b>	0,791					
<b>ATH5</b>	0,782					
<b>ATI1</b>						0,719
<b>ATI2</b>						0,803
<b>ATI4</b>						0,790
<b>ATI5</b>						0,716
<b>ATI7</b>						0,895
<b>HA1</b>		0,722				
<b>HA2</b>		0,835				

	<i>Attitude Towards Healthy Food</i>	<i>Health Awareness</i>	<i>Purchase Intention</i>	<i>Perceived Nutritional Content</i>	<i>Perceived Value</i>	<i>Attitude Towards Influencer</i>
HA5		0,860				
PI1			0,876			
PI3			0,848			
PI4			0,872			
PI6			0,925			
PNC1				0,882		
PNC4				0,871		
PNC5				0,806		
PV1					0,881	
PV2					0,804	
PV6					0,824	

Next, construct reliability is tested using Cronbach's alpha and Composite Reliability. The value of Cronbach's Alpha and Composite Reliability should both be above 0,7 (Sekaran & Bougie, 2016). The results show that all

reliability values are above 0.7. Therefore, it can be concluded that the items used for each construct are reliable and suitable for testing.

**Table 2. Construct Reliability**

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
<i>Attitude Towards Healthy Food</i>	0,772	0,869
<i>Health Awareness</i>	0,730	0,849
<i>Purchase Intention</i>	0,903	0,932
<i>Perceived Nutritional Content</i>	0,813	0,889
<i>Perceived Value</i>	0,787	0,875
<i>Attitude Towards Influencer</i>	0,844	0,890

The next step is to perform convergent validity testing with the Average Variance Extracted (AVE). Convergent validity examines whether the outer model questionnaire items have a relationship with the construct variables. The AVE value should be

greater than 0.5 (Hair et al., 2017). The results show that all AVE values are above 0.5. Therefore, it can be concluded that the research model does not have issues with convergent validity.

**Table 3. AVE**

	<i>AVE</i>	<i>Validity</i>
<i>Attitude Towards Healthy Food</i>	0,690	Valid
<i>Health Awareness</i>	0,653	Valid
<i>Purchase Intention</i>	0,776	Valid
<i>Perceived Nutritional Content</i>	0,728	Valid
<i>Perceived Value</i>	0,701	Valid
<i>Attitude Towards Influencer</i>	0,620	Valid

Finally, the discriminant validity testing was conducted. The testing parameter used is the Heterotrait-Monotrait ratio or HTMT (Hair et al., 2021). Each item must have an HTMT value smaller than 0.9 to be considered

to have discriminant validity. Below are the AVE results obtained after removing 13 items that did not meet the requirements for discriminant validity testing.

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	<i>Attitude Towards Healthy Food</i>	<i>Health Awareness</i>	<i>Purchase Intention</i>	<i>Perceived Nutritional Content</i>	<i>Perceived Value</i>	<i>Attitude Towards Influencer</i>
<i>Attitude Towards Healthy Food</i>						
<i>Health Awareness</i>	0,8					
<i>Purchase Intention</i>	0,564	0,7				
<i>Perceived Nutritional Content</i>	0,533	0,713	0,864			
<i>Perceived Value</i>	0,762	0,67	0,892	0,697		
<i>Attitude Towards Influencer</i>	0,678	0,768	0,827	0,842	0,765	

The results indicate that the items in the outer model have values below 0.9, meeting all the requirements for discriminant validity. After the validity and reliability of the outer model were tested, the next step is to conduct the inner model testing. The inner model refers to the structural model that consists of the variables analyzed in the research. The inner model testing includes multicollinearity testing using inner VIF, testing the coefficient of determination (R-square), and predictive relevance testing (Q-square). The inner model analysis was done using the

bootstrapping method for a two-tailed hypothesis.

Multicollinearity testing is done to ensure there is no multicollinearity between the independent constructs used. The parameter used is the Variance Inflation Factor (VIF) (Hair et al., 2017). The VIF value must be less than 5 to ensure there are no multicollinearity issues in the model used (Hair et al., 2021). Based on the testing results, the VIF values obtained are smaller than 5. Therefore, it can be concluded that there is no multicollinearity issue in this research model.

**Table 5. VIF Value**

	<i>Attitude Towards Healthy Food</i>	<i>Health Awareness</i>	<i>Purchase Intention</i>	<i>Perceived Nutritional Content</i>	<i>Perceived Value</i>	<i>Attitude Towards Influencer</i>
<i>Attitude Towards Healthy Food</i>			2,975			
<i>Health Awareness</i>	2,781		4,266			
<i>Purchase Intention</i>						
<i>Perceived Nutritional Content</i>	3,761		4,016			
<i>Perceived Value</i>	3,922		3,974			
<i>Attitude Towards Influencer</i>	3,370		3,533			

Next, the R-square testing was conducted to assess the quality of the model used in this PLS-SEM analysis (Sekaran & Bougie, 2016). The

coefficient of determination ( $R^2$ ) results are as shown in the table below.

**Table 6. R-square Value**

	<i>R Square</i>
<i>Attitude Towards Healthy Food</i>	0,664
<i>Purchase Intention</i>	0,827

Based on the testing results, the  $R^2$  value for Attitude Towards Healthy Food is 0.664 or 66.4%. This indicates that the independent variables used to predict Attitude Towards Healthy Food—Health Awareness, Perceived Nutritional Content, Perceived Value, and Attitude Towards Influencer—can explain 66.4% of Attitude Towards Healthy Food. The remaining 33.6% of Attitude Towards Healthy Food is explained by variables not examined in this study. Additionally, the  $R^2$  value for Purchase Intention is 0.827 or 82.7%. This means that the independent variables used to explain Purchase Intention—Health Awareness, Perceived Nutritional Content, Perceived Value, Attitude Towards Influencer, and Attitude Towards Healthy Food—can explain 82.7% of Purchase Intention. The remaining 17.3% is explained by

variables not used in this study. The obtained  $R^2$  values can be categorized as relatively large, particularly for Purchase Intention. This suggests that most of the Purchase Intention variables have been explained by the independent variables examined.

F-square is a parameter used to determine the effect of an independent variable on its dependent variable (Hair et al., 2017). From the F-square, we can see how the impact would change if an independent variable is removed from the model. For direct relationships from an independent variable to a dependent variable, an F-square value of up to 0,02 indicates a low effect, between 0,02 to 0,15 indicates a medium effect, and above 0,15 to 0,35 indicates a high effect (Hair et al., 2017).

**Tabel 7. F-square**

	<i>Attitude Towards Healthy Food</i>	<i>Health Awareness</i>	<i>Purchase Intention</i>	<i>Perceived Nutritional Content</i>	<i>Perceived Value</i>	<i>Attitude Towards Influencer</i>
<i>Attitude Towards Healthy Food</i>			0,016			
<i>Health Awareness</i>	0,534		0,000			
<i>Purchase Intention</i>						
<i>Perceived Nutritional Content</i>	0,068		0,433			
<i>Perceived Value</i>	0,013		0,064			
<i>Attitude Towards Influencer</i>	0,048		0,119			

The table above shows the results of the F-square test. Based on the table, it is observed that Health Awareness has a high effect on Attitude Towards Healthy Food with an F-square value of 0,534. Perceived Nutritional Content has a moderate effect on Attitude Towards Healthy Food with an F-square value of 0,068. Perceived Value has a moderate effect on Attitude Towards Healthy Food with an F-square value of 0,013. Meanwhile, Attitude Towards Influencer is considered to have a high effect on Attitude Towards Healthy Food with an F-square value of 0,048. This means Health Awareness has the largest effect on Attitude Towards Healthy Food compared to other independent variables.

Regarding Purchase Intention, Attitude Towards Healthy Food has a moderate direct effect with an F-square of 0,016. Health Awareness does not have a direct effect on Purchase Intention because the F-square value is 0,000. Perceived Nutritional Content has a large effect on Purchase Intention with an F-

square of 0,433. Perceived Value has a moderate effect on Purchase Intention with an F-square of 0,064. Attitude Towards Influencer also has a moderate effect on Purchase Intention with an F-square of 0,119. This indicates that Perceived Nutritional Content has the largest effect on Purchase Intention compared to the other independent variables.

Predictive relevance (Q-square) is used to assess whether the model used has good observational capacity, or in other words, how well the model can predict outcomes from data not used during model development (Chin, 1998). If the model does not have predictive relevance, it means the observational results are only applicable to the specific data used in this study. The Q-square value must be greater than 0 to indicate that the model has predictive relevance. To obtain the Q-square results, the blindfolding procedure is used, and the results are as follows.

**Table 8. Q-square Value**

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
<i>Attitude Towards Healthy Food</i>	657	360,289	0,452
<i>Health Awareness</i>	657	657	
<i>Purchase Intention</i>	876	327,055	0,627
<i>Perceived Nutritional Content</i>	657	657	
<i>Perceived Value</i>	657	657	
<i>Attitude Towards Influencer</i>	1095	1095	

The Q-square value used is calculated using the construct cross-validated redundancy approach (Hair et al., 2017). This approach is recommended because it takes into account the main elements of the path model in a holistic manner (Hair et al., 2021). The Q<sup>2</sup> values obtained in this study were 0,452 for Attitude Towards Healthy Food and 0,627 for Purchase

Intention. These values are greater than 0,35, indicating that the exogenous (independent) variables have high predictive relevance for the endogenous (dependent) variables in this study (Hair et al., 2017). It can be concluded that the path model has good predictive ability for the original observed data.

After ensuring the validity, reliability, and the absence of

multicollinearity issues in the inner and outer models, SmartPLS was also utilized to conduct hypothesis testing.

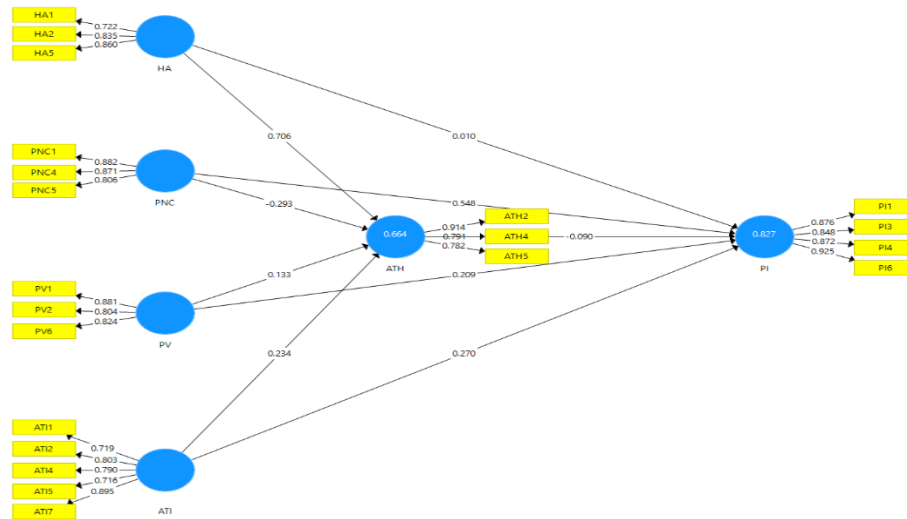


Figure 2. Hypothesis Testing Result

Tabel 9. Uji Hipotesis

	Path	Path Coefficient	T Statistic	P Value	Signifikansi	Konklusi
H1	Health Awareness -> Purchase Intention	0,01	0,124	0,901	Tidak signifikan	Ditolak
H2	Perceived Nutritional Content -> Purchase Intention	0,548	7,248	0	Signifikan	Diterima
H3	Perceived Value -> Purchase Intention	0,209	2,456	0,014	Signifikan	Diterima
H4	Attitude Towards Influencer -> Purchase Intention	0,27	3,449	0,001	Signifikan	Diterima
H5	Health Awareness -> Attitude Towards Healthy Food	0,706	9,27	0	Signifikan	Diterima
H6	Perceived Nutritional Content -> Attitude Towards Healthy Food	-0,293	2,686	0,007	Signifikan	Diterima
H7	Perceived Value -> Attitude Towards Healthy Food	0,133	1,425	0,155	Tidak signifikan	Ditolak
H8	Attitude Towards Influencer -> Attitude Towards Healthy Food	0,234	2,573	0,01	Signifikan	Diterima
H9	Attitude Towards Healthy Food -> Purchase Intention	-0,09	1,673	0,095	Tidak signifikan	Ditolak

The parameter determining the results of the hypothesis test is first assessed based on the type of test conducted. This test is two-tail and has a significance level of 5%. Therefore, the parameter of a hypothesis will be accepted if the t-statistic > 1.95 and the p-value < 0.05 for the two-tail test (Hair et al., 2021).

For hypothesis 1 (H1), Health Awareness is predicted to have an

influence on Purchase Intention. According to the hypothesis testing results, Health Awareness is found to have a positive relationship with Purchase Intention with a path coefficient of 0.01. However, this relationship is not statistically significant with a t-statistic of 0.124 ( $t < 1.95$ ) and a p-value of 0.901 ( $p > 0.05$ ). This indicates that the testing results show that Health Awareness does not have a

significant effect on Purchase Intention. Therefore, it can be concluded that H1 is rejected.

For hypothesis two (H2), Perceived Nutritional Content is predicted to have an influence on Purchase Intention. Based on the hypothesis test results, Perceived Nutritional Content was found to have a positive relationship with Purchase Intention, with a path coefficient of 0.548. This relationship is also statistically significant, as indicated by a t-statistic of 7.248 ( $t > 1.95$ ) and a p-value of 0 ( $p < 0.05$ ). This suggests that Perceived Nutritional Content has a positive and significant effect on Purchase Intention. Therefore, it can be concluded that H2 is accepted.

For hypothesis 3 (H3), Perceived Value is predicted to have an influence on Purchase Intention. According to the testing results, Perceived Value has a positive relationship with Purchase Intention with a path coefficient of 0.209. This relationship is statistically significant as the t-statistic is 2.456 ( $t > 1.95$ ) and the p-value is 0.014 ( $p < 0.05$ ). This indicates that Perceived Value has a positive and significant effect on Purchase Intention. Therefore, it can be concluded that H3 is accepted.

For hypothesis four (H4), Attitude Towards Influencer is predicted to have a relationship with Purchase Intention. Based on the testing results, Attitude Towards Influencer was found to have a positive relationship with Purchase Intention, with a path coefficient of 0.27. This relationship is also statistically significant, as indicated by a t-statistic of 3.449 ( $t > 1.95$ ) and a p-value of 0.001 ( $p < 0.001$ ). This means that Attitude Towards Influencer is significantly related to Purchase Intention. Therefore, it can be concluded that H4 is accepted.

For hypothesis five (H5), Health Awareness is predicted to have a

relationship with Attitude Towards Healthy Food. Based on the testing results, Health Awareness also has a positive relationship with Attitude Towards Healthy Food with a path coefficient of 0.706. This relationship is statistically significant with a t-statistic of 9.27 ( $t > 1.95$ ) and a p-value of 0 ( $p < 0.05$ ). This indicates that Health Awareness has a significant positive effect on Attitude Towards Healthy Food. Therefore, it can be concluded that H5 is accepted.

For hypothesis six (H6), Perceived Nutritional Content is predicted to have a relationship with Attitude Towards Healthy Food. Based on the hypothesis test results, Perceived Nutritional Content was found to have a negative relationship with a path coefficient of  $-0.293$ . This relationship is statistically significant, as indicated by a t-statistic of 2.686 ( $t > 1.95$ ) and a p-value of 0.007 ( $p < 0.05$ ). This suggests that Perceived Nutritional Content has a negative relationship with Attitude Towards Healthy Food. Therefore, it can be concluded that H6 is accepted.

For hypothesis seven (H7), Perceived Value is predicted to have a relationship with Attitude Towards Healthy Food. Based on the hypothesis testing, Perceived Value is found to have a positive relationship with Attitude Towards Healthy Food with a path coefficient of 0.133. However, this relationship is not statistically significant, as the t-statistic is 1.425 ( $t < 1.95$ ) and the p-value is 0.155 ( $p > 0.05$ ). This indicates that Perceived Value does not have a significant effect on Attitude Towards Healthy Food. Therefore, it can be concluded that H7 is rejected.

For hypothesis eight (H8), Attitude Towards Influencer is predicted to have a relationship with Attitude Towards Healthy Food. Based on the hypothesis test, Attitude Towards Influencer was

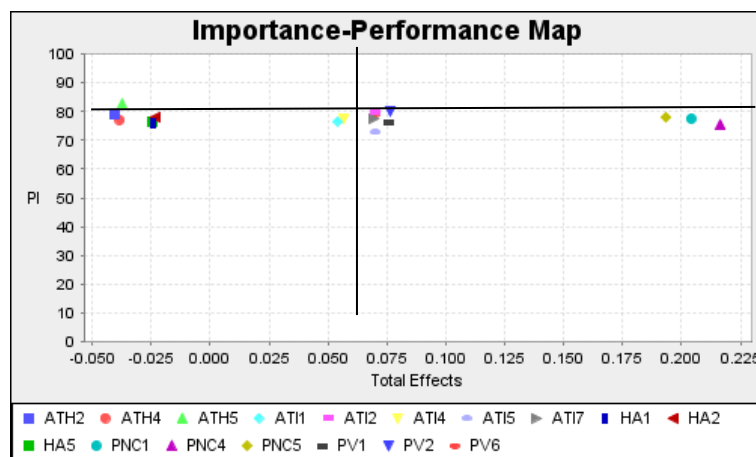
found to have a positive relationship with Attitude Towards Healthy Food, with a path coefficient of 0.234. This relationship is statistically significant, as indicated by a t-statistic of 2.573 ( $t > 1.95$ ) and a p-value of 0.01 ( $p > 0.05$ ). This means the test results show that Attitude Towards Influencer has a positive and significant effect on Attitude Towards Healthy Food. Therefore, H8 is accepted.

For hypothesis nine (H9), Attitude Towards Healthy Food is predicted to have a relationship with Purchase Intention. Based on the hypothesis testing, Attitude Towards Healthy Food has a negative relationship with Purchase Intention with a path coefficient of  $-0.09$ . However, this relationship is not statistically significant as the t-statistic is 1.637 ( $t < 1.95$ ) and the p-value is 0.095

( $p > 0.05$ ). Therefore, it can be concluded that Attitude Towards Healthy Food does not have a significant effect on Purchase Intention. Hence, H9 is rejected.

Importance Performance Mapping Analysis (IPMA) is also conducted to examine the managerial implications of the study (Ringle & Sarstedt, 2016). Through the results of the IPMA mapping, it is possible to identify which variables or constructs need priority and greater managerial attention to achieve better performance.

The results of the importance and performance calculations for the indicators in the table above can be translated into a map with "importance" on the horizontal axis and "performance" on the vertical axis.



**Figure 3. IPMA of Indicators**

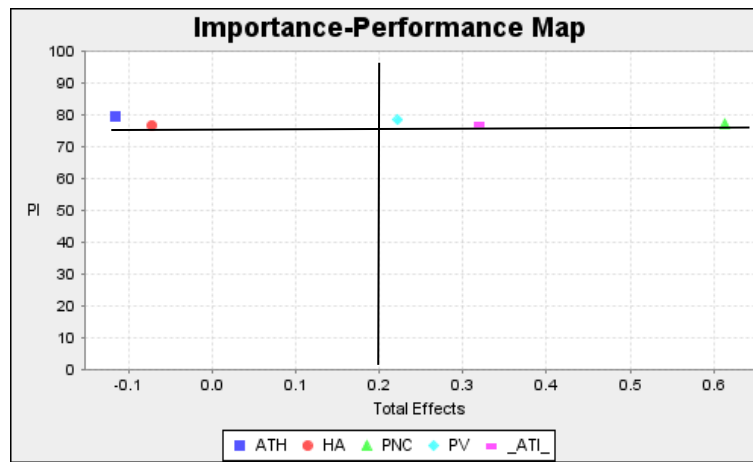
In the IPMA plot, coordinate axes have been created to define the quadrants. The vertical axis is calculated from the average importance, while the horizontal axis is derived from the average performance. Based on these two axes, four quadrants are obtained, where variables in quadrant four (bottom right) need to be the primary focus for managerial implications (Hair et al., 2017).

Items in this quadrant include PNC4, "Energen is rich in Protein." Additionally, there are items close to the edge of quadrant four, such as PNC1, "I think Energen has good nutritional content." It is important for management to closely attend to consumer perceptions regarding the nutritional content and protein in Energen. Other items in quadrant four are PV1, "Energen is one of my favorite cereals," and AT15, "I believe influencers can



persuade people to use a product,” though they are closer to the center of the

axis. This suggests that both aspects also need specific attention.



**Figure 4 IPMA of Constructs**

Based on the IPMA analysis, it was found that the variables Perceived Nutritional Content and Attitude Towards Influencer are in quadrant 4. Although Attitude Towards Influencer is close to the quadrant boundary, it suggests that Perceived Nutritional Content and Attitude Towards Healthy Food are two important aspects that need specific managerial attention.

## CONCLUSION

This study aims to understand how Health Awareness, Perceived Nutritional Content, Perceived Value, and Attitude Towards Influencer influence the Purchase Intention of Energen products, with Attitude Towards Healthy Food as a mediating variable. Based on the analysis, several important findings provide insights into consumer behavior towards Energen products.

Firstly, Health Awareness does not show a significant impact on Purchase Intention. This finding contrasts with previous studies (Ahmed et al., 2021; Hoque et al., 2018), which suggested that Health Awareness plays a significant role in the Purchase Intention of healthy foods. This indicates that Health Awareness does not directly influence

the Purchase Intention. Even though consumers are aware of the importance of maintaining health, this does not significantly affect their Purchase Intention for products like Energen.

Conversely, Perceived Nutritional Content has a significant impact on Purchase Intention. This aligns with the study by Ikonen et al. (2020), which states that perceptions of nutritional content can build consumers' purchase intentions towards healthy foods. When consumers believe that Energen contains good nutrition, they are more likely to purchase it. This underscores the importance for manufacturers to clearly communicate the health benefits of a product.

Moreover, Perceived Value also contributes significantly to Purchase Intention. This finding supports the results from studies by Calvo-Porrall & Lévy-Mangin (2017) and Dam (2020), which found that good perceived value can increase purchase intention and brand preference. Consumers who feel that Energen provides value that matches its price are more likely to purchase it. This highlights the need for effective pricing and promotion strategies to

enhance perceived value among consumers.

Additionally, Attitude Towards Influencer shows a considerable relationship with Purchase Intention. Consumers who have a positive view of influencers promoting Energen tend to trust the product more, thereby increasing the likelihood of purchase. This indicates that influencer marketing remains relevant, especially in reaching younger consumer segments who are more influenced by public figures on social media.

In the analysis of Attitude Towards Healthy Food, it was found that this variable has a significant relationship with Health Awareness and Perceived Nutritional Content but not with Perceived Value. The significant relationship between Attitude Towards Healthy Food and Health Awareness can be explained by the fact that consumers with high health awareness tend to have a positive attitude towards healthy foods. This awareness encourages them to pay more attention to food choices that support a healthy lifestyle, thereby increasing positive attitudes towards products considered healthy. Additionally, the positive relationship between Attitude Towards Healthy Food and Perceived Nutritional Content can be understood because consumers who understand the importance of nutritional content in food are more likely to view healthy food products as appropriate choices based on the nutrition they contain.

However, Perceived Value does not show a significant relationship with Attitude Towards Healthy Food. This may be due to the differing focus between the two variables. Perceived Value is more focused on the price and direct benefits of the product, while Attitude Towards Healthy Food is related to beliefs and awareness

regarding the importance of consuming healthy food. In other words, attitudes towards healthy food are driven by factors more closely related to health and nutritional value, rather than economic value or perceptions of a reasonable price for the benefits received.

Finally, although Attitude Towards Healthy Food has significant relationships with other variables, it does not show a significant influence on the Purchase Intention of Energen. This may be due to other dominant factors in influencing consumer purchase intention, such as product promotion, direct experience with the product, or personal preferences. Consumers who have a positive attitude towards healthy food are not always motivated to purchase Energen if other factors, such as price or taste, dominate their buying decision.

Overall, this study reveals that Perceived Nutritional Content, Perceived Value, and Attitude Towards Influencer are the primary factors influencing consumer purchase intention towards Energen, while other variables like Health Awareness and Attitude Towards Healthy Food require support from other elements to provide a more significant influence on Purchase Intention of Energen products in Indonesia.

This research provides significant contributions to understanding consumer behavior and the marketing of healthy food products. The findings reveal that Perceived Nutritional Content and Perceived Value are key factors influencing consumer Purchase Intention. Additionally, the study enhances the understanding of the role of Attitude Towards Influencer in driving purchase intent through consumer trust in influencers.

The finding that Health Awareness does not always correlate with Purchase Intention, especially when consumers do

not fully understand the product content, offers a new perspective on healthy eating and nutrition communication. This underscores the need for more effective approaches to convey nutritional information to increase consumer awareness and drive positive actions, such as making a purchase.

For the producers of Energen products, this research offers several recommendations to enhance their market appeal. First, it's crucial to improve product packaging with more informative labels and creative digital campaigns. Clear explanations about the health benefits of Energen, such as the various ingredients and nutritional content, can help consumers understand the product's advantages compared to other alternatives. By focusing on these attributes, Energen can better position itself in the competitive market.

Strategic pricing and promotion are also essential. The perceived value of the product can be increased through relevant discounts, product bundling, or other attractive incentives. This strategy will make Energen more appealing by enhancing its perceived worth to the consumer. Collaborating with influencers who have strong appeal and credibility can also be crucial. These influencers can help build a positive image for the product among consumers, especially younger generations who are more responsive to digital content.

Additionally, producers of Energen should consider product innovation, such as launching new variants with lower sugar content or other health-related claims. This step will not only appeal to a health-conscious market segment but also help in retaining the loyalty of existing customers by offering new and relevant options that cater to their lifestyle needs.

This research has several limitations that could provide

opportunities for further exploration in the future. One major limitation is the sample scope, which is currently focused on the Jabodetabek area of Indonesia. Therefore, future research is recommended to include respondents from various regions across Indonesia to make the results more representative of the population as a whole.

Moreover, this study concentrated on specific variables such as Health Awareness, Perceived Nutritional Content, Perceived Value, and Attitude Towards Influencer. Future research could explore additional variables like Brand Loyalty or Environmental Awareness to gain a more comprehensive understanding of consumer behavior in choosing healthy food products.

One point to note is that perceptions towards influencers can vary among individuals. In this study, perceptions of influencers were taken in general terms without focusing on specific influencers. Therefore, future research is recommended to analyze the impact of specific influencers and how each influencer's characteristics can influence consumer attitudes and purchase intentions.

Future research is also advised to analyze gender differences in purchasing behavior, given the potential market from the male segment, which may have different preferences when consuming healthy food products. Additionally, the duration of consumer exposure to influencer content should be further studied as it can provide additional insights into the effectiveness of influencer-based marketing.

Overall, this research's findings are expected to benefit producers, marketers, and researchers in developing more effective strategies to promote healthy food products in Indonesia and to address challenges in increasing

consumer awareness and purchase intention.

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