

The Influence of Consumer Preference, Perception, and Awareness on Yoghurt Purchase Decisions in Banyuwangi Regency

Getta Hayyuning Mangesti¹, R. Abdoel Djamali², dan Rizal³

¹*Student of Postgraduate, Agribusiness, Politeknik Negeri Jember*

²*Lecturer of Postgraduate, Agribusiness, Politeknik Negeri Jember*

³*Lecturer of Postgraduate, Agribusiness, Politeknik Negeri Jember*

e-mail: get.getta@gmail.com

ABSTRACT

Increased awareness of health and lifestyle changes have led to significant changes in consumer behavior towards healthy food consumption in recent years. Functional foods and beverages are promoted as products that have specific health benefits beyond basic nutrition. Yoghurt is a functional product that is fortified with calcium, fiber and probiotics. Yoghurt imports have increased by 225.98%, this means that it is in line with the increasing need for Indonesian people to consume yoghurt. This purpose of this research are (1) to analyze the effect of consumer preferences on yogurt purchasing decisions, (2) to analyze the effect of consumer perceptions on yogurt purchasing decisions, (3) to analyze the effect of consumer awareness on yogurt purchasing decision. The variables observed in this study were the preference, perception, consumer awareness and purchase decisions. Thus research uses descriptive quantitative method. The quantitative research method is a method that is based on the philosophy of positivism and is used to study a specific population or sample (Sugiyono 2018). The sampling technique uses a questionnaire. The location of this research is located in retail in the city of Banyuwangi. This research was conducted from January 2022 to May 2022. The data obtained were processed using SEM-PLS. Respondents in this study were respondents who had bought yogurt products. The number of respondents in this study were 100 people. Respondents are consumers who often shop at the five modern retailers in the city of Banyuwangi. The results of this study indicate that consumer preferences for yogurt are still considered quite low. Respondents already know that the composition contained in yogurt products is important in deciding to buy. The relationship between consumer perceptions of purchasing decisions is positive. Consumer awareness of purchasing decisions has a significant influence. Respondents already know that yogurt is a healthy fermented milk drink.

Key Words: *Yogurt, Preference, Perception, Consumer Awareness*