

ABSTRAK

FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT PEMBELIAN DAN KEPUTUSAN PEMBELIAN PADA LAYANAN KESEHATAN ZONA GIZI

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Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga, citra merek, kualitas pelayanan, promosi, persepsi kemudahan, dan persepsi kemanfaatan terhadap niat pembelian serta keputusan pembelian layanan kesehatan Zona Gizi. Penelitian dilakukan terhadap 358 responden yang dipilih berdasarkan pengalaman dan pengetahuan mereka mengenai layanan Zona Gizi. Pengumpulan data dilakukan melalui penyebaran kuesioner secara langsung menggunakan angket serta melalui tautan Google Form yang dibagikan lewat media sosial WhatsApp dan Instagram. Analisis data menggunakan **metode** Structural Equation Modeling (SEM) dengan bantuan program IBM SPSS AMOS 21. Hasil penelitian menunjukkan bahwa variabel persepsi harga, citra merek, kualitas pelayanan, promosi, persepsi kemudahan, dan persepsi kemanfaatan berpengaruh positif dan signifikan terhadap niat pembelian layanan kesehatan Zona Gizi. Selain itu, niat pembelian terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: persepsi harga, kualitas layanan daring, citra merek, promosi, persepsi kemudahan, persepsi kemanfaatan, niat pembelian, keputusan pembelian.

ABSTRACT

FACTORS INFLUENCING PURCHASE INTENTION AND PURCHASE DECISION ON ZONA GIZI HEALTH SERVICES

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This study examines the factors that influence purchase intention and purchase decision in the context of Zona Gizi health services. Specifically, it investigates the effects of price perception, brand image, service quality, promotion, perceived ease of use, and perceived usefulness on consumers' purchase intention, as well as the effect of purchase intention on purchase decision. A total of 358 respondents with prior experience and knowledge of Zona Gizi services participated in the study. Data were collected through questionnaires distributed both offline and online via Google Forms shared on WhatsApp and Instagram. The data were analyzed using Structural Equation Modeling (SEM) with IBM SPSS AMOS 21. The results reveal that all independent variables—price perception, brand image, service quality, promotion, perceived ease of use, and perceived usefulness—have a positive and significant impact on purchase intention. Furthermore, purchase intention is found to have a positive and significant effect on purchase decision. These findings highlight the importance of both functional and psychological factors in shaping consumer behavior toward health services. The study provides practical implications for healthcare service providers in designing effective marketing strategies to enhance consumer intention and decision-making.

Keywords: *price perception, brand image, service quality, promotion, perceived ease of use, perceived usefulness, purchase intention, purchase decision.*