

**PREFERENCES AND FACTORS INFLUENCING THE PURCHASE
INTENTION OF HEALTHY SNACKS AMONG MILLENNIALS IN
JAKARTA**

By

Grace Aurelia Kahono
11405018

BACHELOR'S DEGREE
in

FOOD TECHNOLOGY
LIFE SCIENCES AND TECHNOLOGY

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August, 2018

Revision After the Thesis Defense on 23rd July 2018

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Grace Aurelia Kahono

Student

Date

Approved by:

Della Rahmawati, S.Si, M.Si

Thesis Advisor

Date

I Kadek Putra Yudha Prawira, S.T.P, M.P

Thesis Co-Advisor

Date

Dr. Dipl. –Ing Samuel P. Kusumocahyo

Dean

Date

Grace Aurelia Kahono

ABSTRACT

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By

Grace Aurelia Kahono
Della Rahmawati, S.Si, M.Si
I Kadek Putra Yudha Prawira, S.T.P, M.P

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Trend of healthy eating has been increasing almost over all region in the world, including Indonesia. More than half (75%) of urban Indonesians are willing to have healthier diet. This growing trend will influence food industry in coming years, including snack industry in Indonesia, since Indonesia is the country with the biggest snacking habit in Asia Pacific. The snacking habit is popular with all ages, especially Millennials. Nowadays, Millennials have been shifting their snacking behaviors into a healthier snack consumption more rapidly than any other age groups. The objective of this study is to know the preferences and the factors influencing the purchase intention of healthy snack among Millennials in Jakarta. The study is carried out by market survey to 475 Millennials in Jakarta who have interest in consuming healthy snack. The data is analyzed using Friedman Test and Wilcoxon Signed-Rank Test. The research revealed that yogurt is the preference of healthy snacks among Millennials in Jakarta, compared to healthy biscuit/ cookies, snack bar, fruit and vegetable (including their products). In addition, taste becomes the most influential intrinsic factor, while price and convenience are the most influential extrinsic factors in the purchase intention of healthy snacks among them.

Keywords: Healthy Snack, Intrinsic Factors, Extrinsic Factors, Purchase Intention, Millennials



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DEDICATION

I would like to dedicate this humble work to God, because without him I am nothing.

I also would like to dedicate this work to my country, Indonesia



ACKNOWLEDGEMENTS

In the beginning, I would like to be grateful to God for His Blessing. Through His hands, He convey me with strength, persistence, fortitude, and determination. In addition, I would like to express my gratitude to the entire individual who supported and encouraged me throughout this research.

- For my family, thank you for the unconditional love, support, and always have faith in me
- To Mrs. Della Rahmawati, S.Si, M.Si and Mr. I Kadek Putra Yudha Prawira, S.T.P, M.P, thank you for enlightening me with knowledge and cognition
- To Mr. Muzi Marpaung, Mrs. Maria D.P.T Gunawan Puteri, PhD, and all Life Sciences and Technology lecturers, thank you for guiding and inspiring me in hard times during the the academic venture and thesis.
- To Aldo Wijaya, Deandra Devina, Gladys Angelika, Harold Adhitjan, Juan Teguh Tjahjadi, Levina Adiputri, Maximilian Kevin, Monica Arlene Junn, Nasya Tanbri, Martinus Arianto, Stephanus Michael Andiputra, Veshia Handoko, and all my high school best friends, thank you for everyday support, laughter, and love that you gave all this time. Thank you for always having me at my worst and cherish my days.
- To Amanda Celina, Falencia Edrina, Jennifer Sunardi, Michelle Salim, Rebecca Wirawan thank you for filling my four years with joy, laughter, and love.
- To my Food Technology friends, thank you for all the memories we had for the last four years. It has been my honor.

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