

**TREN KONSUMSI MAKANAN SEHAT (*CLEAN FOOD*) : ANALISIS
PEMBELIAN PADA MEMBER XGYM, *AN APPLICATION OF THE
MODEL OF GOAL-DIRECTED BEHAVIOR***

TESIS



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*Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen Pada
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DIRECTED BEHAVIOR**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis perilaku pembelian makanan sehat (*clean food*) pada member XGym dengan menggunakan pendekatan *Model of Goal-Directed Behavior* (MGB). Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatori untuk menguji hubungan kausal antar variabel psikologis dalam *Model of Goal-Directed Behavior* (MGB) terkait niat pembelian makanan sehat (*clean food*). Data primer dikumpulkan melalui survei menggunakan kuesioner tertutup yang disebarakan secara daring kepada 120 member aktif Xgym di Kota Padang, yang dipilih melalui teknik purposive sampling. Analisis data dilakukan menggunakan Structural Equation Modeling (SEM) berbantuan software SmartPLS. Hasil penelitian menunjukkan bahwa tidak semua variabel dalam *Model of Goal-Directed Behavior* (MGB) berpengaruh signifikan terhadap perilaku pembelian makanan sehat. Sikap dan norma subjektif tidak berpengaruh signifikan terhadap keinginan, sementara perceived behavioral control berpengaruh positif signifikan terhadap keinginan. Selanjutnya, keinginan berpengaruh signifikan terhadap niat, dan niat berpengaruh signifikan terhadap tindakan nyata pembelian *cleanfood*. Temuan ini menekankan pentingnya kemudahan akses dan keyakinan diri dalam mendorong konsumsi makanan sehat.

Kata Kunci: Clean Food, Konsumsi Makanan Sehat, Perilaku Pembelian, Model of Goal-Directed Behavior (MGB), Niat Konsumen, Perceived Behavioral Control

TRENDS IN HEALTHY FOOD CONSUMPTION (CLEAN FOOD): A PURCHASE BEHAVIOR ANALYSIS AMONG XGYM MEMBERS USING THE MODEL OF GOAL-DIRECTED BEHAVIOR

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ABSTRACT

This study aims to analyze the purchasing behavior of healthy food (clean food) among XGym members using the Model of Goal-Directed Behavior (MGB) approach. A quantitative approach with an explanatory research design was employed to examine the causal relationships between psychological variables in the Model of Goal-Directed Behavior (MGB) related to their intention to purchase clean food. Primary data were collected through a closed-ended online questionnaire distributed to 120 active XGym members in Padang City, selected using purposive sampling. Data analysis was conducted using Structural Equation Modeling (SEM) with the assistance of SmartPLS software. The results indicate that not all variables in the Model of Goal-Directed Behavior (MGB) significantly affect clean food purchasing behavior. Attitude and subjectivism do not significantly influence desire, whereas perceived behavioral control has a significant positive effect on desire. Furthermore, desire significantly affects intention, and intention significantly affects actual clean food purchasing behavior. These findings highlight the importance of accessibility and self-confidence in encouraging healthy food consumption.

Keywords: *Clean Food, Healthy Food Consumption, Purchasing Behavior, Model of Goal-Directed Behavior (MGB), Consumer Intention, Perceived Behavioral Control*