



UNIVERSITAS ANDALAS

THESIS

**CONSUMER PURCHASE INTENTION TOWARD HILO PLATINUM
MILK: A THEORY OF PLANNED BEHAVIOR PERSPECTIVE IN
PADANG CITY**

Santika Krismulyadi

2010523026

**UNDERGRADUATE PROGRAM IN MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
PADANG
2026**

**CONSUMER PURCHASE INTENTION TOWARD HILO PLATINUM
MILK: A THEORY OF PLANNED BEHAVIOR PERSPECTIVE IN
PADANG CITY**

By:

SANTIKA KRISMULYADI

2010523026

UNIVERSITAS ANDALAS

ABSTRACT

This study aims to analyzed the factors influencing consumer purchase intention toward Hilo Platinum Milk in Padang City by applying the Theory of Planned Behavior (TPB). The research examines the effects of health consciousness, attitude, subjective norm, perceived behavioral control, price discount, and product quality on purchase intention. A quantitative approach was employed using primary data collected through questionnaires distributed to 191 respondents selected through purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results show that health consciousness, subjective norm, price discount, and product quality have a positive and significant effect on purchase intention. These findings indicate that companies should focus more on strengthening health-related marketing, social influence, promotional strategies, and maintaining product quality to increase consumer purchase intention. This study contributes to the development of consumer behavior literature, especially in the context of dairy products in developing markets such as Padang City.

Keywords: Health Consciousness, Attitude, Subjective Norm, Perceived Behavioral Control, Price Discount, Product Quality, Purchase Intention.

Thesis Supervisor: Dr. Makruf, SE, M.Bus, M.Phil