

PENGARUH KESEGARAN, TAMPILAN DAN MANFAAT UNTUK KESEHATAN TUBUH TERHADAP KEPUTUSAN PEMBELIAN PRODUK BUAH

Oleh : Stephanus

The purpose of this research is to determine the influence factors of freshness, appearance and benefits of fruit for healthiness both partially and simultaneously to the consumer purchase decision of fruits product. The population is people who live in Jakarta and its surroundings, and the sample population used in the study was chosen with non- probability sampling method. To obtain respondents used technique by purposive sampling approach, where the approach choose deliberately based on considerations as respondent. The sample selection considerations are consumers who buy fruit at least once a week. Data was collected using an online questionnaire.

The result of this study shows that there is significant evidence that (1) freshness of a fruit influences one's decision whether or not to buy it (2) appearance of a fruit influences one `s decision whether or not to buy it (3) health benefits of a fruit influences one's decision whether or not to buy it, and that (4) freshness, appearance and health benefits of a fruit all together simultaneously influence one's decision whether or not to buy it. This result is useful for a researcher in the field of marketing as it gives a more comprehensive understanding of what factors influence one's decision to buy fruits. The implication of the result of this study is also useful for future research and fruit sellers at modern market and traditional market.

Keywords: Freshness, Appearance, Benefits of Fruits for Healthiness and Consumer Purchase Decision of Fruits