

FAKTOR – FAKTOR YANG MEMPENGARUHI NIAT PEMBELIAN PRODUK GARAM DAN AIR MINERAL BERMEREK DI JAKARTA

Oleh : Randy Ramadhiansa

The addition of salt products and mineral water in Jakarta are needed in order to increase the purchase of a product. The study was conducted with the aim of understanding consumers' brand awareness and analyzing consumers' attitude towards selected branded commodity food products. An attempt was made to examine factors influencing the purchase of selected branded commodity food products. Products chosen in this research were salt and branded mineral water in Jakarta. 200 respondents of various age, gender, education, and work in Jakarta was taken as sample. The results showed that visible packaging, bazaars, surrounding people, and advertising are important sources of awareness of branded salt while nutritional information, references from friends and relatives, ease of access, and price are important factors in purchasing branded salt and water. Other factors such as free from adulterants, free from insecticides/pesticides/harmful chemicals, and social status were taken as consideration of parameters of branded salt and branded mineral water. There is a significant perception difference regarding the importance of the various factors and parameters that influence the purchase of branded and branded mineral water amongst respondents by demographics. This paper offers insights and information for salt and mineral water producers in Jakarta in order to address the key factors that affect consumer purchases.

Keywords: Branded Product, Commodity food products, Brand awareness, Jakarta, Consumer behaviour, Brands, Demographics