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COMPARATIVE ANALYSIS ON PURCHASING INTENTION OF HIGH PROTEIN PRODUCT "FITMEAT" BETWEEN GYM AND NON-GYM MEMBERS

BIMA AJI WIBOWO



BUSINESS STUDY PROGRAM
SCHOOL OF BUSINESS
IPB UNIVERSITY
BOGOR
2025

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ABSTRACT

BIMA AJI WIBOWO. Comparative Analysis on Purchasing Intention of High Protein Product "FITMEAT" Between Gym and Non-Gym Members. Supervised by JOYO WINOTO and ZENAL ASIKIN.

This study aimed to analyze the differences in purchasing intention for the high-protein product FITMEAT between gym and non-gym consumers, identify the key factors influencing this intention, and provide managerial implications for effective marketing strategies. The research was conducted using a quantitative survey with a total of 200 respondents, consisting of 100 gym members and 100 non-gym consumers, with data analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings revealed that Attitude Toward Behavior (ATB) significantly influenced Behavioral Intention (BI) in both groups, indicating that a positive attitude toward FITMEAT increased the intention to purchase. Conversely, Subjective Norms (SN) did not have a significant effect on BI for either group, suggesting that social influence was not a crucial factor. A key difference emerged in the path to purchase: for gym members, Behavioral Intention (BI) significantly affected Purchase Intention (PI). However, for non-gym consumers, this relationship was not significant; instead, Product Specification (PS) played a more dominant role in directly influencing their Purchase Intention (PI). These results imply that FITMEAT should implement tailored marketing strategies: reinforcing positive consumer attitudes and behavioral commitment for the gym segment, while emphasizing superior product specifications—such as taste, quality, and nutritional content—to drive purchasing decisions among the non-gym segment.

keywords: Attitude Toward Behavior, Fitmeat, Product Specification, Purchasing Intention, Subjective Norms, Theory Of Reasoned Action

ABSTRAK

BIMA AJI WIBOWO. Analisis Perbandingan Niat Beli Produk Tinggi Protein "FITMEAT" antara Anggota Gym dan Non-Gym. Di bawah bimbingan JOYO WINOTO dan ZENAL ASIKIN.

Penelitian ini bertujuan untuk menganalisis perbedaan niat beli produk tinggi protein FITMEAT antara konsumen anggota gym dan non-gym, mengidentifikasi faktor-faktor kunci yang memengaruhi niat beli tersebut, dan memberikan implikasi manajerial untuk strategi pemasaran yang efektif. Penelitian dilakukan menggunakan metode survei kuantitatif dengan total 200 responden, yang terdiri dari 100 anggota gym dan 100 konsumen non-gym, dengan data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menemukan bahwa Attitude Toward Behavior (ATB) secara signifikan memengaruhi Behavioral Intention (BI) pada kedua kelompok, yang menandakan bahwa sikap positif terhadap FITMEAT meningkatkan niat untuk membeli. Sebaliknya, Subjective Norms (SN) tidak memiliki pengaruh signifikan terhadap BI pada kedua kelompok, yang menunjukkan bahwa pengaruh sosial bukan merupakan faktor krusial. Perbedaan utama muncul pada jalur menuju pembelian: pada anggota gym, Behavioral Intention (BI) secara signifikan memengaruhi Purchase Intention (PI). Namun, bagi konsumen non-gym, hubungan ini tidak signifikan; sebaliknya, Product Specification (PS) memainkan peran yang lebih dominan dalam memengaruhi Purchase Intention (PI) mereka secara langsung. Hasil ini menyiratkan bahwa FITMEAT perlu menerapkan strategi pemasaran yang disesuaikan: memperkuat sikap positif konsumen dan komitmen perilaku untuk segmen gym, sambil menekankan spesifikasi produk yang unggul—seperti rasa, kualitas, dan kandungan gizi—untuk mendorong keputusan pembelian di kalangan segmen non-gym.

kata kunci: *Attitude Toward Behavior*, *Fitmeat*, *Niat Beli*, *Norma Subjektif*, *Spesifikasi Produk*, *Theory of Reasoned Action*



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COMPARATIVE ANALYSIS ON PURCHASING INTENTION OF HIGH PROTEIN PRODUCT "FITMEAT" BETWEEN GYM AND NON-GYM MEMBERS

BIMA AJI WIBOWO

Thesis
as one of the requirements for obtaining a
Bachelor's degree
in the Business Study Program

**BUSINESS STUDY PROGRAM
SCHOOL OF BUSINESS
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2025**

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Examiners on Thesis Exam:

1. Khairiyah Kamilah, S.E., M.Si.
2. Dr. Siti Jahroh, BSc, MSc

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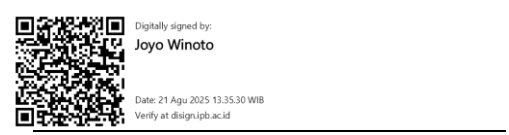


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Thesis Title : Comparative Analysis on Purchasing Intention of High Protein Product "FITMEAT" Between Gym and Non-Gym Members
Name : Bima Aji Wibowo
NIM : K1401201807

Approved by

Supervisor 1:
Joyo Winoto, Ph. D



Supervisor 2:
Dr. Zenal Asikin, SE, MSi



Acknowledged by

Head of Undergraduate Program:
Dr. Siti Jahroh, BSc, MSc,
NIP. 197711262008122001



Examination Date : 21 Juli 2025

Graduation Date :

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FOREWORD

The author expresses praise and gratitude to Allah Subhanahu Wa Ta'Ala for all His blessings, enabling the successful completion of this scientific work. The research topic chosen for this research, conducted from December 2024 to July 2025, is a thesis entitled "Comparative Analysis On Purchasing Intention Of High Protein Product "Fitmeat" Between Gym And Non-Gym Members"

The completion of this thesis would certainly not have been possible without the endless support and prayers of those closest to the author. Therefore, the author would like to express his gratitude to:

1. Joyo Winoto, Ph.D., and Dr. Zenal Asikin, SE, M.Si., who have provided guidance, advice, and constant motivation throughout the research process.
2. Agustina Widi Palupiningrum, S.E., M.M., who has taught and assisted me in the process of completing this final project.
3. My father, Eko Prabowo, and my mother, Wirastuti Handayani, my step-mother, Wiliana, and my brother, Bayu Adi Wibowo who have provided me with unwavering support, prayers, and love from the beginning of my studies until the completion of this final project.
4. Zaidandida Ismail, as the Director of FITMEAT which is the company that became the object of the study.
5. All the lecturers and staff at the IPB Business School, who have contributed to my knowledge and helped me throughout every aspect of my studies.
6. My friends from the 57th batch of the IPB Business School, who have worked together and shared many life stories over the past four years.

I hope this research paper will be beneficial to those in need and to the advancement of science.

Bogor, August 2025

Bima Aji Wibowo



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