

ANALYSIS OF FACTORS AFFECTING THE PURCHASE DECISION OF HEALTHYFOOD

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Abstract— Healthy food is consumed to meet nutritional needs in accordance with health standards in order to increase intelligence and a healthy lifestyle. This study aims to determine the factors that most influence on healthy food buying decisions, from internal factors (age, lifestyle and knowledge) and external factors (product, promotion, price and place). In this research delimitation (restrictions) is carried out so that it is more controlled and relevant to what will be proven. The realization is that the age variable is not included in the factor analysis because it is a characteristic of the respondents, the place variable is also not analyzed because the marketing is done online. This correlational quantitative research uses primary and secondary data collected through interviews, documentation and questionnaires to 68 respondents, namely healthy food consumers. Data processing using the KMO-MSA method and interpretation of factor analysis, the results formed factor 1 (price, lifestyle, knowledge) and factor 2 (product and promotion). The Component Transformation Matrix shows the value of Component 1 and 2 whose correlation value is > 0.5 , namely 0.735, it is concluded that the five variables are feasible for analysis. To find out the most influential factor, a multiple logistic regression test was carried out, the result is that the product has an Exp(B) value of 4.797, meaning that consumers have a tendency to buy because of the product 4.797 times. Meanwhile, promotions have an Exp(B) value of 8.991, meaning that consumers have a tendency to buy 8.991 because of promotions carried out by producers.

Keyword : *Healthy food, Purchase Decision, Fluencing Factors*;

Introduction

In Indonesia the food and beverage industry is one of the drivers of the economy, therefore the Government facilitates the development of the food and beverage provider industry such as restaurants which are a form of food business entity through the Decree of the Minister of Tourism, Post and Telecommunications Num.KM.95/HK 103/MPPT-87) (Menparpostel, 1987), Restaurants are very popular with the public because with a variety of production techniques they are able to provide a variety of foods including fast food and junk food, which are fast in serving so that most people choose restaurant food over eating at home, because they are freer to determine what their choices are. However, in 2019 the Covid -19 pandemic hit the world, making big changes to the behavior and activities of all levels of society, including visiting restaurants and choosing food (Widyastuti P. , 2018). People prefer healthy food, which they think can avoid exposure to the Corona Virus, citing opinions (Muhammad, 2020) which states that, although food is not an agent for spreading the Corona virus and is not the cause of the onset of the disease, diet is very closely related to the human body's resistance when attacked by the Corona virus. Someone with a good diet, of course, has a better immune system than someone who has a bad diet. According to (Rafikasari, 2018) based on data released in late 2016 by Nielson's *New Global Health an Ingredient-Sentiment Survey* regarding the diet of modern Indonesian society shows that Indonesian people are increasingly aware of health, starting with adopting a healthier lifestyle and eating pattern coupled with increasing awareness of the risks of degenerative diseases arising from an unhealthy lifestyle. According to (D. Nurchayati & R. W. Pusari, 2014) Healthy food is a type of food consumed by a person in order to meet nutritional needs in accordance with health standards in order to increase intelligence and a healthy lifestyle.

Different from the results of some of the studies above, the results of the research conducted (J.M.H. Situmorang, et al., 2021) of the 6 factors studied, the results were only three factors that had a significant effect on food selection by Gen Z, namely (1) availability of variety and junk food;(2) brand name;(3) availability of ready-made food, These three factors make Gen Z consumers satisfied. The results of this study indicate that Gen Z is more interested in fast food or junk food, so this could be a bad habit that can increase health risks. Quoting a statement from (Handayani, W. et al., 2021) fast food is also known as junk food which means food that does not have good nutrition or nutrition for the body so that it can cause several problems, namely diabetes, hypertension, stroke, coronary heart disease and cancer. When reviewed in more depth, the increase in nutritional problems and various non-communicable diseases, one of which is obesity, is caused by the tendency to consume junk food, which is a way of life and often occurs in adolescents. (Hawkins & Mothersbaugh, 2010) Age affects lifestyle and self-concept, so product placement according to age is very important, because age is one of the factors that can influence food choices, Besides age level, lifestyle is also a factor that influences the decision to buy healthy food (Chen, 2019)

This research is a continuation of research that was conducted in 2022 with the same object, namely healthy food produced by the Entrepreneurship Division of the Nutrition Student Association (NSA) Muhammadiyah Gresik University (UMG), the results show that Instagram is the most widely used. media used for the promotion and sale of healthy food. The difference is the purpose, this study aims to find out what factors have the strongest influence on consumer decisions to buy Healthy Food products.

As previously explained, the decision to buy healthy food is influenced by many factors, not only product factors which include taste and nutritional content, as well as adequate prices according to the advantages of the products offered. However, there are other factors that are still not paid much attention to by businesses or healthy food producers, such as creative and effective promotion methods, namely the use of social media such as Instagram, Facebook or TikTok to inform about the benefits of healthy food products for health. There has been a change in consumer habits as a result of the spread of the Corona Virus which has caused people to prefer buying food products online which relies on promotional images and product explanations on social media which are used as consumer instructions about the types and benefits of the product to be purchased. The trend of choosing or buying healthy food has become a lifestyle for consumers, if before Covid - 19 people preferred going to restaurants and choosing fast food, when there was a change in the selection of healthy food products and purchases made online were prioritized. Therefore it is very important for business actors to prepare themselves to provide services needed by consumers, such as attractive and informative promotional pamphlets which are then posted on the social media used.

Each consumer has different causal factors in determining the choice or purchase of the desired product or service according to age, lifestyle, education, occupation, income and tastes, the price offered, the product or because of promotion, thus making food producers meet the needs of consumers who diverse.

Entrepreneurship Division NSA UMG contribute to a healthy society inside and outside campus by campaigning for healthy food consumption, through its efforts to produce,

promote and market healthy food in Gresik and its surroundings. The people of Gresik have started to switch to healthy food, as evidenced by the increasing orders for healthy food.

From the description above, this is the basis for setting the objectives of this study, namely to find out what factors are most dominant in influencing the decision to buy healthy food that is produced and marketed by the Entrepreneurship Division NSA UMG.

Literatur Review

Age Group

Grouping based on age will produce a generation theory (Hawkin & Mothersbaugh, 2010), the six generations based on the year of birth (a) Generation (Gen) born in 1922 – 1945 is referred to as the veteran gene; (b) Baby Boomers genes born in 1946 – 1964, (c) Gen X born in 1965 – 1980, (d) Gen Y born in 1981 – 1996, called the Millennial Gen; (e) Gen Z was born in 1997 – 2010, the same as Gen Y who are familiar with gadgets and use them to earn income through existing platforms, unfortunately Gen Z is not as familiar with Indonesian culture as the previous generation; (f) Gen Alpha born in 2011 – 2025 is called iGeneration (Lancaster & Stillman, 2002)

Healthy Food

According to (Finglas P. et al., 2017) Healthy food shall compose of all nutrients and nonnutrient in proper composition. It shall adequately meet the human to guarantee the best nutrition status of the people when it put into a daily habit, (Andrianto, 2014) is food that contains substances needed by the body and must meet several requirements, namely hygiene, nutrition and sufficient, but not expensive but delicious in taste. (Arifin Y. , 2018) are foods that have various functions for health

Types of Healthy Food

In (Siaputra & Isaac, 2020) a healthy food menu is rich in nutrients such as carbohydrates, protein, minerals, vitamins and a little unsaturated fat such as: **Fruit and Vegetables**, Various types of fruits and vegetables are recommended to be consumed as much as 5 servings or more in 1 day ; (b) **Carbohydrate**, More types of complex carbohydrates should be consumed, such as (potatoes, bread, tubers) and those with high fiber content are recommended ; (c) **Meat**, Various types of meat, ranging from beef, fish, chicken which are the meat most often consumed, it is recommended to consume low-fat meat variants; (d) **Milk**, Milk is recommended to be drunk in moderation and it is recommended to consume low-fat variants ; (e) **Fat and sugary food** , Foods that contain saturated fat, sugar, fried foods, soft drinks, and sweets are recommended not to be consumed frequently and if they are consumed it is recommended to consume them as little as possible. According to (Fadli, 2022) Some types of healthy food that can be a good choice and consumed every day: (a) **Green vegetables**, the main healthy food, because it has a complete nutritional content; (b) **Green leafy vegetables**, rich in antioxidants and a source of vitamins; (c) Fruits, have a high vitamin content ; (d) **Meat and Eggs**, are high sources of protein and iron and complete nutrition; (e) **Nuts and seeds**, foods that are loaded with nutrients and various important minerals for the body; (f) **Fish and other seafood**: is a source of omega-3 fatty acids and yodium; (g) **Milk**, food that contains minerals, animal protein, healthy fats and vitamins

Benefits of Healthy Food

Refers to (D. Nurcahyati & R.W. Pusari, 2014) Healthy food is food that can meet nutritional needs in accordance with health standards in order to increase intelligence and a healthy lifestyle, (Naufaldi & Nurwati, 2020) Healthy food is food that can meet nutritional needs in accordance with health standards in order to increase intelligence and a healthy lifestyle. (Lumiar, 2010) Healthy Food Bar (HFB) is a product that is intended not only for filling, but also considering high nutritional value and useful for health.

Purchase Decision

Purchasing decision according to (Kotler, 2011) is the act of consumers to want to buy or not to the product. Of the various factors that influence consumers in purchasing a product or service, consumers usually consider quality, price, and products that are well known to the public. (Schiffman & Kanuk, 2008) is the selection of two or more alternative consumer choices in purchasing decisions. The buying decision-making process for everyone is basically the same, but will be colored by personality traits, age, income and lifestyle..

In making purchasing decisions, consumers are influenced by three factors, namely internal, external and situational. Internal factors consist of: motivation; perception; learning; attitude; age; work and lifestyle, external factors which are the efforts of business actors to influence consumers to make purchases of their products through a marketing strategy with the concept of the marketing mix (marketing mix), namely product, price, promotion and place, meanwhile, situational factors are circumstances or situations that influence the final process of consumer purchasing decisions, which consist of buying situations, shopping situations and temporary circumstances. (Kotler, P, 2011).

Factors Affecting Purchase Decision

(Assauri, 2015) said that, consumer purchasing decisions are influenced by habits that include time, amount and place of purchase made, (Kotler & Amstrong, 2017) There are three factors that influence purchasing decisions, namely internal, external and situational. The influence of internal factors consists of: motivation; perception; learning; attitude; age; work and lifestyle, external factors which are the efforts of business actors to influence consumers to buy their products through a marketing strategy with the concept of the marketing mix (marketing mix) 4P, namely product, price, promotion and place, while situational factors are conditions or situations that affect the final consumer purchasing decision process, which consists of buying situations, shopping situations and temporary circumstances

Factors Influencing Healthy Food Purchasing Decisions In previous research

(Carolina, E. et al., 2014) examines the influence of Marketing Mix (7 Ps) and consumer behavior on purchasing decisions for Healthy Food Bar (HFB) products in Malang. The aim is to determine the simultaneous and partial influence of marketing mix variables (product attributes, prices, distribution channels, promotions, people, processes, physical environment) and consumer behavior (environmental, individual, psychological factors) on HFB decisions. The result is that 100 respondents show that marketing mix variables (product, price, distribution channel, promotion, people, process, physical environment) and consumer behavior (environmental, individual, psychological factors) simultaneously have a significant effect on purchasing decisions for HFB products, partially marketing variables (product, price, distribution channel, promotion, people, process) and consumer behavior variables (environmental, individual, psychological factors) have a significant effect, while the physical

environment variables are not significant. The difference with this study is the use of research methods and the variables studied, Carolina researched the Marketing Mix 7 P, while this study examined the 4 main elements in the marketing concept known as the Marketing Mix 4 P, which are external factors according to opinion (Kotler & Amstrong, 2017) which became the Grand Theory of this research

(Rizkitania, A. et al., 2022) examine the factors that influence purchasing decisions in healthy catering. The aim is to find out the factors that influence purchasing decisions in healthy catering and their relation to the impact of the Covid-19 pandemic using the literature review method with a selection of studies referring to the Preferred Reporting Items for Systematic Reviews and Meta-Analysis Statement selected quantitative studies. The result was that 23 studies were included. There are factors that influence consumer purchasing decisions, both internally and externally. Internal factors include gender, socioeconomic history, knowledge, age and trust factor in a product. External factors, namely price, product quality, product marketing, product attributes, cultural background on factors that influence consumer purchasing decisions. The difference with this study is the method used and the determination of variables on internal and external factors that influence healthy food purchasing decisions. On external factors there are promotional variables which become the novelty of this research

Based on that research, the authors develop the hypothesis as follows:

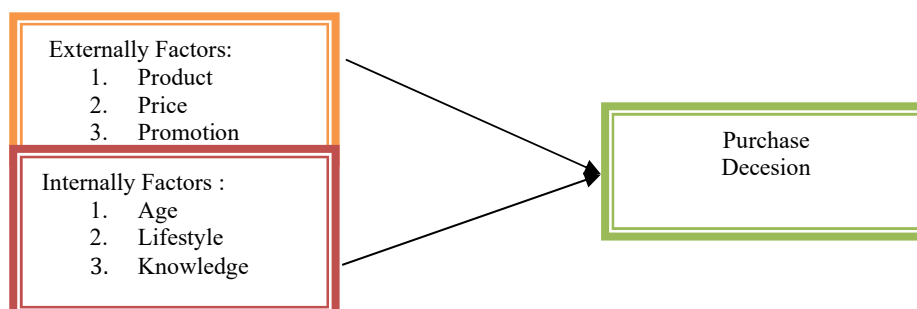
H0 : There are not variable internal and external factors influence the decision to purchase healthy food

H1 : There are variables on internal and eksternal factors which are the dominant factors influencing the decision to buy healthy food

Research Model

In this research activity the researcher limits the research so that it is more controlled and relevant to what will be proven. In Limiting and developing a problem-solving model, boundaries are created as problems that have been identified can be solved. The limitations of this research problem are: (1) The factors analyzed include external factors consisting of product, price and promotion, while internal factors include age, knowledge and lifestyle; (2) Respondents taken were consumers who had consumed healthy food produced by the UMG NSA Entrepreneurship Division. This study will identify internal factors which include age, lifestyle, knowledge and external factors which consist of product, price and promotion that influence the decision to buy healthy food. For external factors, the place is not examined because product marketing is done online, through Shopee Food and Tokopedia, promotions utilize Instagram and other social media.

Based on the description above, a research model is defined that describes the variables that influence the decision to buy healthy food as follows:



Research Method

This type of research is correlational quantitative, according to (Creswell, 2014) is research using statistical methods that measure the influence of 2 or more variables. The subjects of this research are consumers who have bought and consumed healthy food products from the Entrepreneurship Division NSA UMG, the determination of respondents in this study using a purposive technique is a non-probability sampling method selected based on certain considerations with the aim of obtaining a sampling unit that has the characteristics as desired by the researcher. In this study, there were 68 consumers who were respondents and were grouped according to age criteria according to generation, citing writings (Baenanda, 2019) (Beresford Research, 2023) started Baby Boomers are people born in 1946 – 1964; Gen X born in 1965 – 1980; Gen Y, which is referred to as the Millennials Generation, was born in 1981 – 1994; next with Gen Z are those born in 1997 – 2012; and lastly Gen Alpha or commonly referred to as i-Generation is anyone born in 2013 – 2025. The types of data used are primary and secondary data where the collection is done through interviews, observation and documentation, and distributing questionnaires, all items have passed the validity and reliability tests. Questionnaires were distributed online via Googleform using the Likert Scale technique, which is a measurement scale for group or individual opinions, attitudes, and perceptions about healthy food products and the factors that influence purchasing and consuming decisions. The rating for each answer given by the respondent is 1-5 with the categories: 1 = Strongly disagree; 2 = disagree; 3 = quite agree; 4 = agree and 5 = strongly agree. (Sugiyono, 2019) according to factor analysis is a technique used to look for factors that are able to explain the relationship or correlation between the various indicators observed (Widarjanto, 2013). Menurut (Raharjo, 2019) An analysis that contains information about the grouping of factor variables in a study that aims to filter out which variable is the most dominant of the selected variables. The results can be used to distinguish components or variables based on the order in which they exist. In this study, data analysis used confirmatory factor analysis (CFA), referring to (Hair, J.F. et al. , 2019) is the method used to test how well the measured variable can represent the previously formed construct or factor. In CFA there are two kinds of variables, namely latent variables and indicator variables. Latent variables are variables that cannot be measured directly, but can be formed and built by other measurable variables, namely indicator variables. processing using KMO MSA (*Kaiser - Meyer – Olkin Measure of Sampling Adequacy*). KMO is a test conducted to determine the appropriateness of a factor analysis to be performed. If the KMO test ranges from 0 – 1, if the calculated KMO value is greater than 0.5, then factor analysis is feasible. The MSA test was conducted to measure the sampling adequacy of each variable. The condition for accepting the MSA test is that if the MSA value is above 0.5 then the variable can be predicted and can be analyzed further (Santoso, 2012). The next step is calculating the Anti-Image Matrix followed by Communality to find the effectiveness of the communality coefficient, and the Communality Coefficient can be said to be effective if it is > 0.5 , Total Variance Explained explains the size of the factor that can be explained by the factors that are formed and must have an eigenvalue. If the total initial eigenvalues ≥ 1 , then the factor can be explained properly so it needs to be included in the formation of the variable. Next is the Rotated Component Matrix, which is the distribution of variables that has been extracted into factors

that have been formed based on factor loading after going through the rotation process. A variable can be entered as a factor variable if it has a factor loading value of > 0.5 (Widarjanto, 2013). The last stage is interpretation, namely the factors that have been formed are considered to represent the member variables of these factors. lastly conducted a Multiple Logistic Regression statistical test, to find out the most dominant factor influencing the buying decision of healthy food. (Raharjo, 2019)

Results and Discussions

1. Characteristics of Age

The characteristics of the respondents show that most of the respondents are in the age category :

Table 1: Age of Respondents

Num	Age Category	Frequency	Percentage
1	12 - 25 (Gen Z)	37	54,4%
2	26 - 41 (Gen Y)	12	17,6%
3	42 - 57 (Gen X)	8	11,8%
4	8 – 76 (<i>baby boomers</i>)	11	16,2%
	Total	68	100%

The number of respondent fora data collection is 68 people . Respondent consisted of 37 (54,4%), age category 12-25 years old (Gen Z), 26-41 years old (GenY) amounted to 12 (17,6%), 42-57 years old (Gen X) 8 respondent (11,8%), in the category of 58-76 years old (Baby Boomers) totaled 11 (16,2%)

2. Gender

Table 2: Gender of Respondents

Num	Gender Category	Frequency	Percentage
1	Male	22	32%
2	Female	46	68%
	Total	68	100%

Based on the characteristics of the respondents, it showed that almost a third of the all respondents in the male gender category totaled 22 respondents (32%), the majority of respondents in the female gender category amounted to 46 respondents (68%).

3. Respondent's work

Table 3 : Respondents Profile

Num	Employment Category	Frequency	Percentage
1	Student	25	36,7 %
2	Private Employees	23	33,8 %
3	Government Employees	5	7,4 %
4	The Other Job	15	22,1 %
	Totaled	68	100%

Based on table 3 above, it showed respondent profile consisted of 25 (36.7%) student, 23 privat employees (33,8%), 5 government employmees (7.4%). and 15 (22,1%) the other job Traders, Housewives, Retired Part Time Workers).

From the data above it can be concluded that From the characteristics of respondents, age is one of the factors that influence the decision to buy healthy food, from age grouping according to generation, Gen Z is the most respondent, namely 54% and when viewed from gender, the most are women, 68%, for job characteristics, the most are students. as much as 36.7%, from this data it can be concluded that Gen Z, female sex with status as a student already has the awareness to prefer healthy food over others for consumption, in line with research conducted by (Julia, 2021) the result of the study show that generation Z in Makasar City has agood understanding and preference for healthyfood, the preference factors that influence it in choosing healthy food based on product attribute factors, interest, trust, satisfaction, and experience. Apart from that, there are also external factors, namely the social environment, motivation, and desire which can futher influence the increase in the preference of generation Z for healthy food. Citing survey results Populix by Timothy Astandu in reports (Azhari, 2023) be delivered currently Gen Z and Millennials more attention to healthy food, it is proven that 38% of respondents said food with low sugar content were most preferred, 19% healthy snacjs and 11% weight lost foods were also the preferred choise of healthy food products. The job profile of respondents in this study were mostly students at 36,7% and female respondents at 68%. This shows that students and famale pay more attention to their health by choosing healthy foods. This is in line with research conducted (Aulia & Yuliati, 2018) three main reasons for choosing food, especially vegetables, for college students, namely health, mood, and weight control. Still related to the selection of healthy food by Teenagers or Gen Z research results (L. Hajivandi, et al., 2020) shows that about 70% of teenagers do not concerned attention to health issues in food selection, but they concerned attention to Maintain weight which is the most important. Consuming vegetables and fruit is very important because the content of vitamins, minerals and fiber is needed by the body to achieve a healthy diet as recommended by balanced nutrition guidelines for optimal health.

Validity and Reliability Test

From the results of the validity test showed that there were 3 invalid questions including number 3 with the question 'diet is the main factor for meeting nutritional needs', number 17 'with the question 'in my opinion individuals whose health is deteriorating due to unhealthy eating behavior', and number 34 with questions 'in my opinion mothers have an important role in serving food', It is said to be reliable or consistent if > 0.6 . The reliable value in cronbac alpha produces a value of 0.899 which means reliable or consistent.

Bivariate Analysis

Table 4 : Descriptive Analysis of Respondents' Decisions in Purchasing Healthy Food

Num	Factor	Mean	Median
Internally			
1	Age	20	18,5
2	Lifestyle	3,99	3,92

3	Knowledge	4,24	4,24
Externally			
1	Product	4,43	4,33
2	Price	3,91	4,00
2	Promotion	4,43	4,33

Based on table 4 above there are 2 factors, namely internal and external which have an influence on the decision to buy healthy food. Internal factors are age, lifestyle and knowledge, while external factors are products, prices and promotions.

Confirmatory Factor Analysis

Factor Analysis is a method that can be used for the development of measurements in behavioral, social, and studies economics that researchers need to various variables that are not directly measurable, such as service, satisfaction, purchase decision, personalities and others (Sharma, 1996). The Assumption or requirements in analysis factors are (1) The data of each variable studied is normally distributed; (2) The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) value is greater than 0.5 and the value the Bartlett's Test of Sphericity (sig) is less than 0.5; (3) There is a strong correlation between variables, this is indicated by the value of the anti-image correlation between variables greater than 0.5 (Raharjo, 2019). Factor analysis of the respondent's purchase decision of healthy food in this research there is 5 variables will be analyzed namely : product, price, promotion, lifestyle and knowledge has passed the normality test. The age variable was not tested for factor analysis, because age is a characteristic factor of the respondent.

Confirmatory Factor Analysis (CFA) research method is supported by research conducted by (Mayangsari & Irawati, 2018) and (Basalamah, S. et al., 2019)

Kaiser-Mayer-Olkin (KMO) dan Bartlett's Test of Sphericity (sig)

Table 5 : Barlett Test of Sphericity

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.727
Bartlett's Test of Sphericity	Approx. Chi-Square	117.322
	Df	10
	Sig.	.000

The KMO and Barletts test output tables are used to evaluate the adequacy of a variable, by looking at the KMO MSA (Kaiser-Meyer-olkin Measure of Sampling Adequacy) value. If the KMO MSA value is greater than 0.5 then the factor analysis technique can be continued. Based on the output above, it is known that the KMO MSA value is 0.727 which is greater than 0.5 and the Barlest test of sphericity (Sig) value is 0.000 <0.05, so the factor analysis in this study can be continued with the first requirement.

Anti Image Matriks

Table 6 : Measures of Sampling Adequency (MSA)

Anti-image Matrices

		Product	Price	Promotion	Lifestyle	Knowledge
Anti-image Covariance	Product	.540	.127	-.218	-.001	-.213
	Price	.127	.636	-.011	-.164	-.159
	Promotion	-.218	-.011	.717	-.079	-.019
	Lifestyle	-.001	-.164	-.079	.491	-.184
	Knowledge	-.213	-.159	-.019	-.184	.374
Anti-image Correlation	Product	.662 ^a	.217	-.351	-.001	-.475
	Price	.217	.718 ^a	-.016	-.293	-.327
	Promotion	-.351	-.016	.803 ^a	-.132	-.036
	Lifestyle	-.001	-.293	-.132	.779 ^a	-.430
	Knowledge	-.475	-.327	-.036	-.430	.704 ^a

a. Measures of Sampling Adequacy(MSA)

Anti-image matrices are useful for knowing and determining which variables are appropriate for use in factor analysis. Note that the anti-image correlation section in the table contains a code letter (a) which means a sign for measure of sampling adequacy (MSA). It is known that the MSA value of each studied is as follows : (1) Product : 0,662 2 ; (2) Price : 0,718; (3) Promotion : 0,803; (4) Lifestyle : 0,779; (5) Knowledge : 0,704.

The requirements that must be met in the factor analysis are MSA values > 0.5. From the results above it is known that the MSA value for each of the variables studied is > 0.50, so the requirement that there is a strong correlation between variables in even this factor analysis is fulfilled so that all variables can be processed further

Next, the necessary advanced analysis is carried out in the Confirmatory Factor Analysis through several stages starting from Communalities. Factor Loading using Component Matrix, Rotated Component Matrix, Component Transformation Matrix, and Factor Score.

Communalities

Communalities are the total variance (variable values) studied whether they are able to explain the factors or not. The variable that is considered capable of explaining the factor if the Extraction value is > 0.5

Table 7 : Communalities

Communalities	Initial	extraction
Product	1.000	0.773
Price	1.000	0.808
Promotion	1.000	0.671
Lifestyle	1.000	0.741
Knowledge	1.000	0.785

Based on the table above, it is known that the Extraction value of all variables is > 0.5. The elaboration of these results is: the product variable is 0.773, which means 77.30% of the variance of the product variable is able to explain the factor, the price variable is 0.808, meaning 80.8% of the variance of the price variable is able to explain the factor, the promotion variable is 0.671 meaning that 67.1% of the variance of the promotion variable is able to explain the factor, the number of the lifestyle variable is 0.741 meaning that 74.1% of the variance of the lifestyle variable is able to explain the factor, the knowledge variable the number is 0.785 which means 78.5% of the variance of the knowledge variable is able to

explain factor. The initial communality is 1, meaning that the variable variance can be explained by the formed factors.

Factor Extraction

In factor extraction that needs to be considered are the eigenvalues, which show the relative importance of each factor, the number of eigenvalues is sorted from the largest value to the smallest, which is the result of previous data processing.

Table 8 : Total Variance Explained

Comp	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cum %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.765	55.299	55.299	2.765	55.299	55.299	1.958	39.168	39.168
2	1.013	20.265	75.564	1.013	20.265	75.564	1.820	36.395	75.564
3	.562	11.233	86.796						
4	.407	8.135	94.931						
5	.253	5.069	100.000						

Extraction Method: Principal Component Analysis.

The results of factor extraction are in the Total Variance Explained table, which shows the percentage of total variance that can be explained by the factor variance formed.

Based on the Total Variance Explained table shows the eigenvalues. which is more than 1 (> 1), this is because the eigenvalue which is less than 1 is not significant. This study has 5 variables, which means there are 5 components analyzed, and there are two types of analysis to explain a variant, namely Initial Eigenvalues and Extraction Sums of Squared Loadings. The Initial Eigenvalues variant shows the factors that are formed. If all the factors are added up, it shows the number of variables, namely 5 variables (2.765; 1.013; .562; .407; .253). Meanwhile, in the Extraction Sums of Squared Loadings section it shows the number of variations or the number of factors formed are 2 factors, namely 2.765 and 1.013. The variance explained by factor 1 is $2,765/5 \times 100\% = 55.30\%$ (a) while by factor 2 it is $1,013/5 \times 100\% = 20.26\%$ (b). And the two total factors will be able to explain the variable $a + b = 75.56\%$.

Matrix Component

After knowing which variables are feasible in factor analysis, the next step in confirmatory factor analysis is to explain the Component Matrix, namely explaining the distribution of the 6 factors that have met the requirements for analysis. To find out the content of each factor that is formed, it can be seen from the loading factors which show the large correlation between one variable and the factors that are formed. The greater the value of the loading factors of a variable, the closer the relationship between these variables is to the factors formed.

Absolute component matrix values because they show correlation, as listed in the following table:

Table 9 : Matrix Component

Factor	Component	
	1	2
Product	0,712	0,515
Price	0,636	-0,635
Promotion	0,640	0,512

Lifestyle	0,815	-0,277
Knowledge	0,883	-0,073

From table 9 the matrix components show the numerical values which are the loading factors or the large correlations or relationships between each of the variables formed (components 1 and 2). From the description above, 2 factors have been formed, so the component matrix in table 9 shows the distribution of 5 variables in the two factors that are formed, namely factors 1 and 2. Because there is still a loading or correlation value that is less than 0.5. So these indicators cannot be included in one of the factors or variables by looking at the correlation. Therefore it is necessary to do factor rotation

Rotated Component Matrix

The Rotated Component Matrix is the result of the rotation of the component matrix, which aims to ensure that a variable is included in which factor group, it can be determined by looking at the largest correlation between the factors (components) formed. Rotate Component Matrix will obtain a simpler factor structure for easy interpretation, and to show a clearer and more real distribution of variables, compared to the component.

Table 10 : Rotate Component Matrix

Factor	Component	
	1	2
Product	0,173	0,862
Price	0,898	-0,035
Promotion	0,123	0,810
Lifestyle	0,787	0,350
Knowledge	0,698	0,546

Rotated Component matrix loading factor values of each variable. Loading factor is the magnitude of the correlation between the factors that are formed with these variables. To ensure that a variable is included in which factor group, it can be determined by looking at the largest value correlation between the variable and the formed factor (component). To clarify the understanding of the results of the rotation model factor analysis, the following explanation can be followed.

Table 11 : Grouping Variables Based on Correlation Values

Variable	Correlation Value Between Factors		Explanation	Category	
	Factor 1	Factor 2		Factor 1	Factor 2
Product	0,173	0,862	F1 < F2		Product
Price	0,898	0,035	F1 > F2	Price	
Promotion	0,123	0,810	F1 < F2		Promotion
Lifestyle	0,787	0,350	F1 > F2	Lifestyle	
Knowledge	0,698	0,546	F1 > F2	Knowledge	

Explanation of the table if the correlation value F1 > F2 then the variable is included in Factor 1, and if the correlation value F2 > F1, then the variable is included in Factor 2. Placement of factor 1 or 2 is taken from the highest correlation.

Componen Transformation Matrix

After grouping the variables based on correlation values, then the next step is factoring them based on the rotation of the matrix components, as shown in the table below:

Table 12 : Recapitulation Factor Grouping

Factor	Variable
1	Price, Lifestyle, Knowledge

2 Promotion, Product

From table 12 it is described as follows: Factor 1 consists of: Price, Lifestyle and Knowledge variables. Factor 2 consists of Promotion and Product variables

Table 13 : Output “Component Transformation Matrix”

Variable	Component Values	
	1	2
1 (Price, Lifesyle, Knowledge)	0,735	0,679
2 (Promotion, Product)	-0,679	0,735

The Component Transformation Matrix shows that the factors formed are factor 1 which consists of (price, lifestyle and knowledge) and factor 2 which consists of (products and promotions) no longer have any attachment to each other and the correlation value on the main diagonal of the table is 0.735, the figure is > 0.5 , so the two factors formed are correct. In conclusion, the two factors deserve to summarize the five variables analyzed. After obtaining the formed factors, the next step is further analysis to determine the factor score.

Multivariate Analysis

The final stage is to determine the dominant factors influencing the decision to purchase healthy food. To determine the most dominant factor using Multiple Logistic Regression Test. The 5 factors are (product, price, promotion, lifestyle and knowledge)

Table 14 Table of Multiple Logistic Regression Analysis

		Variables in the Equation				
		B	S.E.	Wald	df	Sig.
Step 1 ^a	produk	1.568	.708	4.907	1	.027
	harga	-.396	1.640	.058	1	.809
	promosi	2.196	.764	8.275	1	.004
	qayahidup	19.680	13461.631	.000	1	.999

Based on the table above, it is known that the factors that influence customer purchasing decisions on healthy food products are product factors (Sig < 0.027) and promotion factors (Sig < 0.004) with sig < 0.05 . The product factor has an Exp value (B) of 4,797, which states that consumers have a tendency to buy healthy food products by 4,797 times, by looking at the nutritional value of the products they buy. Whereas the promotion factor has an Exp (B) value of 8,991 which concludes that consumers have a tendency to buy healthy food products of 8,991 by looking at the promotion methods provided by the Entrepreneurship Division of the NSA UMG.

Interpretation of Formed Factors

With the completion of the factoring and component matrix rotation stages, the next step is to interpret the factors that have been formed, this is done to determine the members of the group of variables that are formed in order to prove the truth of the hypothesis that has been set. From the results of this study, 2 groups of factors were formed from the previous 6 variables, namely factor 1 consisting of price, lifestyle and knowledge, factor 2 consisting of

products and promotions. Even though according to the output of the Component Transformation Matrix between factors 1 and 2 there is no relationship, the variables in each factor are interrelated. To prove the most dominant internal and external factors then use the analysis factor test and regression logistic test.

In factor 1, the relationship between price, lifestyle and knowledge is very significant, because by having good knowledge about healthy food, people will choose to consume healthy food even though the price is above ordinary food, because of the demands of a healthy lifestyle. According to research (Paul, J & Rana, J, 2014) that consumers' purchasing decisions for organic food are influenced by demographic, health and availability factors, what is meant by demographic factors is the level of education. The level of education will produce knowledge, the higher the education the consumer will tend to buy organic food, the benefits for health, make consumers consume organic food, even though the price is considered expensive but at the same time consumers believe that the high price paid will be balanced with the health benefits they get, by them it will be a healthy lifestyle. With regard to organic food, (Blair, 2012) and (Chen, 2019) describe organic food as being healthier, having more quality and safety than conventional food.

Whereas for factor 2 there are product and promotion variables, both of which are part of the marketing mix (Kotler P. , 2011) . According to (Tjiptono, 2016) and (Kotler & Keller, 2016) the reasons that encourage consumers to choose a product are conformity with what is wanted and needed. In this research, the product needed is healthy food which is related to a healthy lifestyle. To introduce products to the public who will become consumers of their products, producers or business actors will carry out promotions. Promotion is an activity that continuously communicates product superiority and persuades target customers to buy it (Kotler & Armstrong, 2017). The strategies carried out by producers in promotion include building product and service quality or strengthening product image through advertising (Kotler & Keller, 2016). In line with research (Januardi & Windasari, 2019) that disease prevention can affect individual attitudes towards healthy food. The results of the analysis show that beliefs about health and disease prevention are factors that significantly influence consumers to choose healthy foods. This shows that it is important for food catering businesses to promote their products by providing more information regarding health benefits and risks of chronic disease in their food marketing strategy.

From the multivariate analysis, it results that the promotion factor is the dominant factor influencing the decision to buy healthy food, in accordance with the results of the study (Lestari & Supriyanto, 2022) Promotion is all kinds of marketing activities to convince and encourage customers to want to buy the goods offered and encourage customers to keep using the product and do not use other products. Gen Z status as a student who is a consumer of healthy food products from the Entrepreneurship Division of the Nutrition Student Association (NSA) Muhammadiyah University of Gresik (UMG) has an interest in healthy food products, through promotion, this is the basis for making decisions to buy these healthy food products. The results of this study are supported by previous research (Ariestiningsih, et al., 2022) whose results state that technology-based marketing, especially Instagram, is the most widely used media by respondents in identifying healthy food promotions. In addition, Instagram is also the most effective media based on AIDA analysis with an average value of

3.82. Of the 4 AIDA steps, Action gets the highest score with an average of 4.34. Quantitatively, AIDA plays a role in increasing product sales. Other research that is in line with this research is (Caroline, E. et al., 2021) which shows that on the promotion variable, 59% of respondents agree with promotion as a factor in consumer purchasing power for healthy food products both through print media and social media. This is because currently most people are very active in playing social media, so that if a product is promoted through social media it will be more quickly accepted by consumers and can be used as an attraction for buyers. To promote healthy food products to make them more informative, complete product information can be added, such as composition, nutritional value information, net weight, production code, expiration date, and health benefits. Furthermore, the results of research (Wicaksono & Nugraha, 2018) show that prices and promotions can influence consumers in making purchasing decisions for healthy beverage products. The price variable has the greatest influence, namely 47.6%. The promotion variable has an influence of 35.5%. While the results of the study (Edi, D. et al., 2023) show that the type of Instagram post content with an alpha of 0.005 indicates that there are 4 significant models and 1 insignificant model simultaneously influencing the dependent variable studied. The significant models are for Single-Post, Carousel Post, Reels, and Video, with the best R square in the independent variable Video model. While the model that is not significant is the story dependent variable.

Conclusions and Recommendations

Conclusions

Based on the Confirmatory Factors Analysis (CFA) and the result of the discussion to find out the most dominant factors in influencing the decision to buy healthy food, it can be concluded as follows :

There are 2 factors that influence the decision to purchase healthy food, namely internal factors (age, knowledge and lifestyle) and external factors (place, product, promotion and price), but after delimitation limits the research so that it is more controlled and relevant to what will be proven , then the age and place factors were not analyzed further, on the grounds that age is a characteristic of the respondents, while the place factor was not studied because manufacturers market their products fully online.

After the Rotated Component Matrix is carried out which aims to determine which factor group a variable belongs to, then 2 factor groups are formed, namely factor 1 consisting of (price, knowledge and lifestyle) factor 2 consisting of product and promotion,

The next stage is the Component Transformation Matrix, the results of component 1 are obtained with a correlation value of 0.735, as well as component 2 with a correlation value of 0.735. Because the correlation value of all components is at a number > 0.5 , namely 0.735, it can be concluded that the two factors formed are feasible to summarize the five variables analyzed.

In the final stage, according to the purpose of this research, it is to find out the influencing factors and the strongest or very dominant factors influencing the decision to buy healthy food. Multiple Logistic Regression analysis was performed, the results were product variable (Sig < 0.027) and promotion variable (Sig < 0.004) with sig < 0.05 . The product variable has an Exp (B) value of 4.797 which states that consumers have a tendency to buy healthy food products by 4.797 times, by looking at the nutritional value of the products they

buy. While the promotion variable has an Exp(B) value of 8.991 which concludes that consumers have a tendency to buy healthy food products of 8.991 due to promotions via Instagram, Facebook and Tik Tok which were created by the Entrepreneurship Division of NSA UMG as a producer of healthy food

From this description, it can be concluded that H1 is accepted, as evidenced by the results of the Multiple Logistic Regression analysis, there are internal and external factor variables, namely product and promotion variables that influence the decision to buy healthy food and the most powerful or very dominant variable influencing the decision to buy healthy food is the promotion variable that has a value Exp (B) of 8,991..

The majority of respondents are between the ages of 12 to 25 (Gen Z), thus influencing the results of factor analysis, namely the promotion variable as the dominant factor influencing the decision to buy healthy food, this is because those who are in the Gen Z category are almost inseparable from gadgets and social media. while the healthy food offered by the NSA UMG Entrepreneurship Division is promoted via Instagram, Facebook and other platforms.

Promotion is a very important activity in marketing, if a business actor does not carry out a promotion, then the general public will not know about the existence of the product being offered.

Recommendation

1. The results of this study are expected to be input for the Entrepreneurship Division of Nutrition Student Association the Muhammadiyah Gresik University in growing its business.
2. Healthy food producers should further increase the use of online media as a means of product promotion and marketing, so that the product is better known to the wider community
3. Developing promotions by adding educational content on the benefits of Healthy food is expected to increase knowledge and have an impact on consumer confidence in the products offered.
4. Hima Gizi UMG is expected to increase the development of healthy food products, so that they have superior products to be marketed
5. Due to the current limitations of researchers, it is hoped that future researchers will provide assistance to create products that have competitive advantages

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