

ABSTRAK

Penelitian ini bertujuan untuk menganalisis tingkat persepsi visual, harga, dan keunikan terhadap minat beli konsumen pada produk Mont Blanc Klepon di Surabaya. Penelitian menggunakan pendekatan kuantitatif-deskriptif dengan metode survei kepada 50 responden yang dipilih melalui Teknik *accidental sampling*. Data dikumpulkan menggunakan kuesioner daring dengan skala Likert 1–5, kemudian dianalisis menggunakan statistik deskriptif untuk mengetahui rata-rata skor dan persentase penilaian responden. Hasil penelitian menunjukkan bahwa persepsi visual memperoleh skor rata-rata tertinggi dan menjadi faktor dominan yang memengaruhi minat beli. Harga dinilai wajar oleh mayoritas responden, sedangkan keunikan produk dinilai mampu menciptakan diferensiasi yang menarik minat konsumen. Secara simultan, ketiga variabel tersebut berkontribusi positif terhadap minat beli konsumen. Temuan ini mendukung Model *S-O-R (Stimulus–Organism–Response)* yang menjelaskan bahwa stimulus berupa visual, harga, dan keunikan mampu membentuk persepsi positif konsumen dan mendorong keputusan pembelian.

Kata kunci: *fusion food*, harga, keunikan produk, minat beli, persepsi visual

ABSTRACT

This study aims to analyze the perception level of visual perception, price, and uniqueness on consumer purchase intention for Mont Blanc Klepon products in Surabaya. A quantitative-descriptive approach was employed using a survey method involving 50 respondents selected through accidental sampling. Data were collected via an online questionnaire using a 5-point Likert scale and analyzed using descriptive statistics to determine the mean scores and percentage ratings of the respondents. The findings reveal that visual perception obtained the highest average score and was the most dominant factor influencing purchase intention. Price was perceived as reasonable by the majority of respondents, while product uniqueness was found to create a strong differentiation that attracted consumers' interest. Collectively, these three variables positively contributed to purchase intention. These results support the S-O-R Model (Stimulus–Organism–Response), which posits that stimuli such as visual appeal, price, and uniqueness can shape positive consumer perceptions and drive purchasing decisions.

Keywords: *fusion food, price, product uniqueness, purchase intention, visual perception*