

## **ABSTRAK**

### **PENGARUH PERSEPSI HARGA PRODUK MAKANAN VEGAN TERHADAP MINAT BELI MASYARAKAT SURABAYA**

Pola makan vegan maupun vegetarian mulai banyak diminati oleh masyarakat Indonesia. Pasar makanan dan minuman berbasis nabati di Indonesia diproyeksikan akan berkembang sebesar 7,2% di antara tahun 2022 dan 2027. Produk makanan vegan berevolusi menghadirkan lebih banyak variasi pilihan bagi mereka yang mengikuti pola makan nabati namun juga menarik minat non-vegan yang semakin terbuka untuk menjelajahi dunia masakan vegan. Kota Surabaya didorong untuk menjadi destinasi wisata kuliner yang ramah vegan menyusul Bali, dikarenakan penikmat pola makan vegan semakin meningkat. Masyarakat beranggapan bahwa produk makanan vegan relatif mahal. Harga produk makanan merupakan salah satu faktor yang dipertimbangkan konsumen sebelum memutuskan untuk membeli suatu produk. Tujuan penelitian ini adalah untuk mengetahui pengaruh harga produk makanan vegan terhadap minat beli masyarakat Surabaya. Penelitian ini menggunakan metode penelitian kuantitatif dengan pendekatan asosiatif kasual. Sampel penelitian berjumlah 30 orang masyarakat Surabaya. Teknik pengumpulan data penelitian ini menggunakan kuesioner. Sedangkan teknik analisis data penelitian ini menggunakan teknik analisis deskriptif. Hasil dari penelitian menunjukkan bahwa terdapat pengaruh persepsi harga produk makanan vegan terhadap minat beli masyarakat Surabaya, dibuktikan dengan nilai rata - rata skor responden yang baik terhadap variabel harga (X) dan variabel minat beli (Y). Responden mempunyai persepsi positif terhadap harga produk makanan vegan yang berpengaruh pada respon positif pada minat beli.

**Kata kunci:** Persepsi, Harga, Minat Beli, Vegan

## **ABSTRACT**

### ***THE INFLUENCE OF VEGAN FOOD PRODUCT PRICES PERCEPTION ON THE PURCHASE INTENTION OF THE SURABAYA CITIZENS***

*Vegan and vegetarian diets are becoming increasingly popular among Indonesian people. The plant-based food and beverage market in Indonesia is projected to grow by 7.2% between 2022 and 2027. The evolution of vegan cuisine has not only brought a wider variety of options for those following a plant-based diet but has also captured the interest of non-vegans who are increasingly open to exploring the world of vegan cooking. The city of Surabaya is being encouraged to become a vegan-friendly culinary tourism destination after Bali, because people who enjoy a vegan diet are increasing. Many people think that vegan food products are relatively expensive. The price of food products is one of the factors that consumers consider before deciding to buy a product. The aim of this research is to determine the influence of the price of vegan food products on the purchase intention of the Surabaya citizens. This research uses quantitative research methods with a casual associative approach. The sample for this research consisted of 30 people from Surabaya. Questionnaires were used as a data collection method in this research. Descriptive analysis techniques were used to analyze research data. The results of the research show that there is an influence between the price of vegan food products perception on the purchase intention of the Surabaya citizens, which is proven by the good average score of respondents on the variable of price (X) and variable of purchase intention (Y). Respondents have a positive perception of the price of vegan food products which influences positive responses on purchase intention.*

**Keywords:** *Perception, Price, Purchase Intention, Vegan*