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The Role of Purchase Intention as a Mediator in the Relationship Between Healthy Lifestyle and Social Media Marketing on the Purchase Decision of Pawon Ibun's Tempe Broth Products

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ABSTRACT

Abstract

Keywords:

Healthy Lifestyle;
Purchase Decision;
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Instagram

This study is grounded in the increasing public awareness of healthy lifestyles in the post-pandemic era. On the other hand, social media platforms such as Instagram hold significant potential in influencing consumer behavior toward healthy products. However, the sales of Kaldu Tempe have shown a substantial decline despite its alignment with healthy lifestyle values. This study aims to: (1) identify the consumer characteristics of Kaldu Tempe Pawon Ibun; (2) analyze the relationship between healthy lifestyle and social media marketing on the purchase decision of Kaldu Tempe Pawon Ibun; and (3) examine the mediating role of purchase intention in the relationship between healthy lifestyle and social media marketing on the purchase decision of Kaldu Tempe Pawon Ibun. The research employed a quantitative explanatory approach with a sample size of 100 respondents. Descriptive statistics were used to address the first objective, while Structural Equation Modeling with Partial Least Squares (SEM-PLS) using SmartPLS 4 software was utilized to address the second and third objectives. The results indicate that adopting a healthy lifestyle significantly influences purchase

decisions, both directly and indirectly through purchase intention. Social media marketing plays a critical role in fostering purchase intention, which in turn affects consumer decision-making, even though it does not have a direct impact on the purchase itself. These findings underscore the crucial role of purchase intention as a bridge between promotional efforts and consumer actions. This study provides strategic implications for micro, small, and medium enterprises (MSMEs) in designing promotional content that aligns with healthy lifestyle values to enhance consumer purchase intention and decisions.

INTRODUCTION

The evolution of society and technological advancements have driven significant changes in lifestyle patterns, steering them toward a healthier and more modern orientation. The COVID-19 pandemic served as a pivotal moment that heightened global awareness of the importance of maintaining a healthy lifestyle. In the post-pandemic era, the emphasis on health has shifted from mere discourse to a concrete influence on consumption patterns and daily behaviors. This trend is also evident in Indonesia, where more individuals are turning to healthy food and activities that support physical and mental well-being. A healthy lifestyle is no longer perceived merely as a personal choice but has become part of a collective necessity and consciousness. Limbong et al., (2020) define lifestyle as a representation of how individuals live, reflected in their activities, interests, and opinions. A survey conducted by the Kantar Profiles Network, as cited by Sanjaya & Wisnubrata (2022), revealed that 33% of Indonesians prefer consuming healthy food, 37% invest in a healthy lifestyle, and 59% express interest in health and disease prevention. These findings are supported by Sumarwati et al., (2022), who report that 61.02% of respondents fall into the high category of healthy lifestyle adherence, and more than 62% express a consistent commitment to living healthily. Diyah & Wijaya (2017) further add that a healthy lifestyle encompasses a holistic focus on physical, mental, and social well-being.

Alongside this lifestyle shift, social media plays a crucial role in shaping consumer behavior, particularly Instagram as a promotional platform. According to data from CNBC Indonesia (2023), there are over 89 million active Instagram users in Indonesia, presenting a strategic opportunity to build brand presence and influence consumer behavior. Instagram has evolved from a photo-sharing platform into a community-based marketing tool (Agustina, 2020). Social media promotions significantly affect consumer perception and interest (Wibowo et al., 2021). Ateta et al., (2021) also confirm that promotional strategies via social media have a substantial impact on purchasing behavior, especially for lifestyle-oriented products.

However, most previous studies have only highlighted the direct relationship between social media promotion or healthy lifestyle and purchase decisions, without exploring the psychological processes that mediate these effects. Studies such as those by Sukmawati & Ekasasi (2020) and Selvia & Deliana (2022) have not incorporated purchase intention as a mediating variable, even though purchase intention is a crucial component in explaining how perceptions of lifestyle and promotional efforts can lead to actual consumer behavior. Moreover, few studies have applied this model in the context of local, plant-based healthy food products such as Kaldu Tempe.

Kaldu Tempe is an innovative product by CV Pawon Ibun, a micro, small, and medium-sized enterprise (MSME) focused on healthy and environmentally friendly food. The product is

designed as an MSG-free flavor enhancer that is safe for children and supports a healthy lifestyle. Despite its health and sustainability advantages, Kaldu Tempe has experienced a significant sales decline of approximately 82–87% over the past five years, from 5,570 units in 2019 to only around 700–1,000 units in 2023. This data is based on internal sales reports from CV Pawon Ibun. This phenomenon reveals a gap between public perceptions of healthy products and their actual purchasing decisions.

In response to this gap, the present study proposes a more comprehensive approach by: (1) integrating healthy lifestyle and social media marketing as exogenous variables; (2) including purchase intention as a mediating variable; and (3) utilizing the local healthy food product Kaldu Tempe as the empirical context. The theoretical contribution of this study lies in the reinforcement of the mediational model within a local context, an area that remains underexplored in consumer behavior research concerning healthy products. Practically, this study is expected to offer strategic insights for MSMEs in developing more effective and relevant promotional strategies. Accordingly, the objectives of this study are to: 1) identify the characteristics of Kaldu Tempe Pawon Ibun consumers, 2) evaluate how healthy lifestyle and social media marketing influence the purchase decision of Kaldu Tempe Pawon Ibun, and 3) assess the mediating role of purchase intention in the relationship between healthy lifestyle and social media marketing on purchase decisions. The novelty of this research lies in the integration of the three variables into a single model, particularly in the context of local products that support healthy lifestyles in the post-pandemic era.

RESEARCH METHODS

This study employed a quantitative approach with an explanatory research design to examine the causal relationships among latent variables measured through standardized indicators. The research was conducted from September to December 2023 at Pawon Ibun, located in Tuban Regency, East Java. The sample was selected using a non-probability sampling technique, specifically judgment sampling. The sample size was determined using the Lameshow formula, calculated as follows (Riyanto & Hatmawan, 2020).

$$n = \frac{Z^2 P(1-P)}{d^2}$$

$$n = \frac{1,96^2 0,5(1-0,5)}{0,1^2}$$

$$n = 96,04$$

The sample size was rounded up to 100 respondents, based on the computed result of 96.04. Before distributing the questionnaire, a pilot test was conducted with 15 respondents to ensure the clarity and structure of the questionnaire items. The sources of data in this study included primary and secondary data. Primary data were collected through an online survey distributed via Google Forms to respondents who had previously consumed Kaldu Tempe and were customers of Pawon Ibun. Secondary data were obtained from various sources, including books, scholarly articles, and relevant institutional reports. The first research objective was addressed using descriptive statistical analysis to portray and understand the characteristics of respondents who had purchased or used the Kaldu Tempe product from Pawon Ibun. The analysis focused on variables such as age, gender, educational background, occupation, and income level. The second objective employed Structural Equation Modeling with Partial Least Squares (SEM-PLS) using SmartPLS software version 4.0 to analyze the relationships among the latent variables, namely, healthy lifestyle and

social media marketing, and purchase decisions. This analytical method was chosen due to its strengths in estimating complex models with relatively small sample sizes and its capacity to handle both reflective and formative latent variables (Solimun et al., 2017). Moreover, SEM-PLS was also utilized for the third objective, which is well-suited for the development of new models or the examination of theoretical relationships that remain underexplored, such as the inclusion of purchase intention as a mediating variable. The SEM analysis involved two key stages: (1) evaluation of the outer model, which assesses the validity and reliability of the instruments, and (2) evaluation of the inner model, which examines the relationships among latent variables.

Each variable was measured using a set of indicators developed from theoretical foundations and previous research. The variables were operationalized into several questionnaire items, assessed on a four-point Likert scale. This scale omits a neutral option, thereby encouraging respondents to take a stance (agree or disagree) and reducing social desirability bias in responses (Khan & Khan, 2019). The research indicators are summarized in the table below:

Table 1. Research Instruments

No	Research Variables	Research Indicators	Source
1	Healthy Lifestyle (X1)	Activities (HL1) Interest and perspective on healthy food (HL2) Avoidance of synthetic food (HL3) Link between consumption patterns and health (HL4) Regulation of healthy consumption habits (HL5)	(Sari, 2021)
2	Social Media Marketing (X2)	Content creation (SM1) Content sharing (SM2) Relationship building (SM3) Community development (SM4)	(Gunelius, 2011)
3	Purchase Intention (Z)	Transactional intention (Z1) Referential intention (Z2) Preference intention (Z3) Exploratory intention (Z4)	(Rinaldi & Santoso, 2018)
4	Purchase Decision (Y) (Y)	Product choice (Y1) Brand choice (Y2) Timing of purchase during promotion (Y3) Purchase quantity (Y4) Payment method (Y5) Distributor choice (Y6)	(Kotler & Keller, 2016)

Source: Analysis based on processed primary data (2024)

RESULTS AND DISCUSSION

Respondent Characteristics

The characteristics of respondents provide a descriptive overview of the individuals who voluntarily participated as the sample in this study. The analyzed characteristics include gender, age, highest level of education, type of occupation, and average monthly income. The findings regarding these characteristics are summarized in Table 2.

Table 2. Respondent Characteristics

Characteristics	Frequency (n)	Percentage (%)
Gender		

Characteristics	Frequency (n)	Percentage (%)
Male	10	10
Female	90	90
Age Group (year)		
18-25	20	20
26-45	72	72
46-65	8	8
Education Level		
Elementary School (SD)	1	1
Junior High School (SMP)	1	1
Senior High School (SMA)	20	20
Diploma/Bachelor (S1)/Equivalent	72	72
S2	5	5
S3	1	1
Occupation		
Students/University Students	15	15
Employee	20	20
Entrepreneur	13	13
Housewife	52	52
Monthly Income (IDR)		
< 1,000,000	12	12
1,000,001 – 2,000,000	18	18
2,000,001 – 3,000,000	6	6
3,000,001 – 5,000,000	26	26
> 5,000,000	48	48
Total	100	100

Source: Analysis based on processed primary data (2024)

Based on Table 2, the majority of respondents were female (90%), indicating that women are the predominant consumers of Kaldu Tempe Pawon Ibun. Socially, women, particularly those with families, tend to play a primary role in purchasing and selecting food for household consumption. Women are generally responsible for managing household nutritional needs (Sukrillah et al., 2022). In terms of age, the largest portion of respondents (72%) were within the 26–45 age group, suggesting that the core consumers are from the productive age group, who are often more aware of healthy lifestyle practices. Respondents were predominantly educated at the Diploma/Bachelor's degree level (72%), indicating that consumers generally possess a relatively high level of education. Higher education levels contribute to greater knowledge, which in turn can influence consumers' purchasing power, particularly regarding food products (Adinda et al., 2021; Nur et al., 2021). Regarding occupation, the largest group of respondents was housewives (52%), followed by employees (20%). This confirms the dominant role of housewives in making purchasing decisions for healthy food in the household. This finding is aligned with Anjardiani et al. (2023), who state that housewives play a significant role in supporting a healthy family lifestyle, influenced by psychological, cultural, and personal factors. This alignment indicates the importance of promotional strategies targeting women, especially housewives, as key decision-makers in household nutritional needs. From the perspective of income, 48% of respondents had a monthly income above IDR 5,000,000, suggesting that the majority of consumers come from upper-middle-income groups, who tend to prefer products that support a healthy lifestyle. This finding supports the notion

that purchasing power and preference for healthy food products tend to be higher among individuals with higher incomes. This is further supported by (Nurlelawati et al., 2019), who found that individuals with higher incomes are more likely to adopt healthy lifestyles as a means of disease prevention. This comparison highlights that both the role of housewives and income level are critical factors in understanding consumer behavior toward healthy food products.

Outer Model

In the outer model analysis, several measures were assessed, including convergent validity, discriminant validity, and reliability. Convergent validity tests the extent to which indicators within a construct are correlated, while discriminant validity ensures that each construct is distinctly different from others without overlapping. Reliability testing measures the consistency and dependability of the instrument. The outer model test results are presented in Table 3.

Table 3. AVE Values and Loading Factors in the Outer Model

Variable	AVE	Indicator	Healthy lifestyle (X ₁)	Social Media Marketing (X ₂)	Purchase Decision (Y)	Purchase Intention (Z)
Healthy Lifestyle	0.515	HL1	0.612	0.359	0.301	0.295
		HL2	0.834	0.490	0.457	0.477
		HL3	0.779	0.547	0.461	0.431
		HL4	0.620	0.211	0.379	0.414
Social Media Marketing	0.601	SM1	0.469	0.754	0.409	0.495
		SM2	0.358	0.776	0.388	0.440
		SM3	0.521	0.847	0.559	0.598
		SM4	0.393	0.719	0.304	0.428
Purchase Decision	0.569	Y2	0.567	0.480	0.810	0.605
		Y3	0.370	0.449	0.812	0.581
		Y4	0.357	0.399	0.748	0.466
		Y5	0.388	0.303	0.632	0.322
Purchase Intention	0.600	Z1	0.440	0.495	0.564	0.776
		Z2	0.477	0.595	0.551	0.801
		Z3	0.472	0.400	0.523	0.789
		Z4	0.380	0.487	0.439	0.731

Source: Analysis based on processed primary data (2024)

According to Duryadi (2021), the loading factor value should exceed 0.7 for confirmatory research, while for exploratory research, it must be greater than 0.6. Out of 19 indicators, only 16 were categorized as valid, as their loading factor values exceeded the 0.6 threshold. Three indicators, including HL5, Y1, and Y6, were removed due to their loading factor values falling below 0.6. Convergent validity was also assessed based on the Average Variance Extracted (AVE) values. The overall results of the latent constructs indicate that all AVE values exceed the threshold of 0.5. When AVE values are greater than 0.5, the model can be considered free from issues concerning convergent validity (Duryadi, 2021). Therefore, the construct validity of the latent variables in this study is deemed acceptable.

It is recommended that discriminant validity be tested using the cross-loading values for each latent variable to ensure validity. If the cross-loading values and the comparison of

correlations between latent variables meet the required criteria, it can be concluded that no significant issues related to discriminant validity are present in the tested model (Hamid & Anwar, 2019). It is evident that each indicator has a higher loading on its associated latent variable compared to other variables, and all indicators exhibit values greater than 0.6. For instance, the indicator HL2 has a loading factor of 0.834 on the Healthy Lifestyle variable (X1), which is higher than its loadings on the Social Media Marketing (X2), Purchase Decision (Y), and Purchase Intention (Z) variables. Based on these analytical results, it can be concluded that the discriminant validity test using cross-loading values for each latent variable in this study meets the established validity criteria.

Table 4. Test Reliability Values (CA and CR) in the Study's Outer Model

Variable	Cronbach Alpha (CA)	Composite Reliability (CR)	Information
Healthy Lifestyle (X1)	0.680	0.807	Reliable
Social Media Marketing (X2)	0.780	0.857	Reliable
Purchase Decision (Y)	0.748	0.839	Reliable
Purchase Intention (Z)	0.778	0.857	Reliable

Source: Analysis based on processed primary data (2024)

Each construct in this study obtained a composite reliability (CR) value greater than 0.70. According to Hamid & Anwar (2019), this indicates that the corresponding constructs possess a strong degree of reliability. Furthermore, reliability was also assessed through Cronbach's Alpha values. As stated by Duryadi (2021), a construct is considered reliable if its Cronbach's Alpha value exceeds 0.6. Therefore, it can be concluded that the variables—Healthy Lifestyle, Social Media Marketing, Purchase Intention, and Purchase Decision—demonstrate acceptable reliability and fall under the category of reliable constructs.

Inner Model

The purpose of the path coefficient test is to identify the direction and nature of relationships among the variables; hence, an examination of the path coefficients was conducted in this study.

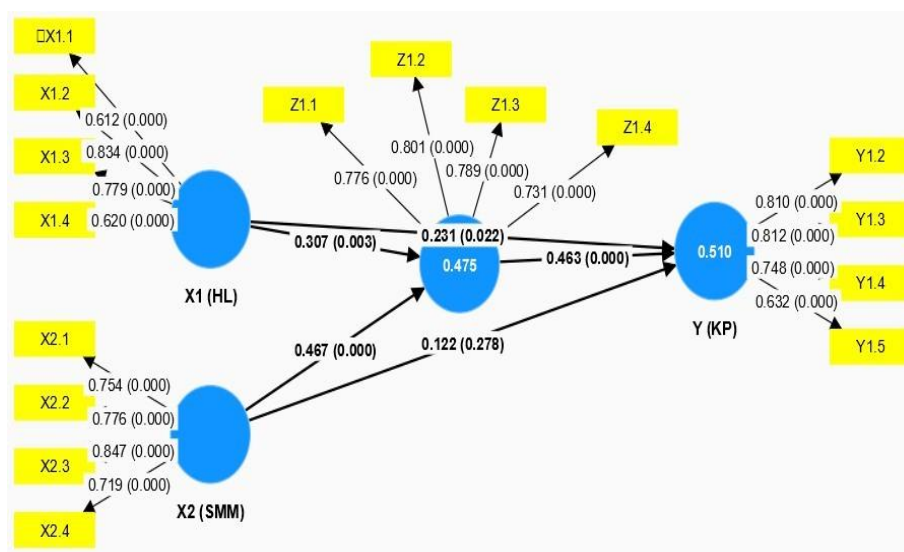


Figure 1. SEM-PLS Analysis Results

Source: Analysis based on processed primary data (2024)

Figure 1 illustrates a strong and positive correlation between purchase intention and the factors of social media marketing and healthy lifestyle. The research findings indicate that both a healthy lifestyle and purchase intention significantly and positively influence purchase decisions. Purchase intention serves as a mediating variable in the relationship between the adoption of a healthy lifestyle and social media marketing strategies, which also significantly enhance purchase decisions. Moreover, the purpose of analyzing the R-squared (R^2) value is to determine the extent to which independent variables explain the variance in the dependent variable. The R-squared value ranges from 0 to 1, where values closer to 0 indicate low explanatory power, while values closer to 1 reflect a very strong influence.

Table 5. R-Squared Values

Variable	R-Squared
Purchase Decision (Y)	0.510
Purchase Intention (Z)	0.475

Source: Analysis based on processed primary data (2024)

The R-squared value for purchase decision is 0.510, indicating that purchase intention contributes 51% to the formation of purchase decisions, while the remaining 49% is influenced by other factors not included in the research model. This implies that purchase intention is a primary predictor in motivating consumers to make an actual purchase. This finding aligns with consumer behavior theory, which posits that intention often serves as the final stage before actual behavior is carried out. Meanwhile, the R-squared value for purchase intention is 0.475, which suggests that the combination of a healthy lifestyle and social media promotion contributes 47.5% to purchase intention. This result demonstrates that although healthy lifestyle and social media promotion make a significant contribution, there remains 52.5% of the variation explained by other factors, such as trust in the product, knowledge of health benefits, or even personal preferences. These findings indicate that purchase intention is not only influenced by rational aspects such as promotion and lifestyle, but also by complex emotional and psychological factors.

The Effects of Healthy Lifestyle, Social Media Marketing, and Purchase Intention on Purchase Decision**Table 6. Analysis of the Influence of Healthy Lifestyle, Social Media Marketing, and Purchase Intention on Purchase Decision**

Hypothesis	Path Coefficient	T statistic	P-Value	Results
H₁ : Purchase decision is significantly influenced by a healthy lifestyle	0.231	2.294	0.022	Accepted
H₂ : Social media marketing has a significant effect on purchase decision.	0.122	1.086	0.278	Rejected
H₅ : Purchase intention significantly influences purchase decision	0.463	3.874	0.000	Accepted

Source: Analysis based on processed primary data (2024)

The results reveal that a healthy lifestyle has a positive and significant influence on consumer decision-making, thus supporting H1. Consumers are inclined to choose products such as kaldu tempe (tempeh broth) primarily for their health benefits rather than solely for taste (Chandra & Pranatasari, 2018; Sukmawati et al., 2020). This finding is consistent with the perspective of Kotler and Armstrong, as cited in Nugraha et al., (2021), who emphasize that lifestyle is a key factor in purchase decision-making. In this context, the growing trend of healthy living in society becomes a major driver for consumers in choosing products like Pawon Ibun. As stated by (Saputra & Sari, 2022), the rising trend has a considerable impact on purchase decisions.

On the other hand, social media marketing does not have a statistically significant effect on purchase decisions, leading to the rejection of H2. While consumers may be attracted to social media content, they may not yet be convinced to proceed with a purchase. This finding suggests that although social media is effective in raising product awareness, it does not necessarily convert interest into purchase action. The content on the Instagram account @pawonibun, although visually appealing, may not be sufficiently persuasive to drive actual purchase behavior (Kusherawati et al., 2023; Luh et al., 2019). This lack of direct influence may be due to other internal and external factors affecting consumer decisions (Tauran et al., 2022). According to Boky & Massie (2015), purchase decisions may be influenced by both internal and external variables, including advertising, product attributes, psychological states, and social environments. In the context of this study, factors such as product trust, product quality, marketing strategies, and health considerations emerge as key elements influencing consumers' purchasing decisions.

Additionally, purchase intention is proven to have a positive and significant effect on purchase decision, thereby supporting H5. The stronger the purchase intention, the more likely consumers are to make an actual purchase (Kharisma & Hutasuhut, 2019; Othysalonika et al., 2022). Purchase intention arises from a positive perception of the product, which is formed through experience, expectations, and beliefs (Amri & Prihandono, 2019). When consumers view the @pawonibun Instagram account and feel confident that the product meets their needs, this intention is more likely to be transformed into an actual purchasing decision.

The Effect of Healthy Lifestyle Behavior and Social Media Marketing on Purchase Intention

Table 7. Analysis Results of the Influence of Healthy Lifestyle and Social Media Marketing on Purchase Intention

Hypothesis	Path Coefficient	T statistic	P-Value	Results
H3: A Healthy Lifestyle has a significant influence on Purchase Intention	0.307	2.995	0.003	Accepted
H4: Social Media Marketing has a significant influence on Purchase Intention	0.467	4.816	0.000	Accepted

Source: Analysis based on processed primary data (2024)

As presented in Table 7, healthy lifestyle behavior positively influences purchase intention, thereby supporting the acceptance of H3. The more health-conscious consumers are, the stronger their intention to purchase Pawon Ibun tempeh broth, which is free from

MSG and contains protein to fulfill nutritional needs. These findings support the results of Cahyarani (2018), who also found a positive relationship between a healthy lifestyle and purchase intention. Consumers form perceptions based on a product's alignment with their values and needs (Lee & Yun, 2015). When a positive perception is established, consumers exhibit supportive attitudes that eventually reinforce their purchase intention (Rumapea et al., 2022).

The findings also clarify how social media marketing significantly and positively influences consumers' purchase intention, thus confirming H4. The active and high-quality content shared on Pawon Ibun's Instagram account effectively builds consumer interest and trust. This result aligns with findings from Anuang et al., (2020); Kurniasari & Budiarmo (2018); Kusherawati et al., (2023), which affirm that digital marketing strategies can enhance purchase intention. Social media enables businesses to monitor consumer opinions and analyze changes in customer attitudes (Taan et al., 2021). Features such as marketplace links, prompt admin responses, and the use of Instagram stories help foster trust and strengthen consumer confidence (Wahid, 2021). Hence, social media serves not merely as a digital storefront but as a powerful communication tool that shapes consumers' initial perceptions and experiences of a product.

The Effect of Healthy Lifestyle and Social Media Marketing on Purchase Decisions through Purchase Intention

Table 8. Mediation Analysis of Purchase Intention on Purchase Decisions

Hypothesis	Path Coefficient	T statistic	P-Value	Results
H6: A Healthy Lifestyle influences Purchase Decisions through Purchase Intention	0.142	2.064	0.039	Accepted
H7: Social Media Marketing influences Purchase Decisions through Purchase Intention	0.216	3.225	0.001	Accepted

Source: Analysis based on processed primary data (2024)

The main findings of this study underscore that purchase intention acts as a key mediating variable between a healthy lifestyle and the purchase decision for Pawon Ibun tempeh broth. Thus, purchase decisions are not made directly, but are shaped by internal deliberations. This finding reinforces a study by Romano (2025), which posits that intention arises from consumers' internal motivation aligned with their healthy lifestyle values. In this context, a healthy lifestyle drives purchase intention, particularly among nutrition-aware consumers such as housewives and the upper-middle class (Nurlelawati et al., 2019). In other words, purchase intention serves as a bridge connecting health consciousness with actual purchasing behavior.

This research is further substantiated when compared with Prakosa et al., (2024), who investigated purchase intention toward organic ice cream in Indonesia. Their findings revealed that health awareness and product knowledge significantly stimulate purchase intention, which then serves as a mediating variable linking consumer perceptions of product quality with actual purchasing decisions. Accordingly, whether in the context of tempeh broth or organic ice cream, purchase intention plays a pivotal psychological role in connecting the values of a healthy lifestyle with consumption behavior.

The study also finds that social media does not directly influence purchase decisions but has a strong impact on purchase intention. Instagram content such as customer testimonials, influencer collaborations, and interactive admin engagement fosters consumer trust (Kusherawati et al., 2023; Othysalonika et al., 2022). This implies that social media is more effective in generating interest and confidence rather than immediately triggering a transaction. In this study, compelling Instagram content from Pawon Ibun, including customer testimonials (“what they say”), influencer endorsements, and prompt responses from the admin, strengthens purchase intention, which in turn drives purchase decisions. Overall, these results highlight that purchase intention is not merely an intermediary variable, but a strategic cornerstone in marketing products that promote a healthy lifestyle.

CONCLUSION

Based on the research findings, it is concluded that purchase intention serves as a key mediator between a healthy lifestyle and the effectiveness of digital marketing strategies in influencing purchasing decisions. Consumers oriented toward a healthy lifestyle exhibit a stronger tendency to purchase Kaldu Tempe Pawon Ibun, either directly or through the mediation of purchase intention formed by positive perceptions of the product’s benefits. While social media marketing does not exert a direct influence on purchasing decisions, its indirect impact through the formation of purchase intention is proven to be significant. This implies that the success of digital promotion lies not merely in the intensity of content dissemination but in its ability to foster consumer trust, relevance, and personal value.

From a theoretical perspective, these findings support the framework of the Theory of Planned Behavior, which positions intention as a primary mediator between attitude and behavior. This study contributes to the body of knowledge on healthy food consumer behavior, particularly among nutritionally conscious housewives and middle-class consumers. From a practical standpoint, the findings are significant for MSMEs (Micro, Small, and Medium Enterprises), indicating the importance of focusing on educational content that enhances value perception and consumer trust, thus converting awareness into actual behavior.

RECOMMENDATIONS

Based on the study's findings, it is recommended that Pawon Ibun and similar enterprises enhance the quality of their social media content, with a specific focus on educating consumers about the health benefits of the product, such as being MSG-free and high in plant-based protein. Technically, optimizing Instagram features (such as story highlights, educational reels, and testimonials) can further boost consumer trust. Moreover, collaboration with influencers who possess credibility in the fields of health and nutrition can expand reach and strengthen the brand image as a healthy and reliable choice. Clear labeling, including details about ingredients, nutritional value, and halal certification, is also essential, as these factors have proven to be relevant in shaping consumer purchase intentions, especially among young families concerned with dietary intake.

Future studies are advised to incorporate additional variables such as brand image, which can influence consumer perception and trust, as well as labeling, which provides essential product information including composition, halal status, and nutritional content, factors that are major considerations for consumers. The 4Ps of the marketing mix may also be employed to represent comprehensive marketing strategies, which often determine the

success of product sales. Additionally, future research could explore whether consumer purchases are intended for personal use or others. In this regard, a qualitative exploratory approach could be adopted to gain deeper insights into consumer motivation in purchasing healthy food products.

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Homepage	https://pddikti.kemdiktisaintek.go.id/detail-mahasiswa/ZUm5cgu4msJqoZ4OhSGQ47ZekVd92KHhdFNJI57-seFo0Ksl5ZfWIPWF1P2A-IfwqpTA5w==	
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Homepage	https://pddikti.kemdiktisaintek.go.id/detail-dosen/Ymv9AzzL6ZM3o3dXqNV4IBUtQKlJsS23Isscj4N1thN6XUW9P7HWzo4GhqtSyd4hTZueag==	
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