

**DETERMINANT VARIABLES OF INTENTION TO PURCHASE
BRANDED MEAT: BRAND TRUST AS A MEDIATOR
(Case of Fiesta Frozen Chicken Products)**

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**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana
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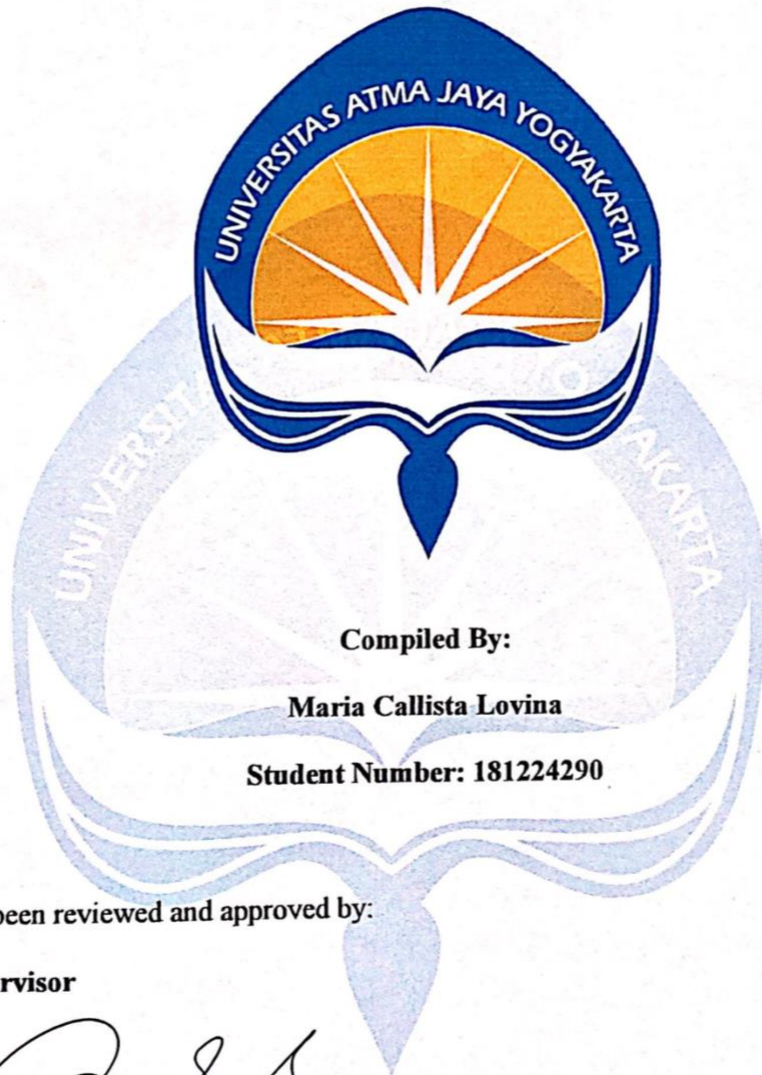
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BRANDED MEAT: BRAND TRUST AS A MEDIATOR
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Yogyakarta, 7 Maret 2023



Maria Callista Lovina

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**DETERMINANTS OF INTENTION TO PURCHASE BRANDED MEAT:
MEDIATION OF BRAND TRUST
(Case of Fiesta Chicken Products)**

Maria Callista Lovina

ABSTRACT

The purpose of this study is to examine the determinant variables of intention to purchase branded meat. This research employs quantitative methods. The purposive sampling technique was used to determine the sample. The information was gathered through online questionnaires distributed to 202 respondents who met the criteria which had purchased Fiesta chicken product at least once.

The data analysis continued using the Structural Equation Model (SEM) method. This study tests a model including factors associated with branded meat purchase intentions. SmartPLS, version 4 were used for data analysis, aids in hypothesis testing by putting the factor variables. Consumer attitude toward branded meat, subjective norms, brand trust, and perceived behavioral control are positively influence intentions to purchase branded meat. It contrasted the variabel health consciousness that influence negatively towards Fiesta frozen chicken products intention to purchase. The findings can help public policymakers and managers to understand consumers' branded meat purchase tendencies and help to increase purchase intention toward branded meat.

Keywords: health consciousness, consumer attitude, subjective norms, brand trust, purchase intention