

ABSTRAK

**PENGARUH LABEL NUTRISI DAN KLAIM PRODUK TERHADAP
MINAT BELI FITBAR DENGAN GAYA HIDUP SEHAT
SEBAGAI VARIABEL MEDIASI**

Sebastian Diego Laurentius Sinurat
Prodi Manajemen Fakultas Bisnis dan Ekonomi Ekonomi
Universitas Sanata Dharma
Yogyakarta
2026

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh label nutrisi terhadap minat beli Fitbar, 2) pengaruh klaim produk terhadap minat beli Fitbar, 3) pengaruh label nutrisi terhadap minat beli Fitbar dengan dimediasi gaya hidup sehat, 4) pengaruh klaim produk terhadap minat beli Fitbar dengan dimediasi gaya hidup sehat. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan metode *purposive sampling*. Data diperoleh melalui kuesioner dalam bentuk Google Form yang disebarkan kepada 160 responden yang memenuhi kriteria. Teknik analisis data menggunakan *Partial Least Square* yaitu *SmartPLS*. Hasil penelitian ini menunjukkan bahwa: 1) label nutrisi berpengaruh terhadap minat beli Fitbar, 2) klaim produk berpengaruh terhadap minat beli Fitbar, 3) gaya hidup sehat tidak memediasi pengaruh label nutrisi terhadap minat beli Fitbar, 4) gaya hidup sehat memediasi sebagian pengaruh klaim produk terhadap minat beli Fitbar.

Kata Kunci : Label Nutrisi, Klaim Produk, Gaya Hidup Sehat, Minat Beli.

ABSTRACT

**THE EFFECT OF NUTRITION LABELS AND PRODUCT CLAIMS ON
PURCHASE INTENTION OF FITBAR
WITH HEALTHY LIFESTYLE AS A
MEDIATING VARIABLE**

Sebastian Diego Laurentius Sinurat

Management Study Program, Faculty of Business and Economics

Sanata Dharma University

Yogyakarta

2026

This study aims to determine: 1) the effect of nutrition labels on purchase intention of Fitbar, 2) the effect of product claims on purchase intention of Fitbar, 3) the effect of nutrition labels on purchase intention of Fitbar mediated by healthy lifestyle, 4) the effect of product claims on purchase intention of Fitbar mediated by healthy lifestyle. The sampling technique used was *non-probability sampling* with a *purposive sampling* method. The Data were collected through questionnaire distributed via Google Form to 160 respondents who met the criteria. Data analysis was conducted using *Partial Least Square* through *SmartPLS*. The results of this study indicate that: 1) nutrition labels have significant effect on purchase intention of Fitbar, 2) product claims have significant effect on purchase intention of Fitbar, 3) healthy lifestyle does not mediate the effect of nutrition labels on purchase intention of Fitbar, 4) healthy lifestyle partially mediates the effect of product claims on purchase intention of fitbar.

Keywords: Nutrition Label, Product Claims, Healthy Lifestyle, Purchase Intention.