

ABSTRACT

Indonesia faces nutritional issues like obesity, wasting, and stunting, contributing to severe infectious diseases. The study aims to understand consumer behavior during this health issue and develop a strong marketing strategy for the food supplement industry. Factors affecting purchase intention include trust, social influence, and health value. Despite Semarang's economic growth, malnutrition affects 1,361 people in Central Java, with obesity rates increasing from 542 to 4520 people in 2018. Anemia affects 32% of Generation Z in Indonesia. Understanding consumer behavior during this health issue is crucial for developing a strong marketing strategy for health supplements. The theory of planned behavior is used in this research to investigate the impact of trust, social influence, and health value on the purchase intention of health supplements.

Furthermore, the targeted population group of this research is Generation Z that may and have purchased and consumed health supplements in Semarang. In this research, the appliances of questionnaires are intended to gather considerable amounts of quantitative data. Whereas, the type of questionnaire that was utilized for this study was a close-ended questionnaire, which has pre-selected response possibilities and encourages participants to pick the one that most closely aligns with their knowledge or perspective. Moreover, the structural equation modeling (SEM) and the analysis of a moment of structures (AMOS) tool were used to analyze the data collected from 181 respondents in Semarang.

The research findings stated that trust, social influence, and health value have positive and significant impact towards purchase intention. Therefore, in this research, all of the hypotheses are accepted. Futhermore, the managerial implications of this research are intended to provide suggestion for the health supplements industry to increase the intention of purchasing health supplements by the society which it can be done by displaying the feedback of their consumers testimonial more frequently and transparantly, having marketing campaign that shows their products are beneficial for increasing individual's health, and holding seminars and events that take up on the importance of individual's health frequently.

Keywords: *Health Supplements, Health Issue, Theory of Planned Behavior (TPB), Trust, Social Influence, Health Value, Purchase Intention, Generation Z*