

ABSTRACT

The Impact of Quality of Plant Based Dessert and Personal Preferences Towards
Purchase Decision in Jakarta

By

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As people nowadays are more concerned about health issues, plant-based food and health related food are becoming more popular in the community, especially in urban cities like Jakarta. This condition then leads to the emergence of many plant-based and healthy restaurants. However, there are still few restaurants selling plant-based desserts. People are more concerned with the quality of the food, especially in plant-based food. The 5 dimensions of quality, taste, texture, flavor, aroma, and hygiene will be discussed further in this research. In addition to the food quality, personal preference of the people also affects the purchase decision of plant-based dessert in Jakarta. The explanations about the factors will be discussed further in this research. Thus, the purpose of this research is to analyze the impact of food quality and personal preferences towards customer purchase decision of plant-based dessert in Jakarta.

This research is using quantitative data in the form of questionnaire distributed to respondents of different age group and different diet pattern living in Jakarta. Structural Equation Modelling (SEM) was applied to get result on path diagram, regression weights and model fit to analyze the research model.

Keyword: Food Quality, Personal Preference, Customer Purchase Decision, Plant-Based Dessert