



Consumer perceptions and purchase intention of healthy food products based on promotions and consumer knowledge

Mohammad Haidar Ali¹, Nurita Andriani², Muhammad Syarif³

¹Faculty of Economics, Universitas Hasyim Asy'ari, Tebuireng, Jombang, Indonesia

²³Faculty of Economics and Business, Universitas Trunojoyo Madura, Bangkalan, Indonesia

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ABSTRACT

This study aims to compare the effectiveness of framing advertising messages in influencing consumer perceptions which are strengthened by consumer knowledge. It also aims to analyze the effect of advertising on consumer perceptions which are strengthened by consumer knowledge, and its effect on buying interest in healthy food products. This study employed experimental and correlational methods of quantitative approach. The number of respondents in this study amounted to 192 respondents. Collecting research data using observation, interviews, and questionnaires. Data analysis used Independent Sample T-Test, Two Way Anova, Moderated Regression Analysis, and Simple Linear Regression. The results revealed that advertisements with negative message framing are more effective in influencing the perceptions of Trensains High School Students. Negative message framing was more effective for Trensains High School Students with a high level of knowledge about healthy food products, while positive message framing is more effectively used on Trensains High School Students with low knowledge level about healthy food products. Advertising affects the perception of Trensains High School Students on healthy food products. Consumer knowledge strengthens the effect of advertising on the perceptions of Trensains High School Students in healthy food products. Trensains High School Students' perceptions of healthy food products affect students' purchase intention in healthy food products.

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Corresponding Author:

Mohammad Haidar Ali
Faculty of Economics,
Universitas Hasyim Asy'ari, Tebuireng, Jombang, Indonesia
Irian Jaya 5, tebuireng, Cukir, Diwek, Jombang, Indonesia.
Email: haydar.pho@gmail.com

INTRODUCTION

The formation of intelligent and healthy human beings can be achieved when students are physically and mentally healthy, physically healthy by fulfilling nutritional intake and healthy food (Hermans et al., 2018; Musa et al., 2023). In supporting the process of honing students' self-ability, an equally important need is the nutrition need. Healthy food is food that contains balanced nutrition (Aranceta, 2003; Bruening et al., 2022; Hagan & Grodstein, 2019). Adiningsih (2010) suggests that food with

balanced nutrition is food that contains a variety of substances that the body needs, namely energy substances, building substances, and regulatory substances in food portions according to the body's needs.

The importance of healthy food is not followed by students' awareness to choose healthy food. Students are less aware of the importance of healthy food and the dangers of consuming unhealthy food. In order to build student awareness about the importance of consuming healthy food can also be carried out by forming good perceptions for students towards healthy food (Freedman, 2020; Martinez et al., 2019). According to (Schiffman, LG and Kanuk, 2019), consumer perception is the process when a person selects, organizes, and interprets the stimuli received into an image or meaning of a product.

To form a good perception for students of healthy food, it can also be done by providing stimulation in the form of promotions through advertisements. According to Kotler, (2018), promotion is an activity that aims to communicate the benefits of a product and persuade consumers to purchase the product. While advertising, according to Kotler, P., & Keller (2016); Kotler, P., (2018), are all forms of presenting or promoting ideas, goods or services in bulk quantities by a person or certain sponsor that requires payment. The message in an advertisement can be conveyed in positive or negative message framing. According to Schiffman, LG and Kanuk (2019), positive message framing is communication that focuses on the advantages that will be gained if using a particular product or service, whereas negative message framing is communication that focuses on the losses that might be obtained if you don't use a particular product or service.

Consumer knowledge can also contribute to strengthening the influence of advertising on consumer perceptions. According to Sumarwan (2017), consumer knowledge is a collection of information held by consumers about various products or services and other knowledge related to these products or services related to their function as consumers. To encourage student awareness about the importance of healthy food, it can be done by building strong knowledge about the benefits of healthy food and the dangers of unhealthy food in students.

Students' good perception of healthy food is thought to influence students' purchase intention in healthy food products (Korkki et al., 2020; Ravaldi & Vannacci, 2020; Sukmawati E et al., 2018). According to Schiffman, LG and Kanuk (2019), buying interest is an urge from within a person to make an act of purchase. Good perceptions that are formed by promotions through advertising stimuli and reinforced knowledge can be the basis for students in deciding to choose healthy foods.

This study aims to compare the effectiveness of advertising with positive and negative message framings in influencing consumer perceptions based on differences in perceptions, and when consumers' knowledge is strengthened, recognize and analyze the influence of advertising on consumer perceptions and when moderated consumer knowledge, as well as knowing and analyzing the effect of consumer perceptions on purchase intention.

Previous research; (1) research conducted by Liu & Yang (2020) which shows that framing negative messages is more effective in increasing perceptions of risk and reducing students' purchase intentions to use e-cigarettes, (2) research conducted by Shan et al. (2020) showed that negative message framing and low prices affect attitudes and purchase intentions, and product knowledge moderates the effect of advertising message framing, (3) research conducted by Anghelcev et al. (2020) showed that advertising messages have an effect on perceptions of organic food, (4) research conducted by Wang et al. (2020) showed that brand bigotry is another individual characteristic variable that moderates the relationship between messages and advertising effectiveness, (5) research by Chao & Uhagile (2020) shows that purchase intention is strongly influenced by health benefits, consumer perceptions of green food products, food quality, and safety.

Advertising as an independent variable framed by positive message framing and negative message framing, consumer perception as independent and dependent variables, consumer knowledge as moderating variable, and purchase intention as independent variable. This study tested five hypotheses, namely, whether: (1) there is a difference in the perceptions of Trensains High

School students on healthy food product advertisements with positive and negative message framings?, (2) there are some differences in the perceptions of Trensains High School students on food product advertisements, and healthy food with positive and negative message framings that is reinforced by consumer knowledge, (3) advertising have a significant effect on the perceptions of Trensains High School students on healthy food products, (4) advertising have a significant effect on the perceptions of Trensains High School students on food products health that is reinforced by consumer knowledge, and (5) consumer perceptions significantly influence the buying interest of Trensains High School students in healthy food products.

This study supports the research conducted by (Liu & Yang, 2020) which shows that through negative messages framing, it is more effective in increasing risk perception and reducing student intentions to use e-cigarettes. This study supports research conducted by (Shan et al., 2020) which shows that negative message framing and low prices affect attitudes and purchase intentions, and product knowledge moderates the effect of advertising message framing. This research also supports research conducted by (Anghelcev et al., 2020), which shows that advertising messages influence perceptions of organic food. Moreover, this research supports research conducted by (Wang et al., 2020) which shows that brand bigotry is another individual characteristic variable that moderates the correlation between messages and advertising effectiveness, and the research conducted by (Chao & Uhagile, 2022) which shows that purchase intention is strongly influenced by health benefits, consumer perceptions of green food products, food quality and safety. The difference between this research and previous research is that this research was conducted with high school students as subjects. This study aimed to determine how consumer perceptions and intentions to buy healthy food products are based on consumer promotion and knowledge.

RESEARCH METHOD

This study used experimental and correlational methods. According to Sugiyono (2018), experimental method is research that aims to find the influence of certain treatments on others under controlled conditions. Meanwhile, according to Arifin (2018), correlational method is research that aims to determine whether there is a relationship or correlation between two or more variables. This study employed a quantitative approach, namely a research method based on the philosophy of positivism, which was used in researching certain sample populations, sampling techniques that are generally carried out randomly, data collection by research instruments, and data analysis that has a quantitative or statistical nature with the aim of testing the hypothesis that set (Sugiyono, 2018). The data used are primary data and secondary data. Preliminary data is based on a questionnaire tested for validity and reliability. Measurements in this study used a Likert scale with a scale of 5. The Likert scale is used to measure a person's attitudes, opinions and perceptions of social phenomena (Sugiyono, 2018). Tests in this study were carried out using Instrument Tests on 20 respondents, including: (1) Validity test; is used to test the validity of a questionnaire (Sugiyono, 2018), (2) Reliability Test; used to test whether a questionnaire can be used consistently and shows the same results in each measurement (Sugiyono, 2018). Secondary data comes from school data, journals and books.

The Posttest-Only Control Design experimental design was used, by dividing the two groups, each of which was chosen randomly (R). The first group (R1) was provided advertising treatment with positive message framing (X1), while the second group (R2) was given advertising treatment with negative message framing (X2). Based on Figure 2, the following information is obtained: R1: First group, R2: Second group, X1: First treatment, X2: Second treatment, O1: First group treatment results, and O2: Second group treatment results. If there is a significant difference between group (O1) and group (O2), then the treatment given has a significant effect (Sugiyono, 2018). The group that had received the first treatment would not be likely to receive the second treatment because this would bias the order effect (Wuryan, 2013).

The Factorial experimental design was used by concerning the possibility of a moderator variable. This design was divided into two groups at first into two categories, namely high consumer knowledge and low consumer knowledge. The researcher also measured the level of consumer knowledge which was the moderator variable and grouped into high and low, thus the four groups were divided into two categories based on the level of high consumer knowledge (Y1) and low consumer knowledge (Y2) about healthy food products. Based on Figure 3, the following information is obtained: first group (R1), second group (R2), first treatment (X1), second treatment (X2), first moderating variable (Y1) (high consumer knowledge), second moderating variable (Y2) (low consumer knowledge), results of the first group treatment with the first moderating variable (O1), results of the first group treatment with the second moderating variable (O2), results of the second group treatment with the first moderating variable (O3), and results of the second group treatment with the second moderating variable (O4). If there is a difference between O1 and O2, as well as O3 and O4, the moderator variable affects the size of the influence between the independent and dependent variables (Sugiyono, 2018).

Data analysis in this study was carried out using: (1) Descriptive Analysis; used to describe research objects through real sample or population data without concluding and generalizing (Sugiyono, 2019), (2) Classical Assumption Test, which includes: (a) Normality test; to test whether the data for each variable is normally distributed (using Kolmogorov-Smirnov Test) (Gunawan, 2017), (b) Multicollinearity Test; to test whether there is a correlation between the independent variables (Gunawan, 2017), (c) The heteroscedasticity test; to test whether in a regression model there is an inequality of variance from the residuals for all observations in the linear regression model (using the Glejser test) (Gunawan, 2017), (3) Hypothesis Test which includes: (a) Independent Sample T-Test; used to test the first hypothesis in the form of a comparative hypothesis by testing the average value of two sample data in the form of intervals or ratios, (b) Two Way Anova test (Sugiyono, 2019); used to test the second hypothesis in the form of a comparative hypothesis with more than two samples and consisting of two categories simultaneously (Sugiyono, 2019), (c) Moderated Regression Analysis (MRA); used to analyze the fourth hypothesis, namely testing the interaction of consumer knowledge in strengthening or weakening the effect of advertising variables on consumer perception variables (Ghozali Imam, 2016), and (d) Simple Linear Regression Test; used to analyze the third and fifth hypotheses, namely testing the effect of advertising variables on consumer perception variables and consumer perception variables on purchasing interest variables (Sugiyono, 2019).

RESULTS AND DISCUSSIONS

Trensains High School Tebuireng is a private high school in Jombang Regency, located on Jalan Raya Jombang - Pare 19, Jombang. Trensains is an abbreviation of Pesantren Sains, which is a combination of pesantren education (religious) and science (natural sciences). Trensains High School is a pesantren-based school, under the auspices of the Tebuireng Jombang Islamic Boarding School. Researchers found that Trensains High School students' purchase intention in healthy food products was still lacking. This is evidenced by the fact that healthy food is often not sold out and schools often confiscate unhealthy food from students. Students prefer to buy unhealthy food, such as food that contains concentrated dyes, preservatives, MSG, and excess spicy. Following are the characteristics of the respondents in this study:

Table 1. Characteristics of respondents

No.	Category	Amount	%	Total	
1	Gender	Man	76	40.6%	192
		Woman	116	59.4%	
2	Class	10	75	39.1%	192
		11	67	34.9%	
		12	50	26.0%	

3	Average Daily Pocket Money	< Rp. 5,000	20	10.4%	192
		Rp. 5,000 - Rp. 10,000	77	40.1%	
		Rp. 10,000 - Rp. 15,000	60	31.3%	
		Rp. 15,000 - Rp. 20,000	20	10.4%	
		> Rp. 20,000	15	7.8%	

Table 1 shows that the characteristics of the respondents based on gender is mostly female students at 59.4%. The most characteristic of respondents based on class level is class 10 of 39.9%. Meanwhile, the characteristics of the respondents based on the highest average daily allowance are students with an average allowance of Rp. 5,000 - Rp. 10,000 of 40.1%. This is because food prices are an average of Rp. 5,000 - Rp. 10,000 and schools and Islamic boarding schools limit students from bringing more than Rp. 100,000 and suggest that they save their money in a bank account that cooperates with schools and Islamic boarding schools or leave it with the room supervisor with the aim that students do not misuse their pocket money.

Table 2. Instrument Test

No.	Variable	Indicator	Validity test			Reliability Test		
			r count	r table	Ket.	Cronbach Alpha	Coefficient α	Ket.
1	Advertising (X)	X.1	0.874	0.444	Valid	0.912	0.6	Reliable
		X.2	0.689	0.444	Valid			
		X.3	0.883	0.444	Valid			
		X.4	0.869	0.444	Valid			
2	Consumer Perception (Y1)	Y1.1	0.665	0.444	Valid	0.773	0.6	Reliable
		Y1.2	0.836	0.444	Valid			
		Y1.3	0.579	0.444	Valid			
		Y1.4	0.719	0.444	Valid			
3	Consumer Knowledge (Z)	Z. 1	0.610	0.444	Valid	0.729	0.6	Reliable
		Z. 2	0.568	0.444	Valid			
		Z. 3	0.659	0.444	Valid			
		Z. 4	0.626	0.444	Valid			
4	Purchase Intention (Y2)	Y2.1	0.803	0.444	Valid	0.849	0.6	Reliable
		Y2.2	0.692	0.444	Valid			
		Y2.3	0.793	0.444	Valid			
		Y2.4	0.723	0.444	Valid			

From Table 2, it can be seen that the correlation between each statement item to the total score of each variable shows significant results, and shows the value of r_{count} is greater than 0.444 (5%). Thus, it can be said that this research instrument can be used to measure what is to be measured or valid. In addition, it can also be seen that all variables have a Cronbach Alpha value greater than 0.6, so that it can be stated that the instruments in this study can be used consistently and show the same results on each measurement or reliable.

Table 3. Results of Respondents' Answers

No.	Variable	Indicator	STS	TS	CS	S	SS	Average Indicator	Variable Average
1	Advertising (X)	X.1	4	13	36	101	38	3.8	3.6
		X.2	4	34	71	63	20	3.3	
		X.3	0	7	52	86	47	3.9	
		X.4	2	24	78	69	19	3.4	
2	Consumer Perception (Y1)	Y1.1	1	13	74	76	12	3.4	3.7
		Y1.2	0	34	44	64	68	4.0	
		Y1.3	1	7	57	78	45	3.8	
		Y1.4	2	24	56	67	52	3.8	
3	Consumer Knowledge (Z)	Z. 1	4	8	47	97	36	3.4	3,7
		Z. 2	2	5	33	106	46	4.0	
		Z. 3	3	27	64	74	24	3.8	

Table 3. Results of Respondents' Answers

No.	Variable	Indicator	STS	TS	CS	S	SS	Average Indicator	Variable Average
4	Purchase Intention (Y2)	Z. 4	6	17	55	91	23	3.8	3.6
		Y2.1	2	29	71	77	13	3.4	
		Y2.2	1	22	61	76	32	3.6	
		Y2.3	0	21	65	67	39	3.6	
		Y2.4	0	13	58	81	40	3.8	

In Table 3, it can be seen that the results of the questionnaire on the advertising variable have an average value of 3.6, which indicates that the advertisements delivered have good conditions (Solimun, et al., 2010). The results of the questionnaire on consumer perception variables have an average value of 3.7, which indicates that respondents have good consumer perceptions of healthy food products. Besides, the results of the questionnaire results on the knowledge variable also have an average value of 3.7, which indicates that the respondents have good consumer knowledge. The results of the questionnaire on the purchase intention variable have an average value of 3.6, which indicates that respondents have a high purchase interest.

Table 4. Normality test

No.	Kolmogorov-Smirnov test		
	On Hypothesis Testing	Variable	Significance
1	Independent Sample T-Test	Advertising (X)	0.099
2	Two Way ANOVA	Consumer Perception (Y1)	0.2
		Advertising (X)	
3	Simple Linear Regression Third Hypothesis and Moderated Regression Analysis Test	Consumer Knowledge (Z)	0.2
		Advertising (X)	
4	Simple Linear Regression Fifth Hypothesis	Consumer Perception (Y1)	0.2
		Consumer Perception (Y1)	
		Purchase Intention (Y2)	

Table 5. Multicollinearity Test

No.	On Hypothesis Testing	Variable	Value	
			Tolerance	VIF
1	Simple Linear Regression Test for the Third Hypothesis and Moderated Regression Analysis Test	Advertising (X)	0.939	1.065
		Consumer Knowledge (Z)	0.939	1.065
		Consumer Perception (Y1)		
2	Fifth Hypothesis Simple Linear Regression Test	Consumer Perception (Y1)	1	1
		Purchase Intention (Y2)		

Table 6. Heteroscedasticity Test

No.	Glejser test		
	On Hypothesis Testing	Variable	Significance
1	Simple Linear Regression Test for the Third Hypothesis and Moderated Regression Analysis Test	Advertising (X)	0.364
		Consumer Knowledge (Z)	0.226
		Consumer Perception (Y1)	
2	Fifth Hypothesis Simple Linear Regression Test	Consumer Perception (Y1)	0.649
		Purchase Intention (Y2)	

Based on the Table, 4 it can be seen that the significance value of the Kolmogorov-Smirnov test for the Independent Sample T-Test is 0.099, which is greater than 0.05. Thus, it can be stated that the data is normally distributed. The Kolmogorov-Smirnov test for the Two-Way Anova test is 0.2 greater than 0.05, so it can be stated that the data is normally distributed. The Kolmogorov-Smirnov test for the Moderated Regression Analysis test is 0.2 greater than 0.05, and the data is normally distributed. The Kolmogorov-Smirnov test for the fifth hypothesis Simple Linear Regression test of

0.2 is greater than 0.05, so that it can be said that the data is normally distributed. In Table 6 also known that the VIF value in the multicollinearity test is less than 10 and the tolerance value is greater than 0.10, so that it can be said that multicollinearity does not occur. Table 6 shows the significance value of the Glejser test is greater than 0.05, so it can be stated that the data does not have heteroscedasticity.

Table 7. Independent Sample T Test Hypothesis Test

Variable		N	Average value	Significance
Advertising (X)				
Consumer Perception (Y1)	Positive Message Framing	96	14,14	0.0
	Negative Message Framing	96	15,7	0.0

In Table 7, it can be seen that the average values of the both samples have differences, namely the positive messages farming of 14.14 and the negative messages farming of 15.7. It can be stated that the treatment of positive message framing and negative message framing produces different effects. It can be seen that the average value of the negative message framing treatment is higher than the average value of positive messages framing. It can be said that the negative messages farming is more effective in influencing respondents' perceptions. It can also be seen that the significance value of the both treatments is 0.0, which is less than 0.05, so that it can be stated that the difference between both treatments has a significant effect. Based on a series of Independent Sample T-Test results, it can be interpreted that there are differences in the perceptions of Trensains High School Students on healthy eating product advertisements with the hypothesis of positive message framing and negative message framing can be accepted.

Table 8. Two Way Anova Hypothesis Test

Variable		N	Average value	Between-Subjects Effect Test
Advertising (X)	Consumer Knowledge (Z)			
Consumer Perception (Y1)	a) Positive Message Framing	a) High Consumer Knowledge	53	13,7
		b) Low Consumer Knowledge	43	14.67
	b) Negative Message Framing	c) High Consumer Knowledge	53	16,23
		d) Low Consumer Knowledge	43	15.05
Advertising (X)				0.0
Consumer Knowledge (Z)				0.746
Advertising (X) - Consumer Knowledge (Z)				0.001

Based on the Table 8, it can be seen that the average values of those four samples have differences, namely positive message framing with high consumer knowledge of 13.698, positive message framing with low consumer knowledge of 14.674, negative message framing with high consumer knowledge of 16.226, and negative message framing with low consumer knowledge of 15.047. Therefore, those four samples produce different effects. It can be interpreted that the treatment of negative message framing is more effectively used by respondents with a high knowledge level, while positive message framing is more effectively used by respondents with a low knowledge level.

It can also be seen that the advertising significance value is 0.0, which is less than 0.05, so that it can be stated if there are significant differences in respondents' perceptions based on advertising or positive and negative message framings. It is known that the significance value of consumer knowledge is 0.746, greater than 0.05, so that it can be said that there is no significant difference in the respondents' perceptions based on the respondents' knowledge. It is known that the significance value of advertising and consumer knowledge is 0.001, which is less than 0.05, and it can be said that

there are significant differences in respondents' perceptions based on the interaction between advertising and consumer knowledge.

Table 9. Simple Linear Regression Test for the Third Hypothesis

Bound	Variable		Constant	Regression Coefficient	R Square	Adjusted R Square
	Free					
Consumer Perception (Y1)	Advertising (X)		6,095	0.597	0.274	0.270

From Table 9, the regression equation is obtained and this equation can be interpreted as follows:

$$\hat{Y} = 6,095 + 0,597X$$

- A constant value of 6.095 indicates that if the advertising variable (X) is zero and there is no change, then consumer perception (Y1) will still have a value of 6.095.
- The advertising coefficient (X) is positive by 0.597, meaning that advertising (X) has a one-way correlation with consumer perception (Y1) and if advertising (X) is increased, the consumer perception variable (Y1) will also increase by 0.597.

From Table 9, it is known that the Adjusted R Square value 0.270 means that consumer perception (Y1) through this study is influenced by advertising (X) by 27%, and the rest is influenced by other factors not examined in this study by 73%. Based on the results of the Simple Linear Regression test, it can be interpreted that the advertising hypothesis has a significant effect on the perceptions of Trensains High School Students on healthy food products is acceptable.

Table 10. Moderated Regression Analysis

Bound	Variable		Constant	Regression Coefficient	R Square	Adjusted R Square
	Free					
Consumer Perception (Y1)	Advertising (X)			0.328		
	Consumer Knowledge (Z)		32,992	-1.835	0.328	0.317
	Advertising (X) - Consumer Knowledge (Z)			0.130		

From Table 10, the regression equation is obtained and this equation can be interpreted as follows:

$$\hat{Y} = 32,992 + (-1,319X) + (-1,835Z) + 0,130XZ$$

- A constant value of 32.992 indicates that if the independent variable is zero and there is no change, then the consumer's perception (Y1) will still have the value 32.992.
- The advertising coefficient (X) is negative by -1.319, meaning that advertising (X) has the opposite correlation with consumer perception (Y1) and if advertising (X) is increased, the consumer perception variable (Y1) will decrease by -1.319.
- The coefficient value of consumer knowledge (Z) is negative by -1.835, meaning that consumer knowledge (Z) has the opposite relationship with consumer perception (Y1) and if consumer knowledge (Z) is increased, then the consumer perception variable (Y1) will decrease by -1.835.
- The value of the advertising interaction coefficient (X) - consumer knowledge (Z) is positive at 0.130, meaning that the interaction of advertising (X) - consumer knowledge (Z) has a unidirectional correlation with consumer perception (Y1), and if the interaction between advertising (X) and consumer knowledge (Z) is increased, then the consumer perception variable (Y1) will increase by 0.130.

From Table 10, it is known that the Adjusted R Square value is 0.317 which means that consumer perception (Y1) through this research is influenced by the interaction between advertising (X) and consumer knowledge (Z) of 31.7%, and the rest is influenced by other factors that are not studied in this study amounted to 68.3%. Based on the results of the Simple Linear Regression test, it can be interpreted that the advertising hypothesis has a significant effect on the perceptions of Trensains High School Students on healthy food products, strengthened by consumer knowledge which is

acceptable. Based on Table 9, it is known that the Adjusted R Square value is 0.270 or 27%. Moderated Regression Analysis found that the value of Adjusted R Square increased to 0.317 or 31.7%. This means that the existence of consumer knowledge (Z) as a moderating variable is able to strengthen the influence of advertising (X) on consumer perceptions (Y1).

Table 11. Simple Linear Regression Test for the Fifth Hypothesis

Bound	Variable	Free	Constant	Regression Coefficient	R Square	Adjusted R Square
Buying Interest (Y2)	Consumer Perception (Y1)		7,74	0.445	0.215	0.211

From Table 11, the regression equation is obtained and this equation can be interpreted as follows:

$$\hat{Y} = 7,74 + 0,445X$$

- a) A constant value of 7.74 indicates that if the consumer perception variable (Y1) is zero and there is no change, then purchase intention (Y2) will still be worth 7.74.
- b) The value of the consumer perception coefficient (Y1) is positive by 0.445, meaning that consumer perception (Y1) has a direct correlation with purchase intention (Y2), and if consumer perception (Y1) is increased, then the purchase intention variable (Y2) will increase by 0.597.

From Table 11, it is known that the Adjusted R Square value of 0.211 means that purchase intention (Y2) through this study is influenced by consumer perceptions (Y1) of 21.1%, and the rest is influenced by other factors not analyzed in this study of 78.9%. Based on the results of the Simple Linear Regression test, it can be interpreted that the hypothesis that consumer perceptions have a significant effect on the purchase intention of Trensains High School Students on healthy food products is acceptable.

According to the results of the Independent Sample T-Test, it is known that there are significant differences in consumer perceptions of advertisements with positive message framing and negative message framing. Consumer perceptions of advertisements with negative message framing have a higher average value than positive message framing. This shows that respondents can perceive healthy food products better when given advertising stimuli that are framed with negative messages. Negative message framing can remind consumers about the importance of buying healthy food products. These stimuli can remind about the risks that might be obtained if they do not buy and consume healthy food products so that consumers can perceive the quality of healthy food products better.

The Two-Way Anova test, it is known that there are significant differences in consumer perceptions of advertisements with positive message framing and negative message framing based on the level of consumer knowledge. Consumer perceptions of advertisements with negative message framing based on a high level of consumer knowledge have the highest average value than the average values of other samples. This shows that respondents who have high knowledge about healthy food products can perceive healthy food products better when given advertising stimuli that are framed with negative messages. Consumers with a high level of knowledge can better perceive negative message framing stimuli on healthy food products.

Based on the results of the Simple Linear Regression test, it is known that advertising influences consumer perceptions of healthy food products. Advertising significantly influences consumer perceptions. This shows that advertising influences consumer perceptions of healthy food products. Advertising can be a media for a marketer in promoting a product to consumers. Advertising that contains points of informing, persuading, reminding, and strengthening consumers can encourage consumers to perceive price, quality, the correlation between price and quality, as well as the risks of healthy food products.

Moderated Regression Analysis test is known that advertising influences consumer perceptions of healthy food products that are strengthened by consumer knowledge. Advertising significantly influences consumer perceptions which are strengthened by consumer knowledge. This shows that

advertising influences consumer perceptions of healthy food products which are reinforced by consumer knowledge. Consumer knowledge can influence consumers in perceiving advertising stimuli. Consumer knowledge about products, benefits, satisfaction, and purchasing healthy food products strengthens advertising which contains points to inform, persuade, remind, and strengthen consumers in encouraging consumers to perceive price, quality, the correlation between price and quality, and the risks of healthy food products.

Based on the results of the Simple Linear Regression test, it is known that consumer perceptions of healthy food products influence consumer buying interest in healthy food products and significantly influences consumer buying interest. This shows that respondents' perceptions of healthy food products influence consumer buying interest in healthy food products. Consumer perceptions can be considered by consumers in selecting a particular item. Consumer perceptions about price, quality, the correlation between price and quality, and the risks of healthy food products can encourage consumers to seek information, consider purchase intention, interested in trying, and want to know information about healthy food products.

CONCLUSION

Based on the results of this study, it can be concluded that advertising can influence Trensains High School students' perceptions of healthy food products. Consumer knowledge can also strengthen the influence of advertising on Trensains High School students' perceptions of healthy food products, and Trensains High School students' perceptions of healthy food products can influence students' purchase intention. The results of this study note that advertising with negative message framing is more effective in influencing consumer perceptions. This research implies that advertisements with negative message framing are more effective in influencing consumer perceptions. The contribution of this research is that it can provide knowledge about consumer perceptions of healthy food products and how vital product promotion is. Future research is expected to research the factors that influence consumer perceptions.

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