

UNIVERSITAS INTERNASIONAL BATAM

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***ANALYSIS OF THE FACTORS THAT INFLUENCE COMMUNITY
INTEREST IN VEGETARIAN DISH IN BATAM VEGETARIAN
RESTAURANTS***

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Abstract

This study aims to determine the effect of price fairness, satisfaction and trust on vegetarian dish purchase intention in Batam.

This study uses a sample of people who habitually purchase vegetarian dish and those who are familiar vegetarian food in Batam. A total of 506 respondents were successfully collected and 500 respondents are eligible for this study. In selecting the sample, this study used purposive sampling method with the aim of selecting respondents according to the characteristics of past research, which will then be adjusted to the criteria in the study in accordance with the objectives of this study. This study using Smart PLS version 3.

The results of the study shows that the factors examined in the study, namely price fairness, satisfaction and trust all have a positive influence on purchase intention. This research shows that the people of Batam City realize that with factor like price fairness, satisfaction and trust can increase purchase intention on vegetarian food.

Keywords: *Price Fairness, Satisfaction, Trust, Purchase Intention, Vegetarian*