

INTISARI

Mahalia., Kartika., Sari. 2022. Pengaruh Dukungan Sosial Persepsian Pada Niat Mengurangi Konsumsi Gula Dimediasi Efikasi Diri. Program Studi S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Dr. Waluyo Budi Atmoko, M.M. Pembimbing II. Nang Among Budiadi, SE, M.Si.

Penelitian ini bertujuan untuk menguji pengaruh variabel niat mengurangi konsumsi gula. Niat mengurangi konsumsi gula disebabkan oleh dukungan sosial persepsian. Niat mengurangi konsumsi gula dipengaruhi oleh dukungan sosial persepsian dan efikasi diri.

Dukungan sosial persepsian berpengaruh signifikan pada niat mengurangi konsumsi gula, dukungan sosial persepsian tidak berpengaruh signifikan terhadap efikasi diri, efikasi diri tidak berpengaruh signifikan pada niat mengurangi konsumsi gula sehingga efikasi diri tidak memediasi hubungan antara dukungan sosial persepsian dan niat mengurangi konsumsi gula.

Data diperoleh melalui kuisisioner yang dibagikan kepada masyarakat dari berbagai kota. Teknik penyampelan yang digunakan yaitu *Purposive sampling* sebanyak 200 responden. Uji hipotesis menggunakan analisis permodelan persamaan analisis regresi sederhana. Hasil penelitian mendapatkan hasil dukungan sosial perspsian berpengaruh pada niat mengurangi konsumsi gula, dukungan sosial persepsian berpengaruh pada efikasi diri dan efikasi diri berpengaruh positif pada niat mengurangi konsumsi gula.

Kata Kunci: Niat Mengurangi Konsumsi Gula, Dukungan Siosial Persepsian dan Efikasi Diri

ABSTRACT

Mahalia., Kartika., Sari. 2022. The Effect of Perceived Social Support on Intentions to Reduce Sugar Consumption Mediated by Self-Efficacy. S1 Management Study Program. Faculty of Economics. Setia Budi University, Surakarta. Advisor I. Dr. Waluyo Budi Atmoko, M.M. Advisor II. Nang Among Budiadi, SE, M.Sc.

This study aims to examine the effect of the variable intention to reduce sugar consumption. Intention to reduce sugar consumption is caused by perceived social support. Intention to reduce sugar consumption is influenced by perceived social support and self-efficacy. Perceived social support had a significant effect on the intention to reduce sugar consumption, perceived social support had no significant effect on self-efficacy, self-efficacy had no significant effect on the intention to reduce sugar consumption so that self-efficacy did not mediate the relationship between perceived social support and the intention to reduce sugar consumption.

Data were obtained through questionnaires which were distributed to people from various cities. The sampling technique used is purposive sampling as many as 200 respondents. Hypothesis testing using simple regression analysis equation modeling analysis. The results showed that perceived social support had an effect on the intention to reduce sugar consumption, perceived social support had an effect on self-efficacy and self-efficacy had a positive effect on the intention to reduce sugar consumption.

Keywords: Intention to Reduce Sugar Consumption, Perceived Social Support and Self Efficacy