

ABSTRACT

The growing public awareness of healthy lifestyles has driven changes in consumer behavior; including the preference for food products with health claims. Lemonilo instant noodles emerged as a healthy alternative offering various health claims such as MSG-free and low-gluten. However, the product has not yet become the leading choice in Indonesia's instant noodle market. This study aims to examine the effect of health claims and Product Knowledge on Willingness to Pay, with Consumer Attitude toward Health Claims as a mediating variable.

The data were collected from 150 Lemonilo consumers in Indonesia through a questionnaire consisting of open-ended and closed-ended questions using a Likert scale of 1–5, distributed online. The data were analyzed using the Structural Equation Model (SEM) method with AMOS software.

The results show that health claims and Product Knowledge influence consumer attitudes toward health claims. Consumers with a better understanding of product benefits and greater trust in the credibility of the claims tend to exhibit a positive attitude, which in turn increases their Willingness to Pay. However, a positive attitude does not always lead to actual purchasing behavior if the product is perceived as too expensive or if the claims are considered irrelevant. These findings suggest that consumer attitude plays a crucial mediating role in the relationship between health claim, Product Knowledge, and Willingness to Pay.

Keywords: *health claim, Product Knowledge, consumer attitude, Willingness to Pay.*