

**CONSUMER ACCEPTANCE OF BSF-BASED PRODUCTS: THE  
ROLES OF KNOWLEDGE, PERCEIVED USEFULNESS, AND  
ATTITUDE IN SHAPING PURCHASE INTENTION**



**Master in  
BioManagement**

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**i3L – Indonesia International Institute for Life  
Sciences  
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**In partial fulfillment of the requirements  
for the degree of  
Master in Bio Management**

**Jakarta, Indonesia  
2025**