

## Pengaruh Healthy Lifestyle, Health Concern, Environment Concern, Product Quality terhadap Niat Beli Kopi Organik = Influence of Healthy Lifestyle, Health Concern, Environment Concern, Product Quality towards Intention to Purchase Organic Coffee.

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### Abstrak

Kebutuhan manusia terus meningkat sehingga makanan ramah lingkungan diperlukan untuk keberlanjutan. Tujuan dari penelitian ini adalah untuk menentukan bagaimana <em>healthy lifestyle, health concern, environment concern, product quality mempengaruhi niat pembelian kopi organik dengan memperluas Theory of Planned Behavior (TPB). Sampel diperoleh dari 205 responden yang tidak pernah membeli kopi organik dengan menggunakan metode judgmental sampling. Data dianalisis menggunakan Structural Equation Modeling untuk menguji 7 hipotesis yang menghubungkan 8 konstruk kekuatan hubungan antar konstruk. Hasil penelitian ini menunjukkan bahwa healthy lifestyle dan product quality berpengaruh positif dalam sikap untuk membeli kopi organik. Dengan demikian untuk mendorong niat yang lebih tinggi untuk membeli lebih banyak kopi organik, lembaga terkait harus mempromosikan dan mendukung konsumen untuk mengetahui kopi organik dengan memperkuat promosi faktor

.....Human needs are keep increasing so that eco-friendly food is necessary for sustainability. The purpose of this paper is to determine how healthy lifestyle, health concern, environmental concern, and product quality are influencing the intention of purchasing organic coffee by expanding Theory of Planned Behavior (TPB). The samples are obtained from 205 respondents who never bought organic coffee using judgmental sampling method. Data were analyzed using Structural Equation Modeling to test 7 hypotheses connecting the 8 constructs of the relationship strength between constructs. The results of this study indicate that healthy lifestyle and product quality have a positive effect on attitudes to buying organic coffee. Thus to encourage higher intention to buy more organic coffee, related institutions must promote and support consumers to find out organic coffee by strengthening the promotion of healthy lifestyle factors and product quality.