

Sikap Konsumen dan Intensi Beli terhadap Makanan Organik Saat COVID-19 = Consumer Attitude and Purchase Intention towards Organic Food during COVID-19

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Abstrak

Di era modern, perkembangan industrial dan meningkatnya populasi dunia menaruh tanah pertanian dalam tekanan yang membuat manusia melakukan apapun untuk memperbaiki produksi pertanian yang sedang dalam tekanan krisis pertanian, hama yang tak terkontrol dan kesuburan tanah yang buruk. Oleh karena itu Badan Pangan dan Pertanian (FAO) menyarankan untuk mengimplementasikan pertanian organik untuk melestarikan lingkungan dunia yang menghasilkan panen makanan organi untuk manusia. Di Indonesia, konsumsi makanan organik mulai berkembang dan menjadi konsumen potensial di masa depan. Saat pandemi COVID-19, dilaporkan makanan organik di Indonesia meningkat permintaannya. Berdasarkan fenomena tersebut, penelitian ini bertujuan untuk menganalisa intensi beli terhadap makanan organik dengan menggunakan variabel health consciousness, consumer knowledge, dan subjective norms sebagai faktor dalam sikap konsumen dan intensi beli terhadap makanan organik dan selain itu consumer attitude sebagai peranan mediasi untuk purchase intention. Penelitian ini dapat mengumpulkan 205 responden dari Indonesia yang pernah membeli makanan organik saat pandemic COVID-19 untuk mengisi kuesioner secara online dan dianalisa menggunakan Structural Equation Modelling (SEM). Penemuan dalam penelitian ini menunjukkan bahwa consumer attitude, consumer knowledge dan subjective norms memiliki pengaruh signifikan pada purchase intention sedangkan environmental concern dan health consciousness terhadap hubungan pada purchase intention telah dimediasi penuh oleh consumer attitude.

..... In this modern era, industrial development and increasing population of the world put agricultural land under pressure which makes people do anything to improve the production of agriculture under the pressure of crisis in agriculture, uncontrolled pests, and bad fertility. Hence, Food and Agricultural Organization (FAO), suggest implementing organic agriculture to preserve the world environment which harvest the organic foods for the people. In Indonesia, the organic food consumption starts emerging and could become the potential consumer in coming years. During pandemic of COVID-19, it reported that organic foods in Indonesia is increased in terms of demand. Based on the phenomenon, this research aims to analyzed the intention to purchase towards organic foods by using the variables of health consciousness, environmental concern, consumer knowledge, and subjective norms as a factors of consumer attitude and purchase intention towards organic food while consumer attitude as mediating role to purchase intention towards organic foods. The research was gathered 205 respondents from Indonesia that bought organic foods during COVID-19 pandemic to fill the online questionnaire and then analyzed using Structural Equation Modelling (SEM). The findings showed that consumer attitude, consumer knowledge and subjective norms have a significant influence on purchase intention while environmental concern and health consciousness in its relationship on purchase intention has been fully mediated by consumer attitude.