

# Analisis Faktor-Faktor yang Mempengaruhi Intensi Konsumen Milenial untuk Membeli Makanan Organik dalam Perspektif Theory of Planned Behavior = Analysis of Factors Affecting the Intention of Millennial Consumers to Purchase Organic Foods in Theory of Planned Behavior Perspective

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## Abstrak

Penelitian ini bertujuan untuk mengetahui efektivitas dari faktor-faktor yang mempengaruhi model theory of planned behavior dalam konteks niat membeli makanan organik oleh Generasi Y / Milenial di Indonesia. Sebagai salah satu negara berkembang dengan penduduk yang didominasi oleh Milenial, Indonesia memiliki pasar makanan dan minuman organik yang potensial. Studi ini akan berkontribusi pada literatur dengan memberikan bukti tentang bagaimana peran health consciousness, environmental concern, perceived availability, perceived affordability, attitude, subjective norms, dan perceived behavioral control dalam mempengaruhi purchase intention makanan organik masyarakat Indonesia. Analisis dilakukan menggunakan Structural Equation Modeling dengan data yang dikumpulkan melalui survei elektronik. Hasil penelitian menunjukkan bahwa semakin tinggi tingkat kepedulian lingkungan, pengetahuan akan makanan organik, dan keterjangkauan yang dirasakan konsumen, maka semakin tinggi juga sikap positif Milenial yang terbentuk terhadap produk makanan organik. Attitude memediasi hubungan antara environmental concern, knowledge of organic foods, serta perceived affordability terhadap purchase intention makanan organik .....This study aims to determine the effectiveness of the factors that influence the theory of planned behavior model in the context of intention to buy organic food by Generation Y / Millennials in Indonesia. As a developing country with its population dominated by Millennials, Indonesia has a potential organic food and beverage market. This study will contribute to the literature by providing evidence on how the role of health consciousness, environmental concern, perceived availability, perceived affordability, attitude, subjective norms, and perceived behavioral control in influencing the purchase intention of Indonesian people's organic food. The analysis was carried out using Structural Equation Modeling with data collected through an electronic survey. The results showed that the higher the level of environmental awareness, knowledge of organic food, and perceived affordability of consumers, the higher the positive attitude of Millennials formed towards organic food products. Attitude mediates the relationship between environmental concern, knowledge of organic foods, and perceived affordability on purchase intention of organic food.