

## **FACTORS INFLUENCING THE INTENTION TO PURCHASE AND ACTUAL PURCHASE BEHAVIOR OF ORGANIC FOOD**

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**Abstract.** *The organic market is widely considered as one of the biggest growing markets in food industry. The trends of healthy lifestyle also reflected in Indonesia. However, the number of consumer who purchases organic food in regular basis is reported to be low. To encourage consumption of organic foods, marketers must understand the consumers well to create better marketing strategy. Therefore, the objective of this study is to examine the factors that influence consumer intention and actual purchase behavior in the context of organic food. The proposed model of this study is using the modified Theory of Planned Behavior by Ajzen (1991) with added variables as determinants in organic food consumption. The research was conducted by distributing questionnaires to organic food consumers in Jakarta. Using the final data from 200 respondents, the data was analyzed by using Microsoft Excel, SPSS and assessed through Factor Analysis, One Way ANOVA, Multi Linear Regression, and Path Analysis. The result found that health consciousness, organic knowledge and trust have significant influence on attitude. As for the intention to purchase organic food, attitude has the strongest influence then followed by subjective norms and price. However, availability showed to have no significant influence on intention to purchase which demonstrated a different result from previous studies. Finally, actual purchase behavior found to greatly influenced by the intention to purchase itself.*

**Keyword:** *Organic Food, Organic Consumers, Theory of Planned Behavior, Intention to Purchase, Actual Purchase Behavior*

### **Introduction**

The trend of having a healthy lifestyle is increasing in all over the world. Azzura and Pascale (2009) claimed that the trends in final food demand has undergone a comprehensive transformation in recent years since food plays an important role in the protection of health, on psycho-physical well being and prevention to disease. Generally organic products, specifically organic food, tend to be perceived as healthier and more nutritious than conventional foods due to its production process. United States Department of Agriculture (USDA) states organic in terms of agriculture production means the product is produced using methods that preserve the environment and avoid the use of synthetic materials, such as pesticides and antibiotics. Over the recent years, the global sales of organic food have been increased significantly. In Indonesia, the growing number of consumer's demand and interest toward organic food can be seen from the increasing number of organic farms in 2010 which covering 239.872,24 hectares area, this amount claimed an increase of 10% compared to the data on 2009 (Statistik Pertanian Organik Indonesia, 2010). The economic growth of middle-social class in Indonesia also drives the higher buying power in the organic food consumption. Furthermore, the government program of "Go Organic" also supports the rapid demand of organic food in Indonesia.

It has been found in the majority of recent studies, consumers have great interest and positive attitudes in organically produced food (Wandel and Bugge, 1997; Magnusson, et al., 2001). In line with this, the concept of health becomes the most common motive for buying organic food

(Tarkiainen and Sundqvist, 2005). Furthermore, organic food information is perceived as an important issues in the organic food market because it represents the differentiate attribute of organic food products from the conventional food, thus the degree of knowledge of an individual's about organic food can be an important driver of consumer attitude toward organic food (Von Alvensleben, 1997). According to Janssen and Hamm (2012) the degree of consumer's trust towards organic food is also affecting their attitude since consumer is unable to observe whether the food is truly produced organically.

However, findings from previous studies indicate that despite the increases in interest and popularity of organic food in the global market, the number of consumer who purchases organic food in regular basis is reported to be low (Wandel and Bugge, 1997; Magnusson, et al., 2001; Tarkiainen and Sundqvist, 2005). Krystallis and Chryssohoidis (2005) points out the high price of organic food and their availability were the major obstacles in buying organic food. Likewise, the demand of organic food in Indonesia is still low comparing to the demand of conventional food. Widianarko (2014) claimed that the national organic food market in Indonesia grew only 5% per year, with sales value of approximately USD 10 billion. Owing the potential of organic food in Indonesia's market, this study was conducted to facilitate and give better understanding of the attitudinal and behavioral factors that influence the behavior of consuming organic food in Indonesia. The result from this study will be a recommendation for organic industry to build effective marketing strategy and implement the programs to promote the behavior of consuming organic food in Indonesia.

This study applies the theory of planned behavior (Ajzen, 1991) as a foundation theory to support the relationship between organic food consumption determinants with intention to purchase and actual purchase behavior by consumers in the market. The theory of planned behavior, which deals with specific human behavior, has been greatly used in food-related studies and organic food study (Tarkiainen and Sundqvist, 2005; Voon et al., 2011; Thambiah et al., 2014; Wee et al., 2014). The proposed framework for this study may not directly interpret the theory of planned behavior, although it supports to explain the way in which individual beliefs and perceptions are influenced by the intention of individual to perform the behavior and leading them to perform the behavior on the final.

This paper will be divided into several chapters. The first chapter is the introduction that covers the information about research background and research objective. The second chapter will explain about the theory used to support this study and information from previous studies related to organic food consumption, hypotheses that are derived in this study will also be included in this section. The following section will covers about the measurement, sampling, and data analysis result. Finally, the discussion and recommendation will be provided in the last chapter.

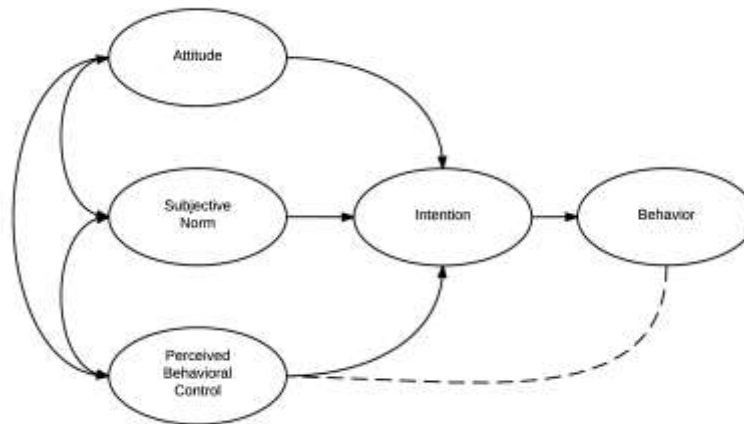
## Literature Review and Hypotheses

### *Theory of Planned Behavior*

Theory of Planned Behavior (TPB) is an extension from the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980), which referred as one of the most influential and famous conceptual framework for the study of human action. This theory provides a framework of consumer's behavior to investigates and understands motivational influences on individual behavior that is under by his own will. According to TPB, human behavior is determined by three kinds of considerations which are beliefs about the likely consequences of the behavior (behavioral beliefs), beliefs about the other people expectations to perform particular behavior (normative beliefs), and beliefs about the perceived factors that could facilitate or impede performance of the behavior (control beliefs). In terms of this considerations, behavioral beliefs produced by the degree to which an individual has a favorable and unfavorable *attitude toward the behavior*; normative beliefs result in perceived social

pressured to perform or not to perform the behavior or *subjective norm*; and control beliefs is the perceived ease or difficulty to perform the behavior which give rise to *perceived behavioral control*.

### The Theory of Planned Behavior



### Attitude Towards Organic Food

The most common motivation that drives the consumers to buy organic food product is health. Regarding to the production process of organic food, health-concern consumers appears to more attracted to organic food to keep up with their healthy lifestyle. Consumer of organic food product is very sensitive to moral and health issues, thus classified as a health-concern consumer (Weatherell et al, 2003). Previous study identified that positive attitude toward organic food is obtained from the belief of its benefit for health (Suh et al., 2012). Furthermore, Consumers need to know and understand the reason they decide to buy a certain product to satisfy their needs and wants. Organic food knowledge or information attained by customer is considered as a fundamental issue in organic food market because it is the only instrument that provides the distinctive attributes in the organic food product, hence build positive attitude toward organic food (Von Alvensleben, 1997). Stobbelaar et al. (2007) stated that the attitude of consumers will be more positive when they have more knowledge about organic food. Likewise, Trust is the most effective methods in order to reduce consumer uncertainty (Hart & Saunders, 1997). Whether in the production farming process or product certification, trust is the crucial issue in determining consumers purchasing decision of organic food (Krystallis and Chrysoschoidis, 2005). Previous studies identified that trust is important predictors of consumer attitudes and future intentions (Garbarino and Johnson, 1999). Therefore, this study derived the hypotheses as follows:

*H1: Health consciouss has significant influence toward attitude of organic food*

*H2: Organic Knowledge has significant influence toward attitude of organic food*

*H3: Trust has significant influence toward attitude of organic food*

Ajzen (1985) claimed that attitude is considered as personal factors of individuals which an overall individual's negative or positive evaluation of performing a given behavior. Attitude toward the behavior is defined as consumer's beliefs and evaluation toward an object or product. In this study, author used terms of attitude toward organic food to identify consumers attitude in organic food consumption. Attitudes are significant because consumers need to understand their attitudes in order to overcome the possible boundaries they have when buying (Hill and Lynchehaun, 2002). Likewise, previous research on organic food consumption has identified that there is a significant relationship between consumer attitude and intention to purchase (Tarkiainen and Sundqvist, 2005; Yang et al., 2014).

*H4: Attitude has significant influence toward intention to purchase organic food*

### *Subjective Norms*

Subjective norms referred as the external predictors of consumer's intentions. Subjective norm rises due to social pressure to comply or not to comply with a specific behavior (Ajzen, 1991). Subjective norms reflect to individual's belief about how others, who are considered important to them, would view them engaging in the behavior.

Prior studies confirmed that there is a significant correlation between subjective norms and the intention to purchase organic food (Chen, 2007; Pomsanam et al., 2014).

*H5: Attitude has significant influence toward intention to purchase organic food*

### *Perceived Behavioral Control*

Ajzen (2002) suggest that perceived behavioral control could explain a considerable variance in behavioral intentions and actions. Furthermore, perceived behavioral control can be divided into two components: perceived self-efficacy, which refers as an individual perceived ease or difficulty of performing the given behavior, and perceived controllability, which defined as the extent to which performance is up to the actor (Ajzen, 2002). In this study, author chose price and availability as the component in perceived behavioral control that represent the perceived self-efficacy and perceived controllability. Availability of organic food product is chosen to represent the perceived controllability in this study. Perceived controllability deals with consumer's external factor control. Several prior studies has confirmed that the lack of organic food availability as a strong barrier to organic food choice (McEachern and McClean, 2002; Lea and Worsley, 2005). Price of organic food product is chosen to represent the perceived self-efficacy in this study. Perceived self-efficacy deals with consumer's internal factor control to make purchase decision. Compared to conventional food, consumers tend to view organic food as costly (Lea and Worsley, 2005). However, organic food consumers are less likely to view price as an important factor than those consumers who have never purchased organic products (Yiridoe et al., 2005).

*H6: Availability has significant influence toward intention to purchase organic food*

*H7: Price has significant influence toward intention to purchase organic food*

### *Intention to Purchase*

Brown et al. (2003) suggests that consumers with intention to purchase a particular product tend to have higher actual purchase behavior than those who have no intention of buying. Previous studies have found a significant relationship between intentions and purchases of organic food (Tarkiainen and Sundqvist, 2005; Saba and Messina, 2003).

*H8: Intention to purchase has significant influence toward actual purchase behavior of organic food*

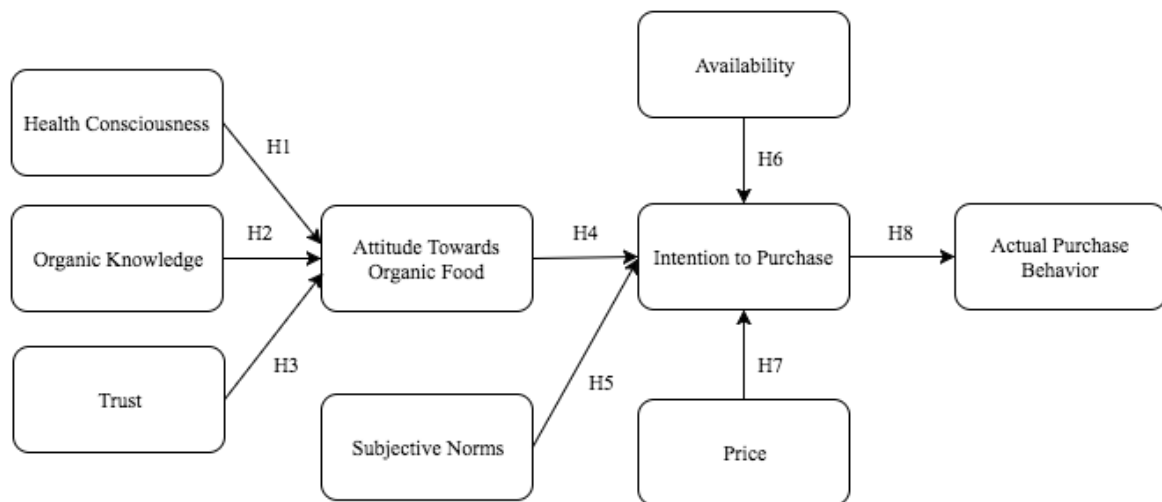


Figure 2 Conceptual Model

## Methodology and Analysis

### Scale Item Development

This study use quantitative research as an approach to collect and analyze the data because the focus is to reach a large amount of organic food consumers in Jakarta by questionnaire. Primary data was gathered by conducting direct and online questionnaire, the language used for the questionnaire is Bahasa Indonesia. For the direct questionnaire, the hard copy format was distributed to an organic shop and organic event in Jakarta. As for the online questionnaire, the soft copy format was distributed on Facebook, Twitter, and organic online community and forum. Each variable consist of 3 – 5 relevant items that were adapted from previous studies with related topic. The questionnaire is divided into three part, the first and second part is about the demographic aspects and organic food consumption, and the last part was to test all variables on research framework by using 5 point Likert scale from 1 = strongly disagree to 5 = strongly agree. Secondary data is gathered from journals, books, articles, and web sources. Primary and secondary data were combined to get more complete analysis.

### Data collection and Sample

The sampling method that is used in this research is non-probability sampling with purposive sampling techniques. The criteria of the respondents are people who have purchased organic food, lives in Jakarta, with age range from 16 – 55 years old. As the biggest metropolitan city in Indonesia, people in Jakarta tend to be exposed by the healthy lifestyle trend compare to the other area in Indonesia. Therefore, choosing Jakarta as the population of the research would portray a more comprehensive explanation related to the organic food consumption in Indonesia. By using non-probability sampling with purposive techniques, there were 280 questionnaires filled by respondents. The sample of this research has confidence level of 95 per cent and 7 per cent margin of error, thus the number of questionnaire that has to be collected to be further assessed is 200 questionnaires.

Table 1 Demographic Profile of Respondent

	Frequency	Percentage
<b>Gender</b>		
Female	142	71
Male	58	29
<b>Age</b>		
16 - 25 years old	30	15

26 - 35 years old	79	39.5
36 - 45 years old	52	26
46 - 55 years old	39	19.5
<b>Education Background</b>		
Senior High School	18	9
Diploma Degree	32	16
Bachelor Degree	102	51
Postgraduate Degree	46	23
Doctoral Degree	2	1
<b>Occupation</b>		
Civil/Private Sector Employee	114	57
Entrepreneur	47	23.5
Housewife	20	10
Student/College Students	8	4
Other	11	5.5
<b>Monthly Income</b>		
< IDR 5.000.000	44	22
IDR 5.000.000 - IDR 10.000.000	63	31.5
IDR 10.000.001 - IDR 20.000.000	51	25.5
IDR 20.000.000 - IDR 30.000.000	18	9
> IDR 30.000.000	24	12

Table 2 Organic Food Consumption

	Frequency	Percentage
<b>Expense on Organic Food</b>		
< IDR 300.000	107	53.5
IDR 300.001 - IDR 600.000	64	32
IDR 600.001 - IDR 900.000	21	10.5
> IDR 900.000	8	4
<b>Channel to Purchase Organic Food</b>		
Food Market	118	59
Organic Shop	29	14.5
Organic Event	31	15.5
Online Store	22	11
<b>Organic Food Categories Purchases</b>		
Organic Vegetables	99	49.5
Organic Fruits	134	67
Organic Nuts/Seeds	106	53
Organic Spices	46	23
Organic Meat/Fish/Poultry	25	12.5
Organic Packaged Foods	65	32.5

*Description of the Sample*

Majority of respondent is female since women are the decision maker when it comes to basic needs purchasing, with the range of age 26 – 35 years old and 36 – 45 years old. Big portions of the respondent already have bachelor degree and currently working as civil/private sector employee. About 50% of the respondents generate monthly income of IDR 5.000.000 – IDR 20.000.000 which

indicates that consumers of organic food are dominated by people with middle to high social class. The organic food categories with the highest number of consumption are organic vegetables, organic fruits and organic nuts/seeds. Most of the respondents purchase organic food in food market and spend the amount of below IDR 300.000 on a single purchase of organic food. Based in one way ANOVA analysis, within the demographic aspects, gender, age, occupation and income were aspects that found to have significant influence on actual purchase behavior.

Table 3 Demography Toward Actual Purchase Behavior

Dependent Variable	Demographic Aspect	Mean Square	F	Sig.
Actual Purchase Behavior	Gender	2.962	4.374	<b>0.038</b>
	Age	2.836	5.140	<b>0.002</b>
	Last Education	3.030	0.713	0.584
	Occupation	2.919	2.598	<b>0.038</b>
	Income	2.732	6.290	<b>0.000</b>

#### Methods and Analysis

A factor analysis is conducted to test whether the indicators in each variable are valid to be further assessed. The indicators are approved to represent the variable if the Factor Loading value is equal or greater than 0.5 (50%). The variables are valid to be further assessed if the KMO score is equal or exceeded 0.5 and the extracted variance is equal or greater than 50%. This research used Cronbach's Alpha reliability model where the approved level of reliability is when the Cronbach's Alpha score is above 0.6. Afterwards, the valid and reliable data were analyzed using linear regression analysis and path analysis.

Table 4 Relationship of Independent Variable to Dependent Variable

Dependent Variable	Independent Variable	ANOVA		Coefficient			R <sup>2</sup>
		F	Sig.	Beta	Sig.	T	
Attitude Towards Organic Food	Health Consciousness			0.382	0.000	6.215	0.425
	Organic Knowledge	48.209	0.000	0.264	0.000	4.246	
	Trust			0.208	0.000	3.623	
Intention to Purchase	Attitude Towards Organic Food			0.409	0.000	6.429	0.509
	Subjective Norms	50.611	0.000	0.281	0.000	4.512	
	Availability			0.065	0.224	1.219	
	Price			0.144	0.011	2.557	
Actual Purchase Behavior	Intention to Purchase	111.368	0.000	0.600	0.000	10.553	0.360

Referring to the table above, Health Consciousness, Organic Knowledge and Trust are found to have significant influence on Attitude Towards Organic Food. Among other factors, Health Consciousness has the strongest positive relationship towards Attitude Towards Organic Food ( $\beta=0.382$ ,  $p=0.000$ ). Moreover, Organic Knowledge also has positive relationship with Attitude Towards Organic Food ( $\beta=0.264$ ,  $p=0.000$ ), as well as Trust ( $\beta=0.208$ ,  $p=0.000$ ). As for the result on the R-Square table, Attitude Toward Organic Food has reached R-Square score of 0.425, which can be concluded that simultaneous influence between Health Consciousness, Organic Knowledge, and Trust to Attitude Toward Organic Food is 42.5%, while the other 57.5% is influenced by other factors that were not tested in this research.

There are three out of four variables which confirmed to have significant influence on Intention to Purchase, such as Attitude Towards Organic Food, Subjective Norms, and Price. Attitude Toward Organic Food shows to have the strongest positive relationship on Intention to Purchase ( $\beta=0.409$ ,  $p=0.000$ ), compare to other variable such as Subjective Norms ( $\beta=0.281$ ,  $p=0.000$ ) and Price ( $\beta=0.144$ ,  $p=0.011$ ). On the other hand, Availability is found to give no significant influence toward Intention to Purchase ( $\beta=0.065$ ,  $p=0.224$ ). As for the result on the R-Square table, Intention to Purchase has the R-Square score of 0.509, which can be derived as 50.9% of variable Intention to Purchase can be explained by simultaneous influence between Attitude Towards Organic Food, Subjective Norms, and Price while the other 49.1% is influenced by other factors that were not tested in this research.

Furthermore, the result on Table 4 shows that Intention to Purchase has significant influence on Actual Purchase behavior, with positive relationship ( $\beta=0.600$ ,  $p=0.000$ ) and R-Square value of 0.360 which means Intention to Purchase contribute 36% influence to Actual Purchase Behavior while the other 64% is influenced by other factors that were not tested in this research.



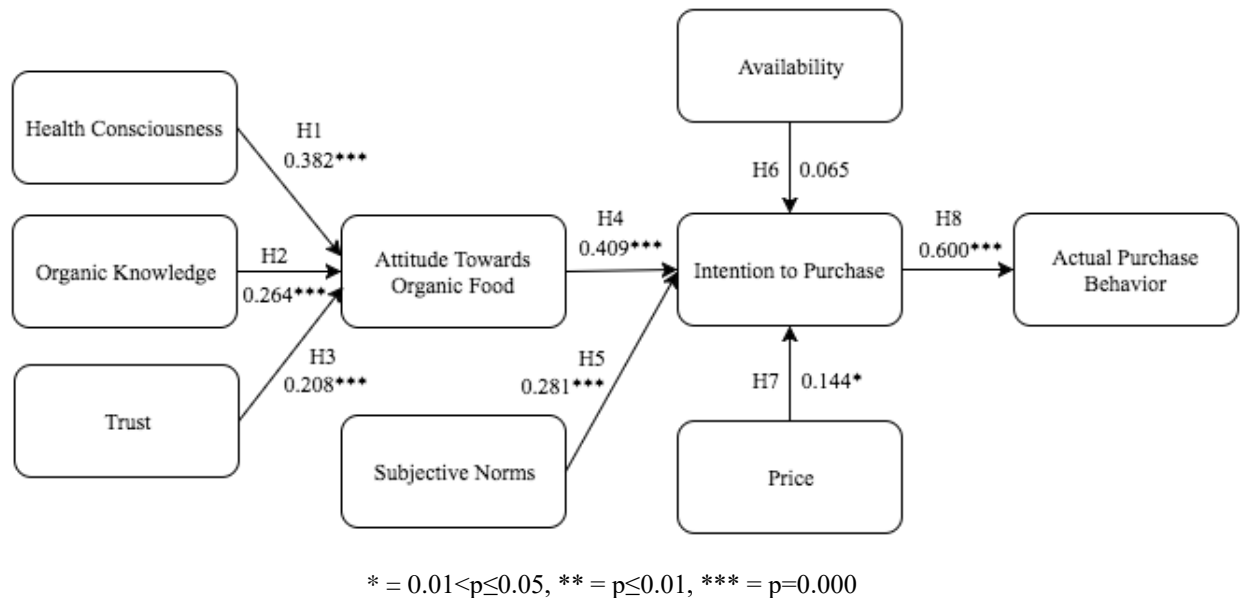


Figure 3 Regression Analysis Summary

The path analysis result is presented on Table 5, the purpose of path analysis is to get deeper understanding about the indirect and total influence from independent variable to dependent variable. Based on the table, Intention to Purchase ( $\beta=0.600$ ) has the highest total influence on Actual Purchase Behavior, which means Intention to Purchase has the strongest influence towards Actual Purchase behavior compare to other variables. Moreover, Attitude Toward Organic Food ( $\beta=0.245$ ) and Subjective Norms ( $\beta=0.169$ ) appears to be the variable with second highest total influence to Actual Purchase Organic Food. The rest of variables such as Health Consciousness, Organic Knowledge, Trust and Price appear to have low total influence to Actual Purchase Behavior.

Table 5 Path Analysis Result

Intervening Variable	Independent Variable	Dependent Variable	Indirect			Total Indirect	Direct P <sub>4</sub>	Total Influence
			P <sub>1</sub>	P <sub>2</sub>	P <sub>3</sub>			
AT, IN	HC	AC	0.382	0.409	0.6	0.094	0	0.094
AT, IN	OK	AC	0.264	0.409	0.6	0.065	0	0.065
AT, IN	TR	AC	0.208	0.409	0.6	0.051	0	0.051
IN	AT	AC	0.409	0.6	-	0.245	0	0.245
IN	SN	AC	0.281	0.6	-	0.169	0	0.169
IN	PR	AC	0.144	0.6	-	0.086	0	0.086
-	IN	AC	-	-	-	0	0.600	0.600

## 4. Discussion and Recommendation

### 4.1 Discussion

Health Consciousness appears to have significant influence on Attitude Toward Behavior ( $\beta=0.382$ ,  $p=0.000$ ) might be because organic food is considered as healthy food since its producing and processing are done without any synthetic substance and chemicals. Health concern also has been the main reason why consumers interest in purchasing organic food. This finding is aligned with several previous studies from the literature review gathered (Gracia et al., 2010; Voon et al., 2011; Yang et al., 2014). Having knowledge on organic food could also triggered consumers to develop

positive attitude toward organic food since knowledge is essential for consumer to relate their needs and wants to the product they are planning to purchase. The findings related to Organic Knowledge that appears to have significant influence on Attitude Towards Organic Food ( $\beta=0.264$ ,  $p=0.000$ ) also aligned with findings from the literature reviewed gathered (Gracia et al., 2010; Teng and Wang, 2015). As for the analysis result of trust, it is found that trust has significant influence on attitude toward as well ( $\beta=0.208$ ,  $p=0.000$ ). As a consequence, the degree of trust on organic food consumer in Jakarta is also important because trust will determine their attitude toward organic food claim, certification, quality and sellers also. Trust as influencing factor toward Attitude is aligned with several previous studies from the literature review gathered (Voon et al, 2011; Teng and Wang, 2015). Hence, the greater degree of health concerns, knowledge and trust in consumer self, the greater they will develop positive attitude towards organic food. These new findings are explained Attitude Toward Organic Food along with its predictor factors in more comprehensive way, as it would also improve the previous studies by Tarkiainen and Sundqvist (2005).

In term of Intention to Purchase, the analysis result shows it has strong positive influence to Attitude Towards Organic Food ( $\beta=0.409$ ,  $p=0.000$ ) and Subjective Norms ( $\beta=0.281$ ,  $p=0.000$ ), although it has low positive influence to Price ( $\beta=0.144$ ,  $p=0.011$ ). These results indicate that Attitude Towards Organic Food has greater influence on Intention to Purchase followed by Subjective Norms and Price. However, Availability shows to have no influence towards Intention to Purchase in this research ( $\beta=0.065$ ,  $p=0.224$ ). This demonstrates a different result from previous study by Pomsanam et al. (2014) which denoted that Availability have positive influence and act as a barrier in consumer's intention to purchase organic food. Since this study is conducted in Jakarta market, it shows different result with previous study might be cause by factors such as high mobility, fast growing online market, and regular organic event that happens regularly around in Jakarta. The significant effect in Attitude Towards Organic Food towards Intention to Purchase is aligned with findings in previous studies (Tarkiainen and Sundqvist, 2005; Gracia et al., 2010; Yang et al., 2014) and consistent with Theory of Planned Behavior by Ajzen (1991) which stated that individual's attitude towards behavior will impact his/her intention to perform a behavior. Subjective Norms is also found to have significant influence on Intention to Purchase, which aligned with previous studies (Pomsanam et al., 2014; Yang et al., 2014; Teng and Wang, 2015), suggests that consumers of organic food purchase intention are influenced by people who they consider important in their life. As for the significant effect in Price toward Intention to Purchase, it is in line with previous studies from literature review gathered (Lea and Worsley, 2005; Thambiah et al., 2014), which means the premium price that consumer has to pay for organic food is influenced consumer purchase intention. Although Price shows to have low influence to Intention to Purchase, this result is inline with previous study by Yiridoe et al. (2005) that found organic food consumers are less likely to view price as an important factor than those consumers who have never purchased organic products.

In this study, Intention to Purchase has strong positive influence the Actual Purchase Behavior of organic food ( $\beta=0.600$ ,  $p=0.000$ ). This finding is aligned with what is stated in Theory of Planned Behavior by Ajzen (1991), consumer with intentions to purchase certain product will demonstrates higher actual buying rates than those customers who show that they have no intention of purchasing. Based on the Path Analysis result, Intention to Purchase has the highest total influence to actual purchase behavior.

### *Recommendation*

Intention to Purchase has the strongest significant influence to Actual Purchase Behavior, it is important to develop consumer purchase intention of organic food in the market. Intention to Purchase can be enhanced by shaping consumer Attitude Toward Organic Food through promoting the benefit of living a healthy lifestyle (Health Consciousness), providing education to the market about organic food in general, such as organic food definition and organic food superiority (e.g. the method of food producing and processing, as well as the better taste and nutrients) (Organic

Knowledge), and spreading awareness to the market about organic food claim, organic labeling, organic certification standards and organic sellers (Trust). These can be done through diversified channels such as TV, newspaper, websites, social media, seminars and workshop. Furthermore, Subjective Norms can also enhance the Intention to Purchase of organic food by firstly focusing on approaching doctors and well-known people since references from aspiration group seems to influence consumer even more than their primary group's references on the decision to purchase organic food. For the least, even though Price of organic food is less likely considered as important factor, it also have influence on consumer purchase intention. Thus the price paid by consumer to purchase organic food must be worth with the organic food quality and the benefit it offers. The result from this study is hopefully can support the organic industry to better understand their market and develop better marketing strategy to approach its consumer. In this study, the respondent is only focusing on consumer who has purchased organic food. As for future recommendation, the respondent could be extended to customer who never purchased organic food as well. The finding in this study shows that the majority of respondents are female. Further research of organic food can be focused on the gender perspective. This study only examines the variable of TPB independently from each other. Further research can examine the relationship between each variable in the TPB in the organic food context.

Table 6 Descriptive Analysis, Validity and Reliability Result

Variable	Indicators	Mean	Std. Deviation	Factor Loading	KMO	Extracted Variance	CronbachAlpha
Health Consciousness	"I choose food carefully to ensure good health."	4.27	0.742	0.804	0.644	61.878%	0.69
	"I think of myself as a health-conscious consumer."	4.21	0.697	0.817			
	"I think often about health issues."	4.22	0.694	0.736			
Organic Knowledge	"I have enough knowledge to differentiate organic food and non-organic food."	3.5	0.913	0.838	0.683	66.981%	0.752
	"I could differentiate the taste of organic food and non-organic food."	3.26	0.92	0.797			
	"I know the process of organic product."	3.43	0.974	0.819			
Trust	"I trust the organically grown product as it claims."	3.43	0.835	0.848	0.822	72.442%	0.873
	"I trust a quality organic food label or logo."	3.75	0.843	0.873			
	"I trust those who sell certified organic foods indeed sell quality organic food."	3.75	0.806	0.872			
	"I trust the information (food ingredients	3.77	0.75	0.811			

	and food benefit) on organic food label."						
Attitude Towards Organic Food	"I believe that buying organic food is a good decision."	4.27	0.685	0.848			
	"Organic food products are beneficial for the health."	4.32	0.663	0.843			
	"I prefer organic food because it is processed without any chemicals."	4.36	0.633	0.779	0.720	64.315%	0.787
	"I prefer organic food because it tastes better than non-organic food."	3.53	0.867	0.704			
Subjective Norms	"My close friends and family consume organic food."	3.02	0.885	0.752			
	"My close friends and family expect me to purchase organic food."	2.93	0.876	0.848	0.721	68.46%	0.845

Table 6 Descriptive Analysis, Validity and Reliability Result (continued)

**REFERENCES**

Variable	Indicators	Mean	Std. Deviation	Factor Loading	KMO	Extracted Variance	Cronbach Alpha
Subjective Norms	"People who are important to me (such as doctors and well-known people/role model) think that eating organic creates good health."	3.62	0.899	0.831			
	"People who are important to me (such as doctors and well-known people/role model) think I should buy organic food."	3.34	0.931	0.873			
Availability	"Organic foods are easily obtained in the stores."	2.86	0.972	0.838	0.500	74.75%	0.656
	An organic food shop is near my home."	2.99	1.156	0.889			
Price	"The price of organic food products in accordance with benefit."	3.57	0.883	0.94	0.500	88.09%	0.865
	"The price of organic food products in accordance with the quality."	3.64	0.857	0.937			
Intention to Purchase	"I would purchase organic food products in the near future."	4.1	0.716	0.908	0.744	82.92%	0.895
	"I plan to purchase organic food products in regular basis."	3.95	0.831	0.929			
	"I would recommend others to purchase organic food."	4.03	0.766	0.895			
Actual Purchase Behavior	"I often purchase organic food products."	3.59	0.897	0.961	0.500	92.39%	0.918
	"I purchase organic food products in regular basis."	3.36	0.908	0.962			

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