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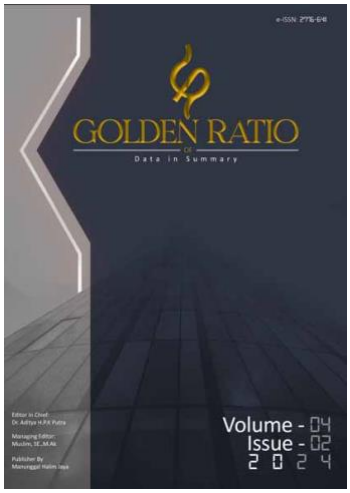

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DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

Antecedents of Consumer Purchase Intention Towards Organic Food

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Abstract: This study analyzes the factors that influence consumer intention to buy organic food in Indonesia. Against the backdrop of increasing health and nutrition awareness, this study examines the role of functional value, consumer innovation, eco-friendly beliefs, health benefits, and knowledge of organic food. Data was collected through a consumer survey which showed that demand for organic food grew by 21% in 2018. Descriptive statistics and hypothesis testing were used as data analysis methods. The results showed that all variables studied had a significant positive effect on consumer purchase intention. The main purchase intention is the functional value and quality of organic products, as well as consumer knowledge of health benefits and trust in environmentally friendly products. This study provides practical insights for organic food industry players to develop relevant and effective marketing strategies to increase consumer interest. In addition, the findings make an academic contribution to the understanding of the factors that influence consumer purchasing behavior towards organic products. This study also identifies existing limitations and offers recommendations for further research to deepen the understanding of consumer behavior towards organic food.

Keywords: Purchase Intention, Organic Food, Functional Value, Consumer Innovation, Health Benefits

1. INTRODUCTION

Consumers in Indonesia are increasingly concerned about their health, opting for more nutritious and chemical-free foods. The 21% increase in organic product consumption in 2018 reflects growing public awareness of healthy living. The most consumed types of organic products in Indonesia are vegetables, followed by rice, fruits, and animal products such as eggs, milk, and meat. The desire to consume healthier, chemical-free food is driving demand for organic products, which are perceived to be healthier and more environmentally friendly.

Organic products must meet strict production standards as regulated by the organic certification system. These products are certified by an Organic Certification Organization (LSO), accredited by the National Accreditation Committee (KAN). Functional value, or utility, is the primary factor driving consumer purchasing decisions. Consumers tend to assess products based on practical benefits, and research shows that they prefer lower-cost options and are less likely to make repeat purchases if prices are too high. In addition to functional value, consumer innovation plays an essential role in adopting new products. Innovation is viewed as an inherent personality trait that influences a consumer's readiness to accept new products. Each individual has a different level of innovation, which is not affected by the product's features. Meanwhile, trust in green or eco-friendly products also plays a crucial role in purchasing decisions. Consumers who trust eco-friendly products are more willing to take risks when purchasing them.

Health benefits are one of the main reasons consumers choose organic products. Research shows that consuming organic foods rich in fiber can reduce the risk of various diseases, including high blood pressure, obesity, and heart disease. Therefore, organic foods that contain more fruits, vegetables, and

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grains offer significant health benefits. Consumers are increasingly aware of the importance of maintaining their health by choosing safe and natural foods.

Finally, knowledge of organic food also influences consumers' purchasing intentions. Organic food is produced using environmentally friendly methods without chemical pesticides or synthetic fertilizers and does not contain genetically modified organisms. Awareness of the environmental and health benefits of organic products drives consumers' purchasing intentions. Factors such as health perceptions, quality, availability, and environmental awareness are key drivers of consumers' decisions to purchase organic products.

2. LITERATURE REVIEW

2.1. Quality Functional Value

Functional value, also known as usability value, is the main component that drives consumers to make decisions (Sheth et al. (1991). Functional value is the value that consumers experience when making decisions that have a practical impact (Kamboj et al., 2023). (Kamboj et al., 2023).. According to (Gonçalves et al., 2016) (Gonçalves et al., 2016), functional value (FV) is a determinant of consumer preferences. In addition, research shows that customers reject repurchases with high prices and prefer options with lower expenditure costs. (Hur et al., 2012).

2.2. Consumer Innovation

Consumer innovation, considered as their personality trait. It relates to the inherent personality traits of customers who are ready to pursue and accept new products (Guiné et al., 2020). The scholar argues that every member of society has an immutable level of innovation, and this level of innovation will not be affected by product features or other elements. (Fasha & Yuwono, 2022)..

2.3. Green Trust

Consumer trust is the basis for consumer considerations and expectations with a level of confidence in it and expectations of others, which has an impact on consumer behavior over a long period of time. This trust creates consumer confidence in a product, which makes them ready to accept the risk of the product with their expectations (Sabrina et al., 2023) in (Alamsyah & Febriani, 2020). If consumers believe in environmentally friendly products, they will be more likely to buy products that do not damage the environment. Security is trust, which can be defined as the willingness or compliance to rely on coworkers who believe in the relationship. Eco-trust, also known as green trust, is the willingness to rely on a product, service, or brand in favor of underlying beliefs or expectations resulting from credibility, goodwill, and ability to perform environmentally. (Abraham et al., 2022).

2.4. Health Benefits

Eating organic foods can prevent disease and improve overall health. For example, research shows that high dietary fiber intake reduces the risk of high blood pressure, obesity, coronary heart disease, and a number of cancers (Park & Lee, 2008). (Park & Lee, 2008). Food has many health benefits, and everyone needs more fruits, grains, and vegetables to ensure their bodies receive enough fiber, vitamins, and minerals.

2.5. Organic Food Knowledge

Paul & Rana (2012) states that organic food can be defined as food that is safe for the environment and made with environmentally friendly methods that do not use conventional pesticides or chemical

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fertilizers. Organic foods also do not contain genetically modified organisms or food additives. According to Blair (2012) in (Suharjo & Harianto, 2019), the term "organic" is used in the food industry to describe food that is made organically. Biofarming is a production method intended to be environmentally friendly and sustainable.

2.6. Consumer Purchase Intention to Buy Organic Food

This construct is very important for consumer research because it is based on the analysis of the relationship between consumer behavior and his intention to buy (Ghalandari & Norouzi, 2012) in (Curvelo et al., 2019). Health perceptions, environmental awareness, availability, quality, distribution, and nutritional value are some of the factors that can influence the desire to buy organic products. (Paul & Rana, 2012) (Paul & Rana, 2012) indicate that not only health concerns influence the intention to purchase these products, but also their quality and availability. (Curvelo et al., 2019) investigated the relationship between purchase intention of green products and variables such as price, value, and social and environmental awareness. However, only purchase intention was directly related to environmental awareness confirming the findings of Yadav and Pathak (2016) in (Curvelo et al., 2019). (Curvelo et al., 2019).

3. RESEARCH DESIGN AND METHOD

3.1. Research Design

This study conducts hypothesis testing because there are several hypotheses to be tested. This study applies an individual unit of analysis. The cross-sectional method, which collects data at one specific point in time, is the time dimension chosen for this study. This study uses a natural research environment (non-contrive). A survey on organic product consumption trends was used to collect data for this study. According to Arifin (2017) respondents received a questionnaire directly before the data was collected.

3.2. Population and Sample

In this study, the respondents who filled out the questionnaire were respondents who consumed organic food. Data was collected through a questionnaire created using Google Forms and distributed to respondents who met the criteria.

3.3. Data Collection Technique

This study uses a non-probability data collection method with purposive sampling technique, which means that the sample is taken based on certain criteria (Sekaran & Bougie, 2010) The non-probability sampling method uses certain criteria to select samples, so not every member of the population has the same opportunity to be taken as a sample. According to Sugiyono (2018: 138) in (Talakua et al., 2020)The purposive sampling technique uses certain considerations to select the sample to be taken.

3.4. Validity Test

According to (Hair et al., 2019) The number of samples studied will affect the factor loading value, which will be the limit of decision-making provisions for the validity test. The purpose of the validity test is to determine the accuracy of the indicator in measuring the variable.

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Table 1. Factor Loading Based on Sample

Factor Loading	Sample Quantity
0.30	350
0.35	250
0.40	200
0.45	150
0.50	120
0.55	100
0.60	85
0.65	70
0.70	60
0.75	50

In this study, the number of samples used was 201 respondents, so the factor loading value that was the limit was 0.40. The basis for making decisions on the validity test is as follows:

1) If Factor Loading ≥ (0.40) then the statement item is valid.
2) If Factor Loading < (0.40) then the statement item is invalid.

3.5. Reliability Test

Sekaran & Bougie (2010) states that if the Cronbach alpha value of the instrument is greater than 0.6, then the instrument can be considered reliable. The following is the basis used to make decisions about the reliability test:

1) If Cronbach alpha ≥ (0.60) then the statement items are reliable.
2) If Cronbach alpha < (0.60) then the statement items are not reliable.

3.6. Descriptive Statistics Test

Descriptive statistics are used to describe a variable. For data with an interval scale, the mean value is used, which shows the average value of the respondent's assessment of each variable statement studied. (Sekaran & Bougie, 2010)

3.7. Data Analysis Method

In this study, the Structural Equation Model (SEM) was used for data processing. SEM is an evolution of path analysis, also known as path analysis. Path analysis allows for a better understanding of the causal relationships between exogenous and endogenous variables (Putlely et al., 2009).

4. RESULT AND DISCUSSION

The data collected from the questionnaire showed two characteristics that respondents could identify with, namely:

Table 3. Profile of Respondents by Gender

Gender	Number of Respondents	Percentage (%)
Male	62	30,8%
Female	139	69,2%
Total	201	100%

Table 3 shows the results of the total respondents based on gender, most of the respondents in this study were female, as many as 139 people, or 69.2%, and 62 people, or 30.8%, were male.

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Table 4. Profile of Respondents by Age

Age	Number of Respondents	Percentage (%)
< 17 years old	22	10,9%
20 years-35 years	145	72,1%
36 years-45 years	18	9%
> 45 years	16	8%
Total	201	100%

Table 4 shows the results of the total respondents by age. Most of the respondents were aged 20 to 35 years old, or 145 people, or 72.1%; those under 17 years old, 22 people, or 10.9%; those aged 36 to 40 years old, 18 people, or 9%; and those over 45 years old, 16 people, or 8%.

4.1. Instrument Test Results

Table 5. Instrument Test Results

Statement	Factor loading	Cronbach Alpha	Info
Quality Functional Value		0.930	Reliable
NFK1	0.865		Valid
NFK2	0.960		Valid
NFK3	0.935		Valid
NFK4	0.894		Valid
Consumer Innovation		0.916	Reliable
IK1	0.925		Valid
IK2	0.949		Valid
IK3	0.927		Valid
Green Trust		0.908	Reliable
KH1	0.917		Valid
KH2	0.921		Valid
KH3	0.922		Valid
Health Benefits		0.960	Reliable
MK1	0.945		Valid
MK2	0.942		Valid
MK3	0.939		Valid
MK4	0.911		Valid
MK5	0.914		Valid
Organic Food Knowledge		0.961	Reliable
PO1	0.982		Valid
PO2	0.982		Valid
Consumer Purchase Intention		0.969	Reliable
NB1	0.944		Valid
NB2	0.961		Valid
NB3	0.931		Valid
NB4	0.953		Valid
NB5	0.964		Valid

The validity and reliability test results show that all constructs and research items are highly valid and reliable. Each construct has a Cronbach Alpha value above 0.6, which indicates that it is highly reliable, and each item has a factor load above 0.4, which indicates strong convergent validity. Functional value, innovation, green trust, health benefits, organic food knowledge, and consumer willingness to buy are all strong and valid evidence. This indicates that the tools used in this study are consistent and have the ability to accurately measure what they are supposed to measure.

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4.2. Descriptive Statistical Test Results

Table 6. Descriptive Statistical Test Results

No.	Variables	Items	Mean	Std. Deviation
1	Quality Functional Value	4	4.801	0.440
2	Consumer Innovation	3	4.693	0.631
3	Green Trust	3	4.784	0.453
4	Health Benefits	5	4.799	0.467
5	Organic Knowledge	2	4.776	0.504
6	Consumer Purchase Intention	5	4.739	0.562

Descriptive statistical tests showed that each variable had a high mean (above 4.7), indicating that participants largely or strongly agreed with the statements given about the variables. Functional values showed very positive and consistent perceptions among respondents; having the highest mean (4.8010) and lowest standard deviation (0.4404). In addition, green trust and health benefits had high means, 4.7844 and 4.7990 respectively, with relatively low standard deviations. This indicates that people believe in organic food and consider it good for their health. Consumer innovativeness, despite having a slightly lower mean (4.6932), is still very well rated with a higher standard deviation (0.63102), indicating a greater variation in opinion among respondents. Consumer purchase intention was also high (mean 4.7393), indicating a strong interest in organic food.

4.3. Hypothesis Test Results

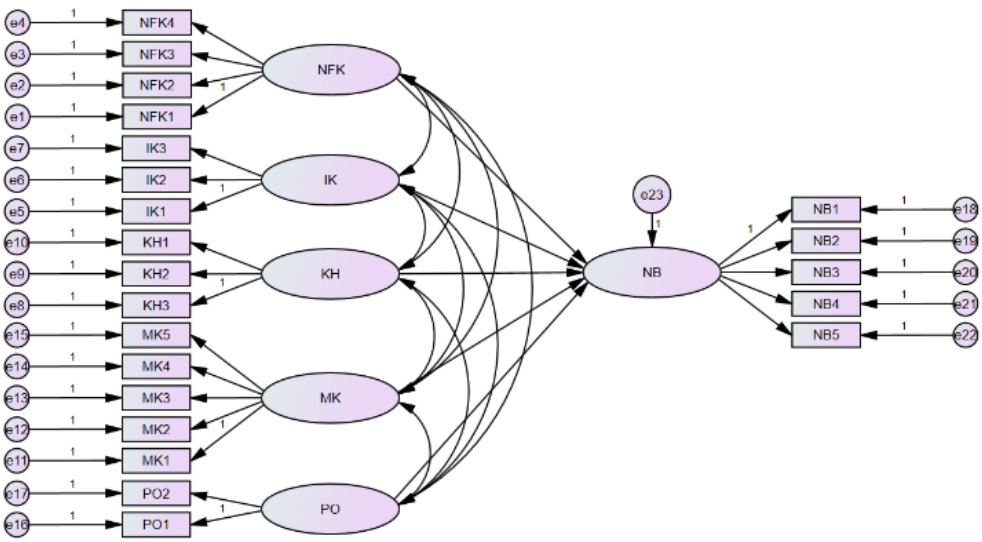

Figure 1. AMOS 24 diagram

The results of the proposed hypothesis test will be decided by the null hypothesis (Ho) and the alternative hypothesis (Ha) as follows:

Ho: X has no influence on Y
Ha: X has a positive effect on Y

Table 7. Hypothesis Test Results

Hypothesis 1	Estimate	P-Value	Decision
The quality of the functional value of organic food will have a positive	0,285	0,000	H1 Supported

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Hypothesis 1	Estimate	P-Value	Decision
impact on consumer intention to buy organic food.			
Hypothesis 2	Estimate	P-Value	Decision
Consumer innovation will have a positive impact on consumer intention to buy organic food.	0,426	0,000	H2 Supported
Hypothesis 3	Estimate	P-Value	Decision
Green trust will have a positive impact on consumer intention to buy organic food.	0,036	0,041	H3 Supported
Hypothesis 4	Estimate	P-Value	Decision
Health benefits will have a positive impact on consumer intention to buy organic food.	0,256	0,000	H4 Supported
Hypothesis 5	Estimate	P-Value	Decision
Knowledge about organic food will have a positive effect on consumer intention to buy organic food.	0,353	0,013	H5 Supported

The results of this study are in accordance with the results of previous studies, namely research (Kamboj et al., 2023) which shows that the results of the hypothesis test have a positive influence or the alternative hypothesis (Ha) is supported, indicating a positive influence of the variables on consumer purchase intentions. Hypothesis 1 shows that the quality of functional value has a significant positive impact on consumer purchase intentions (Estimate = 0.285, P-Value = 0.000). Hypothesis 2 shows that consumer innovativeness also has a significant positive impact (Estimate = 0.426, P-Value = 0.000). Green trust, in accordance with Hypothesis 3, showed a positive although smaller effect (Estimate = 0.036, P-Value = 0.041). Health benefits (Hypothesis 4) and knowledge about organic food (Hypothesis 5) also have a significant positive influence with estimates of 0.256 and 0.353, respectively, and P-Values of 0.000 and 0.013. This confirms that all the variables studied have a positive effect on consumer purchase intention for organic food.

5. CONCLUSIONS

Studies show that several factors increase a customer's desire to buy something. In addition, consumer innovativeness is very important as consumers who always try new things and are open to innovation are more likely to have high purchase intent if the product meets their needs in a functional, reliable and durable manner. In addition, consumers are more likely to believe in a product's environmental claims, belief that the product is environmentally friendly, and the company's commitment to sustainable practices. Consumers are also more interested in purchasing products for their health benefits, such as improving physical health and supporting a healthy lifestyle. In addition, the qualities of functional value, innovation, green credentials, health benefits, and knowledge about organic food, including information about its nutritional content and positive effects on health, increase consumers' desire to purchase the product.

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