

ANALISIS FAKTOR YANG MEMPENGARUHI MINAT PEMBELIAN PRODUK ORGANIK DI KOTA BATAM

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Abstrak : Minat masyarakat terhadap produk organik terus meningkat. Produk organik yang diolah tanpa zat kimia apapun dipercaya oleh masyarakat sebagai produk yang lebih sehat dan lebih bergizi. Penelitian ini bertujuan untuk mengetahui faktor pendorong masyarakat untuk membeli produk organik dengan menggunakan teori planned behavior sebagai dasar penelitian. Penelitian ini menjelaskan tentang extended TPB dari variabel attitude yaitu health consciousness, willingness to pay dan trend and lifestyle. Survei online dilakukan terhadap 460 responden, dengan mengadopsi pendekatan purposive sampling. Data dianalisis dengan menggunakan metode Structural Equation Modeling (SEM), dengan dilakukan uji CMV terlebih dahulu dengan menggunakan SPSS. Hasil penelitian menunjukkan hubungan health consciousness, willingness to pay dan trend and lifestyle memiliki pengaruh signifikan positif terhadap attitude, attitude, subjective norm dan perceived behavioral control juga memiliki pengaruh signifikan positif terhadap purchase intention. Penelitian ini mensugesti para retail untuk mengembangkan strategi pemasaran yang efektif dalam mempengaruhi konsumen untuk melakukan pembelian produk organik melalui iklan, promosi dan pengembangan produk baru. Retail juga dapat meningkatkan ketersediaan serta kemudahan pembelian produk organik untuk memenuhi permintaan konsumen.

Kata Kunci: Purchase intention, Purchase behavior, Willingness to pay, Organic product, Theory of planned behavior

Abstract : Customers interest in organic products continues to increase. Organic products that are processed without any chemical substances are trusted by the public as healthier and more nutritious products. This study aims to determine the factors that encourage customers to purchase organic products by using the theory of planned behavior as a basis for research. This study describes the extended TPB of attitude, which health consciousness, willingness to pay, trend and lifestyle as the added variable. Online survey was conducted on 460 respondents, by adopting purposive sampling approach. The data were analyzed using the Structural Equation Modeling (SEM) method, SPSS also used to test the CMV. Results showed that the relationship between health consciousness, willingness to pay and trend and lifestyle had a significant positive effect on attitude. Attitude, subjective norm and perceived behavioral control also had a significant positive effect on purchase intention. This research suggests retailers to develop effective marketing strategies in influencing consumers to buy organic products through advertising, promotion and new product development. Retail can also increase the availability of organic products to meet consumer demand.

Keywords: Purchase intention, Purchase behavior, Willingness to pay, Organic product, Theory of planned behavior