JOURNAL SYNTAX IDEA
p–ISSN: 2723-4339 e-ISSN: 2548-1398
Vol. 5, No. 11, November 2023

INSINUATIONS INTO ATTITUDES TOWARDS ORGANIC FOOD ON PURCHASE INTENTIONS OF ORGANIC FOOD AND RECOMMENDATION INTENTIONS

Agustinar Merdekawati Rianto[1], Whony Rofianto[2], Anna Riana Putriya[3]
[1,2]Indonesia Banking School, Indonesia
[3]Institut Teknologi Bandung
agustinar.20212111019@ibs.ac.id[1], rofianto@ibs.ac.id[2], anna_riana@sbm-itb.ac.id[3]

Abstract

Several factors influence the recurrent purchase attitude of organic food customers in Jabodetabek (the cities of Jakarta, Bogor, Depok, Tangerang, and Bekasi). Under the theories of Consumer Behavior or Perceived Behavior Control and Theory of Planned Behavior, there are 5 endogenous variables that enter into the implications of consumer behavior towards organic food and four exogenous variables on this attitude. Environmental issues, food safety concerns, health consciousness, organic food knowledge, and subjective norms are the five. The remaining four factors are attitude toward organic food, intention to recommend, price barrier, and intention to repurchase organic food. SmartPLS 3.0, based on the PLS SEM formulation, became a tool for calculating the value of 84 respondents in a cross-sectional study. Finally, environmental concerns do not apply to the most recent models. Meanwhile, health concerns, food safety concerns, and price barriers remain minor. There are three constructs that merit additional investigation, in addition to their managerial implications. First, other variables other than this journal must be added for future creation from the producer's standpoint. Second, it is prudent to conduct research for the next development of a certain brand. Third, the following structure can be analyzed over time.

Keywords: Insinuations, Attitudes, Organic Food, Purchase Intentions, Recommendation Intentions

INTRODUCTION

Environmental Concern (EC) is people's awareness of environmental problems (Nguyen et al., 2019). People need to be sensitive to anything that becomes not his horns. This is because environmental damage will certainly lead to damage to their homes and lives (Albayrak et al., 2013). People's self-awareness is motivated by intention, namely encouragement that comes from unconscious behavior. After he realized it, the intention turned into motivation. This motivation is the main abstraction driving human consciousness (Ajzen, 1991) . There are 4 creeds on motivation. The first credo is called behavior, namely patterned activity that is carried out after the intention has occurred. The second credo is named target, which is a list that must be achieved after the action is performed. The third credo is called context, which is a close relationship between what motivates humans to do EC with the two previous types of creed. The fourth credo is

How to cite: Agustinar Merdekawati Rianto, Whony Rofianto, Anna Riana Putriya (2023), Insinuations into Attitudes towards Organic Food on Purchase Intentions of Organic Food and Recommendation Intentions, *(5) 8,* https://doi.org/10.46799/syntax-idea.v5i7.2416
E-ISSN: 2684-883X
Published by: Ridwan Institute

time, namely the time when EC is being carried out (Azjen & Fishbein, Attitude-Behavior Relations: A Theoretical Analysis and Review of Empirical Research, 1975) (Nguyen et al., 2019).

Food Safety Concern (FSC) is a measurement of people's detractors on their concern for food that is not suitable for consumption or difficulties to produce due to scarcity, exposure to pests/hoppers, and also pesticides (Nguyen et al., 2019). Consumers who buy organic food are always concerned about the physical risks with indication that they often consume non-organic food (Febriyantoro, 2016). There are 7 creeds for human concern for food that is safe for consumption. The first credo must be free of additives, which is, not sprayed with pesticides at all. The second credo is referred to as quality, which has a delicious taste and sufficient nutrition to meet the nutritional needs of the body. The third credo is called freshness, which is not close to expiration. The fourth credo is called bio dynamicity, which means the cleanliness factor ought to be guaranteed. The fifth credo is called appearance, which is visually attractive. The sixth credo is the price that reaches the purchasing power of its consumers. The seventh credo is manufacturing, which is related to the good name of the company or restaurant.

According to (Nguyen et al., 2019), health consciousness (HC) refers to a person's attitude about health issues and the steps that should be taken to address them. The biggest factor affecting human health is food. Because of this, people who purchase organic food need to pay heed to this aspect. A favorable association between consumer behavior and healthy food choices, approximately is about 10%. In other words, while buying products, they will opt for organic options, especially when choosing milk and potatoes. Additionally, young people (between the ages of 18 and 25) join in order to continue the anti-global warming trendsetting. Since they "make payments" for their own health, consumers of organic food are willing to pay costs that are higher than the average. The proper price must take the health consequence itself into account, which is an insightful critique of one of the fundamental precepts in the previous dimension (read: price). He will be more prepared to adopt a better lifestyle by choosing foods that are nutritious for him (Mansur & Andalas, 2019).

Organic Food Knowledge (OFK) is the understanding, practice, and philosophy of eating organically. Consumers can use OFK to judge the value of each organic food product attribute. Along cognitive lines, there are two forms of OFK that are covered: subjective According to (Nguyen et al., 2019), there are two types of knowledge: (1) Subjective knowledge and (2) Objective knowledge. Subjective knowledge is what people derive from what they believe they know about other people's speech. Food that is organic differs from food that is conventional primarily in three ways. First, no pesticide spraying is done when producing organic produce. Second, there are no artificial fertilizers or preservatives in organic food. Third, human waste disposal near planting or irrigation has little impact on organic food (Yuliani, 2014). The mindset developed for using organic food is split into two components that work in tandem with one another. The usage of ecologically friendly technology comes first. This means that food should

never be used or processed in a way that causes pollution. The application of technology that has its foundation on environmental health is the second (R Hapsara Habib Rachmat, 2018a).

Sociocultural standards pertaining to society are known as subjective norms (SN). People are forced to safeguard the environment and rationalize the use of natural resources economically as a result of external forces. The culture won't exist long if someone breaks these standards, hence the infraction itself needs to be punished. The sanction used is typically exclusion because SN is a form of social norm (Farias et al., 2019a). SN is a collection of cultures originating from those who consume organic food. They contend that societal norms, such as the consumption of organic food, are advantageous since they serve a number of functions. Creating a healthy lifestyle is just one example (Farias et al., 2019b). People around customers will be persuaded to appreciate organic food once they realize how important organic food is for leading a better lifestyle. The effectiveness of SN in transforming a new lifestyle into a new culture also has to be investigated further with regard to behavioral changes (R Hapsara Habib Rachmat, 2018b).

ATOF, or attitude toward organic food, is an action that focuses on both the purchase of organic food and how customers feel about it. Positive incentive must be offered to customers' thoughts in addition to appealing to their preferences if these behaviors are to continue to improvise on a daily basis. Customers are, nevertheless, willing to offer the merchant constructive feedback if they demonstrate a dislike for organic food (Nguyen et al., 2019). Additionally, ATOF additionally applies to behavior based on the choice to accept or reject its repercussions. To make it simpler for them to use references, consumers need to devote attention to the decisions they make. Finally, there is societal pressure, which might compel buyers to act in a certain way so they can consume the organic goods they purchase (Septariana & Pratomo, 2020). ATOF also encompasses the idea that behavior and traits are distinct. A person's actions and behavior are same, and both have an ongoing effect on other people. In contrast, just the brand itself is the same as the attributes (Septariana & Pratomo, 2020).

A human incentive known as the Intention to Recommend (ITR) refers to consuming behaviors or the acquisition of specific items. For everyday situations, the ITR terminology is replaced with "interest". As a result of his passion, those around him may be inspired to exhibit the same traits (Syntiadewi et al., 2022). Three tenets can be used to explain ITR, namely: Three types of creed exist: (1) Cognitive creed, which is concerned with knowledge and perceptions gleaned from various sources based on prior experiences; (2) Affective creed, which is concerned with the emotional side of the person and his valuable impressions; and (3) Conative creed, which combines cognitive and affective elements. WoM, or word-of-mouth, is a language that takes the place of ITR. WoM is not currently a trending word. Furthermore, since 1980, WoM has served as the form of marketing that inspires customers to share their happiness, whether consciously or unintentionally. Due to the absence of globalization, this kind of interaction was in fact challenging to establish in the past. Now, with the aid of more globalized communication

and human connection, ITR or WoM is pragmatically pragmatic, making it simple for most people to carry out and simple for scientists to study.

A mental obstruction to the value of rising consumer demand for organic food sales is the price barrier (PB). The consumer's impression of the high selling price of organic food is referred to as PB, and it is associated with both purchasing power and the intention to choose to purchase organic food. According to a study, 82% of the respondents said that the high cost of premium organic food products was a factor in their decision not to purchase them. If the price is between 10% and 20% more than what their budget will allow them to spend, they do not intend to buy the superior goods. As a result, PB may also give customers the incorrect impression that it is more expensive to buy organic food (Nguyen et al., 2019). The attitude-behavior gap, a resistant behavior, is where PB gets its start. The code of conduct requires consumers to exercise caution while making high-end product purchases. That is, why should customers choose a more expensive product when there are alternatives available that are of equal or better quality and cost less? (Aschemann-Witze & Aagaard, 2014). This consumption pattern also results from a lack of leverage to increase the marketing scope of the sale of organic products. Since 20 years ago, this phenomena has been taking place. Regarding the cost of selling organic food, every nation has its own policy. It should be mentioned that 31% of output is organic, which is expensive because it is in short supply.

Last yet not final, Organic Food Repurchase Intention (OFRI) is the last choice that some individual consumers make to purchase a product. Continuously made purchases can serve as a standard for evaluating specific marketing categories (Anjani & Perdhana, 2021). From the perspective of the consumer, there are five steps in the purchasing decision-making process: (1) Need recognition, which refers to the requirement for consumers to first verify the veracity of the product they will buy; (2) Information search, which refers to directly contacting the seller; (3) Evaluation of alternatives, which refers to providing an evaluation before ultimately purchasing the product; (4) Purchase decision, which refers to when the consumer ultimately purchases the product; and (5) Post-purchase behavior, namely when consumers still choose stores or companies that sell products they have bought again (Anjani & Perdhana, 2021).

RESEARCH METHODS

In order to make an organized list of words to scientifically explain facts, this research employs a descriptive research design, which is a method of examining the status of human groups as an object. The sampling process was used at random. In order to evaluate established hypotheses that are particular, systematically clear, and detailed, data analysis is quantitative in nature. The cross sectional feature is employed to investigate a change in the relationship between risk variables and the effects of a certain strategy. Either direct field observation or the gathering of first-hand information is used to accomplish this. The point time approach is what is used to describe this. Such qualities are transitory that they only pertain to events and circumstances that are happening right

now. They cannot be correlated to future events. The method of data collecting is how this article will obtain the research's data. This is used to identify the study's sample and offer a viewpoint within the predetermined bounds. In order for the sample's scope to later be fully and descriptively explained, a sampling approach is used to study samples that are narrower than the population (Apuke, 2017).

According to the aforementioned research framework, the "10 times rule" method—which involves adding up the maximum number of arrowheads going to the latent variable in the PLS path model—is used to determine the number of responses that are necessary for the PLS SEM approach. To ensure that there are at least 10 times 5 arrowheads in the direction of the Attitude Towards Organic Food variable in this study: 10 times 5 equals at least 50 respondents. This investigation has 84 responders, which means that it has played by the rules. The minimum sample size requirement that is most frequently utilized in estimating methods with PLS SEM is the "10 times rule" method (ALDIANSYAH, 2023).

Partial Least Squares (PLS), a SEM-based model, was employed. It uses a program called SmartPLS version 3.0. It is a tool for testing hypotheses. PLS-SEM also provides a number of benefits beyond its adaptability to investigating tiny sample sizes. This is so because a number of factors, including OFRI, PB, and ITR, have an indirect impact. PLS SEM, or partial least squares structural equation modeling, is the main basis for this essay. A hypothetical reflective model suspects PLS SEM since it makes use of multi-indicator data. The major goal is to highlight the exploitation of constant formulations that respondents can answer with the least amount of sampling error.

Table 1. Measurement Item

CODE	INDICATOR
EC1	The balance of nature is very delicate and can be easily upset
EC2	Human beings are severely abusing the environment
EC3	Humans must maintain the balance with nature in order to survive
EC4	Human interferences with nature often produce disastrous consequences (Nguyen et al., 2019)
FSC1	Nowadays most foods contain residues from chemical sprays and fertilizers
FSC2	I am concerned about the number of antibiotics, residues, and preservatives in meat
FSC3	The quality and safety of meat nowadays concerns me (Nguyen et al., 2019)
HC1	I choose meat carefully to ensure good health
HC2	I think of myself as a health-conscious consumer
HC3	I think often about health issues

(Nguyen et al., 2019)

OFK1	In comparison with an average person I know a lot about organic meat
OFK2	I know a lot about how to judge the quality of organic meat
OFK3	I know a lot about the environmental and health benefits of organic meat
OFK4	People who know me, consider me as an expert in the field of organic meat

(Nguyen et al., 2019)

ATOF1	Buying organic meat instead of conventional meat is beneficial
ATOF2	Buying organic meat instead of conventional meat is a wise choice
ATOF3	Buying organic meat instead of conventional meat make me feel good
ATOF4	Buying organic meat instead of conventional meat make me feel pleased

(Nguyen et al., 2019)

PB1	Organic meat is still too expensive
PB2	The price of organic meat is a barrier to purchase it
PB3	People should buy organic meat, even though they are expensive (reverse in coding)

(Nguyen et al., 2019)

SN1	My friend's positive opinion influences me to purchase green product
SN2	The trend of buying organic food among people around me is increasing
SN3	My close friends and family members would appreciate if I buy organic food
SN4	I would get all the required support to buy organic food

(al-Swidi, 2014)

ITR1	I will say positive things about organic food to other people
ITR2	I will recommend organic food to families and/or friends.

(Chloe & Kim, 2018)

ITR3	I am planning to recommend a restaurant of nutrition labelling.
ITR4	I intend to recommend a restaurant of nutrition labelling.
ITR5	I expend effort on persuading everybody to a restaurant of nutrition labelling.

(Sobaih & Abdelazez, 2022)

OFRI1	I will keep buying the organic food product in the future

(Tian et al., 2022)

OFRI2	I will consume organic food again

OFRI3	I will buy larger quantities of this kind of food in the next few years
OFRI4	I will consider these products as my first option for purchasing in relation to others
OFRI5	I intend to increase the consumption volume of organic food

(De Toni et al., 2017)

RESULTS AND DISCUSSION

The objective of Reflective Measurement Model Test Two is to establish interval consistency over actual reliability. The validity and reliability tests have both been run numerous times, as was previously demonstrated in the thesis. Reflective measurement model tests are conducted at this step to determine how the next formulation can evaluate the reliability that takes place after the test.

Table 2. Validity and Reliability Result

Latent Variable	Code	Convergent Validity			Result of Validity Test	Interval Consistency Reliability		Result of Reliability Test
		L	IR	AVE		CR	CA	
		> 0.70	> 0.50	> 0.50	Valid / not valid	0.60 - 0.90	0.60 - 0.90	Reliable / not reliable
Food Safety Concern	FSC1	0.850	0.723	0.632	valid	0.836	0.705	reliable
	FSC2	0.678	0.460		valid			
	FSC3	0.844	0.712		valid			
Health Consciousness	HC1	0.895	0.801	0.814	valid	0.929	0.886	reliable
	HC2	0.926	0.857		valid			
	HC3	0.886	0.785		valid			
Organic Food Knowledge	OFK1	0.891	0.794	0.754	valid	0.924	0.891	reliable
	OFK2	0.931	0.867		valid			
	OFK3	0.850	0.723		valid			

	OFK 4	0.796	0.634		valid		
Subjective Norms	SN1	0.617	0.381	0.593	not valid	0.851	0.773	reliable
	SN2	0.666	0.444		not valid		
	SN3	0.868	0.753		valid		
	SN4	0.893	0.797		valid		
Attitude towards Organic Food	ATOF1	0.804	0.646	0.729	valid	0.915	0.879	reliable
	ATOF2	0.833	0.694		valid		
	ATOF3	0.900	0.810		valid		
	ATOF4	0.876	0.767		valid		
Organic Food Repurchase Intention	OFRI 1	0.922	0.850	0.808	valid	0.995	0.941	reliable
	OFRI 2	0.870	0.757		valid		
	OFRI 3	0.877	0.769		valid		
	OFRI 4	0.909	0.826		valid		
	OFRI 5	0.916	0.839		valid		
Price Barrier	PB1	0.585	0.342	0.857	not valid	-	-	-
	PB2	0.897	0.805		valid	0.923	0.829	reliable
	PB3	0.954	0.910		valid		

Table 3. Structural Model Assessment Result

Hypothesis	Path Coefficients	*p* Values	Significance $p < 0.05$	Result

H2: Food Safety Concern --> Attitude towards Organic Food	0.319	0.003	Significance	H2 has supported by data
H3: Health Conciousness --> Attitude towards Organic Food	-0.007	0.479	Not significance	H3 has not supported by data
H4: Organic Food Knowledge --> Attitude towards Organic Food	-0.011	0.462	Not significance	H3 has not supported by data
H5: Subjective Norms --> Attitude towards Organic Food	0.426	0.001	Significance	H3 has supported by data
H6: Attitude towards Organic Food --> Organic Food Repurchase Intention	0.694	0.000	Significance	H3 has supported by data
H7: Attitude towards Organic Food --> Intention to Recommend	0.444	0.000	Significance	H3 has supported by data
H8: Price Barrier --> Organic Food Repurchase Intention	-0.043	0.301	Not significance	H3 has not supported by data

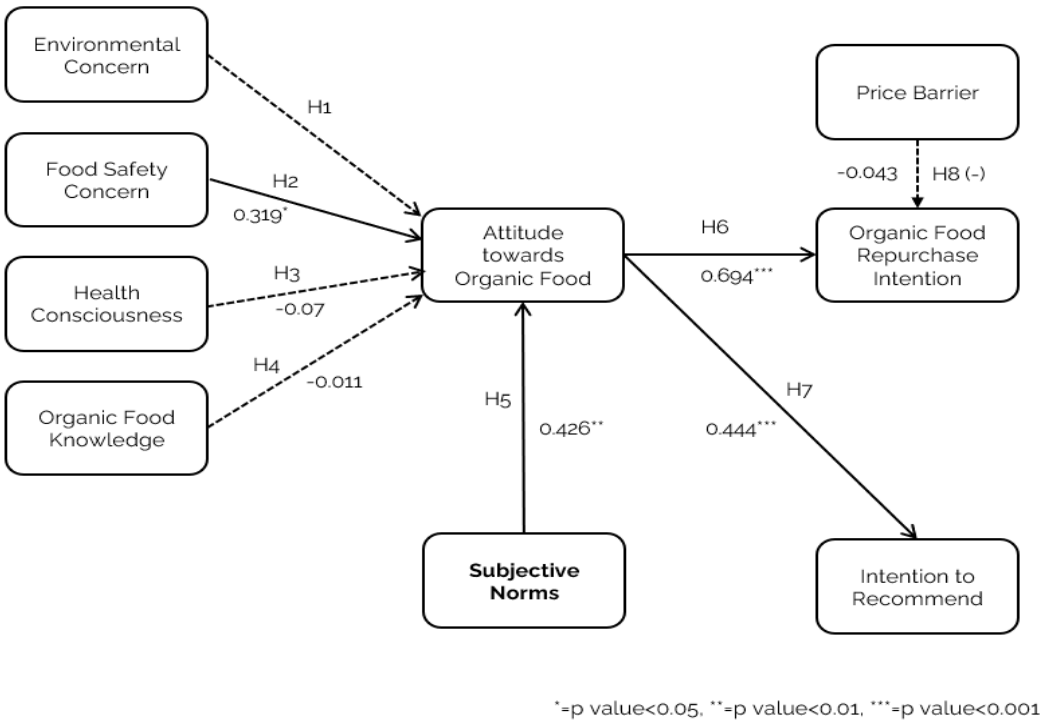

Figure 2. Model with Research Result

It demonstrates how attitudes about organic food are influenced by concerns about food safety. The correlation between the direction of the relationship between variables based on data and those that are hypothesized can be better understood using the regression coefficient. There is a value of 0.003 that indicates the correlation between the two variables, Attitude Towards Organic Food and Food Safety Concern. According to (Hair et al., 2017), a P value association of less than 0.05 (5%) indicates that the relationship between the two variables is significant. This is consistent with earlier research, which found that Attitude Towards Organic Food is positively correlated with Food Safety Concern (H2) and is significant (Nguyen et al., 2019).

It indicates how attitudes toward organic food are influenced by health consciousness. The correlation between the direction of the relationship between variables based on data and those that are hypothesized can be better understood using the regression coefficient. The value of 0.479 for Attitude Towards Organic Food has been established. According to Hair, Hollingsworth, Randolph, and Chong (2017), a P value association of less than 0.05 (5%) indicates that the relationship between the two variables is significant. This is consistent with earlier research (Al-Swidi et al., 2014), which found that Health Consciousness (H3) was not significant and had no association to Attitudes Toward Organic Food.

It establishes that Knowledge about Organic Food affects Attitude Towards Organic Food. The correlation between the direction of the relationship between variables based on data and those that are hypothesized can be better understood using the regression coefficient. It has been established that there is a 0.462 correlation between knowledge about organic foods and attitudes toward them. According to Hair, Hollingsworth, Randolph, and Chong (2017), a P value association of less than 0.05 (5%) indicates that the relationship between the two variables is significant. According to earlier research (Hair et al., 2017), Organic Food Knowledge (H4) was not significant and had no association to Attitudes Towards Organic Food.

The present work establishes the influence of subjective norm on attitudes toward organic food. The correlation amongst the pattern of the relationship between variables based on data and those that are hypothesized can be better understood using the regression coefficient. A link with a value of 0.001 exists between Subjective Norm and Attitude Towards Organic Food. According to Hair, Hollingsworth, Randolph, and Chong (2017), a P value association of less than 0.05 (5%) indicates that the causal connection between the two variables is significant. According to earlier research (Farias et al., 2019b), Subjective Norm (H5) is relevant and has a favorable association to Attitude Towards Organic Food.

The work in question reveals the relationship between Attitude Towards Organic Food and Intention to Repurchase Organic Food. The connection between the direction of the relationship between variables based on data and those that are hypothesized can be better understood utilizing the regression coefficient. The correlation between Attitude Towards Organic Food and Intention to Repurchase Organic Food is equal to zero.

According to (Hair et al., 2017), a P value association of less than 0.05 (5%) suggests that the relationship between the two variables is significant. This is consistent with earlier research, which found that Attitude Towards Organic Food (H6) is substantial and positively connected with Intention to Repurchase Organic Food (Farias et al., 2019a).

This paper examines the connection between Attitude Towards Organic Food and Intention to Recommend. The correlation between the direction of the relationship between variables based on data and those that are hypothesized can be better understood using the regression coefficient. The correlation between Attitude Towards Organic Food and Intention to Repurchase Organic Food is equal to zero. According to (Hair et al., 2017), a P value association of less than 0.05 (5%) indicates that the relationship between the two variables is significant. According to earlier research (Nguyen et al., 2019), Attitude Towards Organic Food (H7) is noteworthy and has a favorable link with Intention to Recommend.

The argument presented here reveals how the price barrier affects consumers' intentions to repurchase organic food. The correlation between the direction of the relationship between variables based on data and those that are hypothesized can be better understood using the regression coefficient. A correlation coefficient of 0.301 exists between price barrier and intention to repurchase organic food. According to (Hair, Hollingsworth, Randolph, and Chong, 2017), a P value association of less than 0.05 (5%) indicates that the relationship between the two variables is significant. According to earlier research (Nguyen, Nguyen, Nguyen, Lobo, & Vu, 2019), the Price Barrier (H8) is not substantial and has no association to Organic Food Repurchase Intention.

Managerial Implication

The final endogenous variable, Organic Food Repurchase Intention, has two management ramifications for organic food suppliers that may have a cascading effect. Organic food suppliers must first focus on the Subjective Norm component. This is due to the way Jabodetabek customers behaved, their favorable attitudes about organic food, and their actions to invite others. Second, producers of organic food must consider issues related to food safety. This is due to the way Jabodetabek customers act and their favorable attitudes toward organic food, which has been thoroughly examined for perfect edibility, nutritional balance, and the appropriate diet for its constituent parts.

First, P values for HC toward ATOF are not zero. As a result, more research needs to be done on this hypothesis line. This demonstrates that organic food customers in Jabodetabek do not question the relationship between this and health consciousness. Second, the P values for OFK to ATOF are not 0. As a result, more research needs to be done on this hypothesis line. Additionally, research demonstrates that consumers of organic food in Jabodetabek do not question the relationship between their actions and their understanding of organic food. Third, PB advances away from the value 0 and toward OFRI. As a result, more research needs to be done on this hypothesis line.

The third line's question, "My close friends and family members would be happier if I bought organic food," has the highest indication value for the Subjective Norm. The question "My friends' positive opinions influence me to buy organic products" in the first

line has the lowest indication value. This indicates that Jabodetabek's organic food consumers are more strongly influenced by their family and close friends than by the producers. Producers must take note of this since Jabodetabek has a strong relationship with a culture of sustainable consumption. The second line of the question, which reads, "The trend of buying organic food from the people around me is increasing," is where the constraint resides.

The question "Currently, the majority of food contains residue from chemical spraying" in the first line has the highest indicator value for the food safety concern. The question "I really care about the content of preservatives in food" in the first path has the lowest indicator value. This indicates that Jabodetabek consumers of organic food are aware of the risks posed by indirect food toxins, including chemicals used in planting and harvesting. The lack of consumer concern over preservative content demonstrates the need for manufacturers to give consumers more in-depth information about the makeup of food additives.

In this part, we will address three findings. First and foremost, organic food producers need to consider how consumers think, with a focus on marketing word-of-mouth, environmental responsibility, personal wellness, and organic food expertise. Producers can "promote" these four things by persuading consumers that eating organic food will improve their health, preserve the environment, and broaden their understanding of environmental issues. In order for prices to stay steady and avoid upsetting consumers' buying habits, it is advised that producers continue to offer a price match between supply and demand. Finally, it is acceptable for companies to pay attention to consumers who frequently use their items.

CONCLUSION

The entire Jabodetabek region will serve as the regional research unit for this thesis. However, it has been established from the data that most of the subjects are from Jabodetabek. There are so eight consequences drawn from this thesis, including: a) Attitudes towards organic food in Jabodetabek organic food stores are unaffected by environmental concerns; b) In Jabodetabek organic food stores, opinions about organic food are positively influenced by worries about food safety; c) Attitudes toward organic food in Jabodetabek organic food stores are unaffected by health consciousness; d) In Jabodetabek organic food stores, awareness of organic food has no bearing on views toward it; e) Attitudes regarding organic food at Jabodetabek organic food stores are favorably influenced by subjective standards; f) Intention to repurchase organic food at Jabodetabek organic food outlets is positively influenced by attitude toward organic food; g) A positive recommendation at Jabodetabek organic food stores is influenced by one's attitude toward organic food; h) Intention to repurchase organic food at Jabodetabek organic food stores is unaffected by price barriers.

This investigation offers two recommendations: one for Subjective Norm and one for Food Safety Concern. First, the group culture itself can be used to further subjective

norms. The appeal of organic food items to the Jabodetabek people's dietary preferences is another aspect of their everyday lives. As a result, organic food may be provided at some social functions, including Eid and community meetings. In light of this important event, promote customers' shared presence in the neighborhood. The only norm that may then develop is the Subjective Norm, which is exclusive to Jabodetabek's attitudes toward sustainable consumption. Second, Food Safety Concerns can be pursued by learning about the risks of food additives and learning about the nutritional content. In order for the inhabitants of Jabodetabek to comprehend the notification first, try to grasp how the information is distributed rather than the message itself. Producers can openly and frequently arrange outreach activities for customers who already have attitudes and intents that are in line with the Theory of Planned Behavior. The three suggested examples are: (1) promoting healthy eating to the public through advertising and outreach; (2) organizing birthday parties for customers with the theme "Go Green & Healthy Food;" and (3) organizing community gatherings with exhibitions and the theme "Healthy Living."

Three study limits need to be further investigated: a) Environmental Concerns are the starting point for these restrictions. The knowledge barrier and price barrier for organic food are next. The subject's thinking is only partially covered by a set of signs, making it impossible for the subject to choose from the available options. Doubts about environmental damage brought on by humans, interest in the nutritional value of organic food, and even the notion of costs not taken into account by Jabodetabek's urban life are among the choices. Because of their hectic schedules, many are only concerned with eating organic food to stay healthy—not to protect the environment, understand the nutrients of organic food, or worry about the cost; b) Mobile urbanites' comments about the issue of attitudes toward consuming organic food and its surrounds are also constrained by the quantitative approach used in this study. The questions that come up are closed, so the subject is not required to ponder past the possible answer options. Therefore, it is possible to seek reception efficiency, but doing so prevents the individual from using their creativity in other ways; c) Cross-sectional methodology mainly concentrates on the most recent time period. This approach, however, cannot give information about upcoming time constraints. This means that the study only addresses the upsetting attitudes regarding consuming organic food in Jabodetabek between the conclusion of the year and the beginning of 2022–2023.

There are three recommendations to alleviate these research limitations in the interim: a) New variables must be included in future studies to specifically replace a number of old, trusted ones including Environmental Concern, Organic Food Knowledge, and Price Barrier. Green marketing (Nguyen, Nguyen, Nguyen, Lobo, & Vu, 2019), perceived behavior control, and purchasing intention (Al-Swidi, Huque, Hafeez, & Shariff, 2014) can all replace environmental concern. Urban residents in Jabodetabek would benefit more from using green marketing, fundamental consumer behavior, and purchasing aspirations. State/quality values, health values, and emotional values can all be used to replace organic food knowledge (Chloe & Kim, 2018). Health values can be a

perfect fit because the Subjective Norm and Food Safety Concern are the starting point of this research. Finally, the Price Barrier can be replaced by frequency consumption, consumer attitude, and healthy consumption (Farias, Eberle, Milan, De Toni, & Eckert, 2019). This means that the reason for the frequent occurrence of urban consumption in Greater Jakarta must be considered more than the image of the price itself; b) It is advised that future research adopt a qualitative methodology. Steps like marketing ethnography or sustainable ethnography can evaluate the quality of the Environmental Concern, Organic Food Knowledge, and Price Barrier ideas by studying habituation and automation behavior in more focused areas and purposive sampling targeted at regular consumers, and lastly; c) It is advised that future investigation may use the longitudinal approach to establish a more permanent time limit. Future studies may look into the consumption of organic foods by subjects older than 2 years old.

BLIBLIOGRAPHY

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211.

Albayrak, T., Aksoy, Ş., & Caber, M. (2013). The effect of environmental concern and scepticism on green purchase behaviour. *Marketing Intelligence & Planning*, *31*(1), 27–39.

ALDIANSYAH, M. F. (2023). *Analisis Niat Perilaku Konsumen Batik Umkm Di Yogyakarta Dalam Menggunakan Social Commerce: Pengembangan Model Utaut 2*.

Al-Swidi, A., Mohammed Rafiul Huque, S., Haroon Hafeez, M., & Noor Mohd Shariff, M. (2014). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal*, *116*(10), 1561–1580.

Anjani, S., & Perdhana, M. S. (2021). Green Marketing Mix Effects On Consumers'purchase Decision: A Literature Study. *Diponegoro Journal of Management*, *10*(5).

Apuke, O. D. (2017). Quantitative research methods: A synopsis approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, *33*(5471), 1–8.

Farias, F. De, Eberle, L., Milan, G. S., De Toni, D., & Eckert, A. (2019a). Determinants of organic food repurchase intention from the perspective of Brazilian consumers. *Journal of Food Products Marketing*, *25*(9), 921–943.

Farias, F. De, Eberle, L., Milan, G. S., De Toni, D., & Eckert, A. (2019b). Determinants of organic food repurchase intention from the perspective of Brazilian consumers. *Journal of Food Products Marketing*, *25*(9), 921–943.

Febriyantoro, M. T. (2016). *Pemikiran irasional para perokok. EKSIS, XI (2), 1907–7513*.

Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management & Data Systems*, *117*(3), 442–458.

Mansur, A. R., & Andalas, U. (2019). Tumbuh kembang anak usia prasekolah. *Andalas University Pres*, *1*(1).

Nguyen, H. V., Nguyen, N., Nguyen, B. K., Lobo, A., & Vu, P. A. (2019). Organic food purchases in an emerging market: The influence of consumers' personal factors and green marketing practices of food stores. *International Journal of Environmental Research and Public Health*, *16*(6), 1037.

R Hapsara Habib Rachmat, D. P. H. (2018a). *Penguatan upaya kesehatan masyarakat dan pemberdayaan masyarakat bidang kesehatan di Indonesia*. UGM PRESS.

R Hapsara Habib Rachmat, D. P. H. (2018b). *Penguatan upaya kesehatan masyarakat dan pemberdayaan masyarakat bidang kesehatan di Indonesia*. UGM PRESS.

Septariana, D., & Pratomo, L. A. (2020). Anteseden dari Green Buying Behaviour. *Telaah Bisnis*, *19*(2), 83–94.

Syntiadewi, F., Natsir, M., Hidayatullah, S., & Alvianna, S. (2022). The Effect of Gastronomy Involvement, Local Food Consumption Value, Food Knowledge Toward Intention to Recommend Local Traditional Food Semanggi Suroboyo through Attitude as Mediating Variable (A Study of Culinary Arts Students at Monas Pacific Culinary Academy). *International Journal of Research in Engineering, Science and Management*, *5*(2), 63–69.

Yuliani, D. (2014). Sistem integrasi padi ternak untuk mewujudkan kedaulatan pangan. *Jurnal Agroteknologi*, *4*(2), 15–26.