

## ABSTRAK

Pola pikir manusia tentang kebutuhan hidup sehat dan *back to nature* telah mendorong terjadinya konsumsi pangan yang lebih sehat. Bukan hanya peningkatan kesadaran kesehatan tetapi juga kesadaran terhadap kelestarian lingkungan yang berdampak terhadap keputusan masyarakat untuk membeli produk ramah lingkungan. Perilaku ini dikenal dengan perilaku konsumen hijau, dimana perilaku ini akan akan tercermin dalam pembeliannya. Konsumen menjadi sensitif terhadap produk yang berbahaya bagi lingkungan sehingga memutuskan untuk membeli produk ramah lingkungan. Salah satu produk ramah lingkungan yaitu produk organik. Produk organik yang dianggap penting kalangan konsumen Indonesia salah satunya adalah sayuran organik. Produk sayuran organik dinilai tidak hanya aman bagi lingkungan tetapi juga baik bagi kesehatan. Sejalan dengan hal tersebut, perlu dilakukan analisis faktor-faktor yang mempengaruhi keputusan pembelian sayuran organik serta menentukan alternatif rekomendasi strategi pemasaran sayuran organik berdasarkan faktor yang paling signifikan terhadap keputusan pembelian sayuran organik. Analisis dilakukan dengan menerapkan *Theory of Planned Behavior* yang selanjutnya dianalisis menggunakan metode *Partial Least Square-Structural Equation Modelling* (SEM-PLS). Metode pengambilan sampel adalah *non probability sampling* dengan teknik *purposive sampling*. Pada penelitian ini diperoleh 259 responden konsumen sayuran organik di Daerah Istimewa Yogyakarta. Hasil penelitian menunjukkan bahwa berdasarkan *Theory of Planned Behavior*, variabel yang paling berpengaruh terhadap niat dan keputusan pembelian sayuran organik adalah norma subjektif, persepsi kontrol perilaku, dan sikap terhadap produk hijau. Sikap terhadap produk hijau merupakan faktor paling signifikan yang mempengaruhi niat dan keputusan pembelian sayuran organik yang ditunjukkan dengan nilai *t-statistics* sebesar  $5.149 > 1.96$ . Alternatif strategi pemasaran sayuran organik, yaitu mencantumkan nutrisi dan manfaat lingkungan dari sayuran organik pada kemasan serta melakukan iklan persuasif di media sosial untuk memengaruhi konsumen mengonsumsi sayuran organik

Kata kunci: perilaku konsumen hijau, sayuran organik, SEM-PLS, *theory of planned behavior*

## ABSTRACT

The human mindset about the need for healthy living and back to nature has encouraged the consumption of healthier food. Not only increasing health awareness but also awareness of environmental sustainability which has an impact on people's decisions to buy environmentally friendly products. This behavior is known as green consumer behavior, where this behavior will be reflected in the purchase. Consumers become sensitive to products that are harmful to the environment so they decide to buy environmentally friendly products. One of the environmentally friendly products is organic products. One of the organic products that are considered important among Indonesian consumers is organic vegetables. Organic vegetable products are considered not only safe for the environment but also good for health. In line with this, it is necessary to analyze the factors that influence purchasing decisions for organic vegetables and determine alternative recommendations for marketing strategies for organic vegetables based on the most significant factors in purchasing decisions for organic vegetables. The analysis was carried out by applying the Theory of Planned Behavior which was then analyzed using the Partial Least Square-Structural Equation Modeling (SEM-PLS) method. The sampling method is non-probability sampling with purposive sampling technique. In this study, there were 259 consumers of organic vegetables in the Special Region of Yogyakarta. The results showed that based on the Theory of Planned Behavior, the variables that most influence the intention and decision to purchase organic vegetables are subjective norms, perceived behavioral control, and attitudes towards green products. Attitude towards green products is the most significant factor influencing the intention and decision to purchase organic vegetables as indicated by the t-statistics value of  $5.149 > 1.96$ . Alternative marketing strategies for organic vegetables, namely listing the nutrition and environmental benefits of organic vegetables on the packaging and conducting persuasive advertisements on social media to influence consumers to consume organic vegetables.

**Keywords:** green consumer behavior, organic vegetable, SEM-PLS, theory of planned behavior