

## DAFTAR ISI

<b>LEMBAR PENGESAHAN</b> .....	i
<b>LEMBAR PENGESAHAN DOSEN PENGUJI</b> .....	ii
<b>PERNYATAAN BEBAS PLAGIASI</b> .....	iii
<b>HALAMAN PERSEMBAHAN</b> .....	iv
<b>KATA PENGANTAR</b> .....	v
<b>UCAPAN TERIMA KASIH</b> .....	vi
<b>DAFTAR ISI</b> .....	viii
<b>DAFTAR GAMBAR</b> .....	xii
<b>DAFTAR TABEL</b> .....	xiii
<b>DAFTAR LAMPIRAN</b> .....	xv
<b>DAFTAR NOTASI DAN SINGKATAN</b> .....	xvi
<b>INTISARI</b> .....	xvii
<b>ABSTRACT</b> .....	xviii
<b>BAB I PENDAHULUAN</b> .....	1
<b>1.1 Latar Belakang</b> .....	1
<b>1.2 Rumusan Masalah</b> .....	4
<b>1.3 Asumsi dan Batasan Penelitian</b> .....	5
<b>1.4 Tujuan Penelitian</b> .....	5
<b>1.5 Manfaat Penelitian</b> .....	6
<b>BAB II TINJAUAN PUSTAKA</b> .....	7
<b>BAB III LANDASAN TEORI</b> .....	15
<b>3.1 Pertanian Organik</b> .....	15
<b>3.2 Willingness to Pay (WTP)</b> .....	17

<b>3.3</b>	<b><i>Contingent Valuation Method (CVM)</i></b> .....	17
<b>3.4</b>	<b><i>Theory of Planned Behavior (TPB)</i></b> .....	19
3.4.1	<i>Attitude Toward Behavior</i> .....	20
3.4.2	<i>Subjective Norm</i> .....	21
3.4.3	<i>Perceived Behavioral Control</i> .....	21
<b>3.5</b>	<b><i>Metode Partial Least Squares - Structural Equation Modelling (PLS-SEM)</i></b>	21
<b>BAB IV METODE PENELITIAN</b> .....		23
<b>4.1</b>	<b>Subjek Penelitian</b> .....	23
<b>4.2</b>	<b>Objek Penelitian</b> .....	24
<b>4.3</b>	<b>Instrumen Penelitian</b> .....	24
<b>4.4</b>	<b>Desain Penelitian</b> .....	25
4.4.1	Variabel Penelitian .....	25
<b>4.5</b>	<b>Kerangka Penelitian</b> .....	31
<b>4.6</b>	<b>Tahapan Penelitian</b> .....	35
<b>BAB V HASIL DAN PEMBAHASAN</b> .....		38
<b>5.1</b>	<b>Pengujian Instrumen Penelitian</b> .....	38
5.1.1	<i>Pilot Study</i> Kualitatif.....	38
5.1.2	<i>Pilot Study</i> Kuantitatif.....	38
5.1.2.1	Uji Validitas .....	40
5.1.2.2	Uji Reliabilitas.....	41
<b>5.2</b>	<b>Data Demografi Responden Penelitian</b> .....	42
5.2.1	Jenis Kelamin .....	43
5.2.2	Usia .....	43
5.2.3	Pekerjaan .....	44

5.2.4	Tingkat Pendidikan Terakhir.....	45
5.2.5	Penghasilan Perbulan .....	45
5.2.6	Jumlah Anggota Keluarga yang Tinggal Bersama.....	46
5.2.7	Frekuensi Pembelian Sayuran Organik.....	46
5.2.8	Jenis Sayuran Organik.....	47
<b>5.3</b>	<b>Analisis Data Contingent Valuation Method (CVM).....</b>	<b>47</b>
<b>5.4</b>	<b>Pengolahan Data PLS-SEM .....</b>	<b>62</b>
5.4.1	Evaluasi <i>Measurement Model</i> (Model Pengukuran).....	63
5.4.2	Evaluasi <i>Measurement Model</i> Reflektif.....	63
5.4.2.1	Indicator Loading .....	63
5.4.2.2	Construct Reliability.....	65
5.4.2.3	Convergent Validity .....	65
5.4.2.4	Discriminant Validity .....	66
5.4.3	Evaluasi <i>Measurement Model</i> Formatif.....	68
5.4.3.1	Uji Multikolinearitas .....	68
5.4.3.2	Uji Outer Model Weight dan Significance.....	69
5.4.4	Evaluasi <i>Structural Model</i> /Inner Model (Model Struktural) .....	70
5.4.4.1	Uji Kolinearitas (Collinearity).....	70
5.4.4.2	Coefficient of Determination.....	71
5.4.4.3	Cross-Validated Redundancy .....	71
5.4.4.4	Path Coefficient.....	72
<b>5.5</b>	<b>Implikasi Penelitian.....</b>	<b>85</b>
<b>5.6</b>	<b>Limitasi Penelitian.....</b>	<b>86</b>
<b>BAB VI</b>	<b>PENUTUP .....</b>	<b>87</b>
<b>6.1</b>	<b>Kesimpulan .....</b>	<b>87</b>



<b>6.2</b>	<b>Saran</b> .....	89
	<b>DAFTAR PUSTAKA</b> .....	91
	<b>LAMPIRAN</b> .....	99