

## INTISARI

Penggunaan pestisida kimia yang luas dalam pertanian telah menimbulkan kekhawatiran terhadap kesehatan dan lingkungan, mendorong konsumen untuk beralih ke produk organik yang dianggap lebih aman dan ramah lingkungan. Meskipun sayuran organik semakin populer, konsumsi rutin oleh Generasi Milenial masih rendah. Penelitian ini bertujuan untuk menguji faktor-faktor penentu niat membeli kembali sayuran organik pada Generasi Milenial Indonesia. Riset ini terdiri dari beberapa variabel yaitu persepsi tanggung jawab sosial konsumen, persepsi keadilan harga, persepsi kualitas, persepsi nilai, dan niat membeli kembali. Penelitian ini merupakan penelitian kuantitatif, menggunakan metode survei. Metode pengambilan sampel menggunakan *non probability sampling* dengan teknik *purposive sampling*. Responden berjumlah 210, yang merupakan Generasi Milenial dan berdomisili di dalam satu daerah Sumatera Utara, Lampung, DKI Jakarta, Jawa Barat, Jawa Tengah, Daerah Istimewa Yogyakarta, Jawa Timur, Banten, dan Bali. Analisis data menggunakan *Structural Equation Modelling (SEM)* yang dijalankan dengan perangkat *SMART-PLS*. Hasil penelitian ini menunjukkan bahwa persepsi tanggung jawab sosial konsumen, persepsi keadilan harga, persepsi kualitas, dan persepsi nilai memiliki pengaruh positif dan signifikan pada niat membeli kembali sayuran organik di Generasi Milenial Indonesia.

Kata kunci: Niat Membeli Kembali, Sayuran Organik, Generasi Milenial



## **ABSTRACT**

*The widespread use of chemical pesticides in agriculture has raised concerns about health and the environment, prompting consumers to shift towards organic products, which are perceived as safer and more environmentally friendly. Although organic vegetables are gaining popularity, regular consumption among Millennials remains low. This study aims to examine the determinants of repurchase intention for organic vegetables among Indonesian Millennials. The research includes several variables, namely perceived consumer social responsibility, perceived price fairness, perceived quality, perceived value, and repurchase intention. This study is quantitative in nature, using a survey method. The sampling method employed is non-probability sampling with purposive sampling techniques. The respondents, totaling 210, are Millennials residing in several regions of Indonesia, including North Sumatra, Lampung, DKI Jakarta, West Java, Central Java, Yogyakarta Special Region, East Java, Banten, and Bali. Data analysis was conducted using Structural Equation Modelling (SEM) with the SMART-PLS software. The findings of this research indicate that perceived consumer social responsibility, perceived price fairness, perceived quality, and perceived value have a positive and significant influence on the repurchase intention for organic vegetables among Indonesian Millennials.*

**Keywords:** *Repurchase Intention, Organic Vegetables, Millennial*