



## INTISARI

Perubahan gaya hidup masyarakat menuju konsumsi makanan organik terus meningkat secara global. Namun, tingkat konsumsi makanan organik di Indonesia masih tergolong rendah dibandingkan dengan negara lain. Meskipun demikian, terdapat potensi untuk meningkatkan niat konsumsi makanan organik di Indonesia, khususnya di kalangan Generasi Z yang memiliki kesadaran lingkungan tinggi dan kepedulian terhadap isu kesehatan. Oleh karena itu, penelitian ini bertujuan untuk menyelidiki faktor-faktor yang memengaruhi niat beli makanan organik di Indonesia pada Generasi Z dengan menggunakan *Theory of Planned Behavior* (TPB).

Penelitian ini menggunakan model *Structural Equation Modelling* (SEM) dengan perangkat SmartPLS untuk menganalisis data. Melalui survei daring diperoleh data sebesar 308 responden yang memenuhi kriteria tertentu. Hasil penelitian menunjukkan bahwa faktor-faktor seperti sikap, norma subjektif, kenyamanan, dan kepedulian lingkungan memengaruhi niat beli. Akan tetapi, kontrol perilaku dan kepercayaan tidak berpengaruh signifikan terhadap niat beli makanan organik.

**Kata Kunci:** makanan organik, *theory of planned behavior*, niat beli, sikap, norma subjektif, kontrol perilaku, kepercayaan, kenyamanan, kepedulian lingkungan



## ABSTRACT

*The shift in societal lifestyle towards organic food consumption continues to grow globally. However, the level of organic food consumption in Indonesia remains relatively low compared to other countries. Despite this, there is potential to increase the intention to consume organic food in Indonesia, particularly among Generation Z, who exhibit high environmental awareness and concern for health issues. Therefore, this study aims to investigate the factors influencing the intention to purchase organic food among Generation Z in Indonesia using the Theory of Planned Behavior (TPB) framework.*

*This study employs the Structural Equation Modelling (SEM) method using the SmartPLS software to analyze the data. A total of 308 respondents meeting specific criteria were collected through an online survey. The findings reveal that factors such as attitude, subjective norms, convenience, and environmental concern significantly influence purchase intention. However, perceived behavioral control and trust do not have a significant effect on the intention to purchase organic food.*

**Keyword:** *organic food, theory of planned behavior, purchase intention, attitude, subjective norms, perceived behavioral control, trust, convenience, environmental concern*