



INTISARI

Dalam upaya pengembangan pertanian organik di Magelang, khususnya di Kecamatan Ngablak, sangatlah penting untuk memiliki pemahaman yang mendalam dan komprehensif mengenai perilaku pembelian produk pupuk organik oleh para petani selaku konsumen. Penelitian ini bertujuan untuk (1) mengevaluasi pengaruh sikap, norma subjektif, persepsi kontrol perilaku, dan *environmental concern* terhadap intensi pembelian pupuk organik pada petani sayuran di Kecamatan Ngablak, Kabupaten Magelang; (2) mengevaluasi pengaruh intensi pembelian terhadap perilaku pembelian pupuk organik pada petani sayuran di Kecamatan Ngablak, Kabupaten Magelang; dan (3) mengevaluasi peran moderasi *price consciousness* dan *trust* terhadap hubungan antara intensi pembelian dan perilaku pembelian pupuk organik pada petani sayuran di Kecamatan Ngablak, Kabupaten Magelang. Penelitian ini melibatkan sampel sejumlah 123 petani sayuran di Kecamatan Ngablak, Kabupaten Magelang yang dipilih menggunakan metode *purposive sampling*. Data dianalisis menggunakan metode *Structural Equation Model-Partial Least Square* (SEM-PLS). Berdasarkan hasil analisis diketahui bahwa sikap, norma subjektif, persepsi kontrol perilaku, dan kepedulian lingkungan memiliki pengaruh yang positif dan signifikan terhadap intensi pembelian pupuk organik. Lebih lanjut, intensi pembelian secara positif dan signifikan dapat memengaruhi perilaku pembelian pupuk organik. Kepercayaan terbukti memiliki efek moderasi positif terhadap hubungan antara intensi pembelian dan perilaku pembelian pupuk organik. Sementara itu, kesadaran harga tidak menunjukkan peran sebagai moderator dalam hubungan antara intensi pembelian dan perilaku pembelian pupuk organik.

Kata kunci: Pupuk organik, intensi pembelian, perilaku pembelian, *extended theory of planned behavior*



ABSTRACT

In an effort to develop organic farming in Magelang, especially in Ngablak Sub-district, it is very important to have a deep and comprehensive understanding of the purchasing behavior of organic fertilizer products by farmers as consumers. This study aims to (1) evaluate the effect of attitudes, subjective norms, perceived behavioral control, and environmental concerns on the purchasing intention of organic fertilizer on vegetable farmers in Ngablak Sub-district, Magelang Regency; (2) evaluate the effect of purchasing intention on the purchasing behavior of organic fertilizer on vegetable farmers in Ngablak Sub-district, Magelang Regency; and (3) evaluate the moderating role of price consciousness and trust on the relationship between purchasing intention and purchasing behavior of organic fertilizer on vegetable farmers in Ngablak Sub-district, Magelang Regency. This study involved a sample of 123 vegetable farmers in Ngablak Sub-district, Magelang Regency who were selected using purposive sampling. Data is analyzed using the Structural Equation Model-Partial Least Square (SEM-PLS) method. Based on the results of the analysis, it is known that attitudes, subjective norms, perceived behavioral control, and environmental concerns have a positive and significant influence on the purchasing intention of organic fertilizer. Furthermore, purchasing intention can positively and significantly influence organic fertilizer purchasing behavior. Trust is shown to have a positive moderating effect on the relationship between purchasing intention and organic fertilizer purchasing behavior. Meanwhile, price awareness does not show a role as a moderator in the relationship between purchasing intention and organic fertilizer purchasing behavior.

Keywords: Organic fertilizer, purchasing intention, purchasing behavior, extended theory of planned behavior