



ABSTRACT

The Special Region of Yogyakarta is renowned for potential development and consumption of organic rice. This study aims to analyze the factors influencing organic rice purchasing behavior using the Theory of Planned Behavior (TPB) as the theoretical framework. The TPB emphasizes three key constructs attitude, subjective norm, and perceived behavioral control which shape intention and subsequently actual behavior in purchasing decisions. A quantitative approach was employed involving 200 respondents, consisting of 100 online consumers and 100 offline consumers selected through purposive sampling. Descriptive analysis was used to identify consumers' attitudes, subjective norms, and perceived behavioral control, while multiple linear regression analysis using SPSS was conducted to test the relationships among variables. The findings reveal that there are statistically significant differences in attitudes and perceived behavioral control between online and offline consumers, but no statistically significant difference in subjective norms. Furthermore, attitude, subjective norm, and perceived behavioral control positively influence online consumers' purchase intention of organic rice. In contrast, for offline consumers, attitude and subjective norm positively affect purchase intention, while perceived behavioral control shows no significant effect. Finally, purchase intention in both online and offline contexts positively affects actual purchasing behavior of organic rice in the Special Region of Yogyakarta.

Keywords: Theory of Planned Behavior, attitude, subjective norm, perceived behavioral control, purchase intention, purchasing behavior, organic rice, Yogyakarta.



INTISARI

Daerah Istimewa Yogyakarta merupakan salah satu wilayah yang memiliki potensi besar dalam pengembangan dan konsumsi produk beras organik. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi perilaku pembelian beras organik dengan menggunakan *Theory of Planned Behavior* (TPB) sebagai kerangka konseptual. Pendekatan ini menekankan pada tiga konstruk utama, yaitu sikap (*attitude*), norma subjektif (*subjective norm*), dan persepsi kontrol perilaku (*perceived behavioral control*) yang memengaruhi niat (*intention*) serta perilaku (*behavior*) individu dalam membeli beras organik. Penelitian ini menggunakan metode kuantitatif dengan melibatkan 200 responden, terdiri dari 100 konsumen pembelian *online* dan 100 konsumen pembelian *offline* yang dipilih secara sengaja (*purposive sampling*). Analisis deskriptif digunakan untuk menggambarkan profil sikap, norma subjektif, dan persepsi kontrol perilaku, sedangkan analisis regresi linier berganda dengan bantuan SPSS digunakan untuk menguji pengaruh antarvariabel. Hasil penelitian menunjukkan bahwa terdapat perbedaan signifikan pada sikap dan *perceived behavioral control* antara konsumen *online* dan *offline*, namun tidak terdapat perbedaan signifikan pada norma subjektif. Selain itu, sikap, norma subjektif, dan *perceived behavioral control* berpengaruh positif terhadap niat pembelian beras organik secara *online*. Sementara itu, pada konsumen *offline*, sikap dan norma subjektif berpengaruh positif terhadap niat pembelian, namun *perceived behavioral control* tidak berpengaruh signifikan. Niat pembelian, baik secara *online* maupun *offline*, terbukti berpengaruh positif terhadap perilaku pembelian beras organik di Daerah Istimewa Yogyakarta.

Kata kunci: *Theory of Planned Behavior*, sikap, norma subjektif, *perceived behavioral control*, niat pembelian, perilaku pembelian, beras organik, Yogyakarta.