

ABSTRAK

Pergeseran pola konsumsi global menuju gaya hidup sehat mendorong tingginya minat Generasi Z terhadap produk organik, namun terdapat kesenjangan antara motivasi kesehatan dan konsistensi pembelian ulang pada produk organik segar di Indonesia. Penelitian ini bertujuan menganalisis faktor-faktor yang memengaruhi niat beli ulang produk organik segar pada Generasi Z dengan mengintegrasikan *Theory of Planned Behavior* (TPB) ke dalam kerangka *Stimulus-Organism-Response* (S-O-R). Metode penelitian menggunakan pendekatan kuantitatif melalui survei terhadap 186 responden Generasi Z yang telah membeli produk organik segar dalam enam bulan terakhir, dengan data yang dianalisis menggunakan *Structural Equation Modeling* (SEM-PLS). Hasil penelitian menunjukkan bahwa Kesadaran Kesehatan, Persepsi Kualitas, Kewajaran Harga, dan Norma Subjektif berpengaruh positif dan signifikan pada Sikap terhadap konsumsi produk organik segar yang selanjutnya berdampak kuat pada Niat Beli Ulang, sedangkan Aksesibilitas Produk, Kualitas Informasi, dan Kepercayaan tidak terbukti berpengaruh signifikan terhadap Sikap. Penelitian ini menyimpulkan bahwa loyalitas Generasi Z lebih didorong oleh bukti fisik nyata dan motivasi internal kesehatan dibandingkan klaim teknis atau kemudahan akses semata.

Kata Kunci: Generasi Z, Produk Organik Segar, Niat Beli Ulang, *Stimulus-Organism-Response* (S-O-R), *Theory of Planned Behavior* (TPB), SEM-PLS.

ABSTRACT

The global shift towards healthy consumption patterns has driven high interest in organic products among Generation Z, yet there remains a gap between health motivation and inconsistent repurchase behavior for fresh organic products in Indonesia. This study aims to analyze the factors influencing the repurchase intention of fresh organic products among Generation Z by integrating the Theory of Planned Behavior (TPB) into the Stimulus-Organism-Response (S-O-R) framework. The study employs a quantitative approach using a survey of 186 Generation Z respondents who have purchased fresh organic products in the last six months, with data analyzed using Structural Equation Modeling (SEM-PLS). The results indicate that Health Consciousness, Perceived Quality, Price Fairness, and Subjective Norms have a positive and significant effect on consumer Attitude toward fresh organic products, which subsequently has a strong impact on Repurchase Intention, whereas Product Accessibility, Information Quality, and Trust do not have a significant effect on Attitude. This study concludes that Generation Z's loyalty is driven more by tangible physical evidence and internal health motivation rather than mere technical claims or ease of access.

Keywords: *Generation Z, Fresh Organic Products, Repurchase Intention, Stimulus-Organism-Response (S-O-R), Theory of Planned Behavior (TPB), SEM-PLS.*