

Pengaruh involvement pada mie instan organik terhadap intensi pembelian: peran moderasi uncertainty = The effect of involvement in organic instant noodle towards purchase intention: the moderating role of uncertainty

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Abstrak

ABSTRAK

Saat ini perkembangan berbagai produk olahan organik semakin meningkat setiap tahunnya, salah satunya yakni mie instan organik. Penelitian ini bertujuan untuk menganalisis pengaruh involvement pada mie instan organik terhadap intensi pembelian melalui peran moderasi uncertainty. Penelitian ini melibatkan 266 responden dari seluruh Indonesia. Hasil penelitian ini menunjukkan bahwa involvement in organic food secara signifikan berpengaruh terhadap purchase intention. Involvement in organic food dipengaruhi oleh food safety concern. Namun involvement in organic food tidak dipengaruhi oleh health consciousness dan ecological motives

ABSTRACT

Recently, there is increasing trend in development of various organic food products, one of them is organic instant noodle. This study aimed to analyze the effect of involvement in organic instant noodle towards purchase intention with moderating role of uncertainty. This study involved 266 respondents from Indonesia. The results show that the involvement in organic food has significant effect on purchase intention. Involvement in organic food is influenced by food safety concern. But, the involvement in organic food is not influenced by the health consciousness and ecological motives.