

Pengaruh Consumer Involvement, Price Sensitivity, dan Sensory Appeal Pada Minat Beli Konsumen Terhadap Makanan Organik Selama Pandemi COVID-19 = The Effects of Consumer Involvement, Price Sensitivity, and Sensory Appeal of Organic Food Purchase Intention During The COVID-19 Pandemic

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Abstrak

Makanan organik adalah makanan yang diproduksi dengan menggunakan metode yang aman bagi lingkungan seperti tidak menggunakan bahan kimia, pestisida, atau organisme hasil rekayasa genetika lainnya. Pandemi COVID-19 telah membawa perubahan pola perilaku konsumen, termasuk pada konsumsi makanan organik yang menyebabkan kenaikan pada penjualan produk. Penelitian ini akan mengidentifikasi pengaruh consumer involvement, price sensitivity, dan sensory appeal pada minat beli makanan organik selama pandemi COVID-19 berlangsung. Hipotesis penelitian akan diuji menggunakan structural equation modelling (SEM) dengan metode Partial Least Square (PLS). Model penelitian menggunakan eksplanatori riset dengan menyebar survei kuesioner secara daring dengan kriteria responden yang pernah mengkonsumsi sayuran dan buah organik selama pandemi COVID-19 berlangsung.

.....Organic food is grown and produces in an organic way without any use of chemicals such as pesticide, fertilizers, or any other modified organism. COVID-19 brought a significant change on consumer behavior, including organic food consumption. Thus, resulting an increase in sales. The focus of this study is to identify the effects of consumer involvement, price sensitivity, and sensory appeal of organic food purchase intention during the COVID-19 pandemic. Structural equation modelling with Partial Least Square (PLS) and multi-sample approach were used as a technique to analyze the research models proposed in the study. To test the model, this study used explanatory research with an online survey with criteria of the respondents that has purchase organic food during the COVID-19 pandemic.