

Sikap terhadap Makanan Organik sebagai Mediator antara Persepsi Kerentanan akan Perubahan Iklim dan Intensi Pembelian Makanan Organik = Attitude towards Organic Food as A Mediator Between Perceived Vulnerability to Climate Change and Organic Food Purchase Intention

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Abstrak

Konsumsi makanan organik adalah salah satu solusi dalam meminimalisir perubahan iklim yang saat ini cukup berdampak buruk bagi masyarakat, sehingga penting untuk mengetahui apa saja faktor yang memengaruhi intensi individu untuk membeli dan mengonsumsi makanan organik. Penelitian ini bertujuan untuk mengetahui apakah sikap terhadap makanan organik memediasi pengaruh persepsi kerentanan akan perubahan iklim terhadap intensi pembelian makanan organik. Penelitian ini merupakan penelitian kuantitatif dengan data penelitian diperoleh melalui penyebaran kuesioner secara online kepada masyarakat Indonesia berusia 18-45 tahun (N=248) dengan teknik convenience sampling. Alat ukur yang digunakan dalam penelitian ini mencakup alat ukur Purchase Intention, alat ukur Perceived Vulnerability, dan alat ukur Attitude towards Organic Food yang ketiganya dibuat oleh Pang et al. (2021). Analisis data dilakukan dengan analisis multiple regression menggunakan PROCESS macro 4.0 melalui perangkat lunak IBM SPSS. Hasil penelitian menunjukkan bahwa terdapat efek mediasi secara penuh dari sikap terhadap makanan organik pada hubungan positif intensi pembelian makanan organik dan persepsi kerentanan akan perubahan iklim.

.....Consumption of organic food is one of the solutions in minimizing climate change which is currently quite bad for the community, so it is important to know what factors influence individual intentions to buy and consume organic food. This study aims to determine whether attitudes towards organic food mediate the effect of perceived vulnerability to climate change on the intention to purchase organic food. This study is a quantitative study with research data obtained through the distribution of online questionnaires to Indonesians aged 18-45 years (N=248) using convenience sampling technique. The measuring instruments used in this study include the Purchase Intention measuring instrument, the Perceived Vulnerability measuring instrument, and the Attitude towards Organic Food measuring instrument, all three of which were made by Pang et al. (2021). Data analysis was performed by multiple regression analysis using PROCESS macro 4.0 through IBM SPSS software. The results showed that there was a fully mediating effect of attitudes towards organic food on a positive relationship between organic food purchase intentions and perceptions of vulnerability to climate change.