

Peran Sikap terhadap Makanan Organik sebagai Mediator antara Efikasi Respons dan Intensi Membeli Makanan Organik. = The Role of Attitude towards Organic Food as Mediator between Response Efficacy and Organic Food Purchase Intention

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Abstrak

Kerusakan lingkungan dan terancamnya kesehatan akibat dari perubahan iklim dapat meningkatkan perhatian konsumen terhadap konsumsi makanan sehat dan ramah lingkungan, yaitu makanan organik. Penelitian ini bertujuan untuk melihat peran sikap terhadap makanan organik sebagai mediator antara efikasi respons dengan intensi membeli makanan organik. Penelitian ini merupakan penelitian kuantitatif dengan data penelitian yang diperoleh melalui survei secara daring kepada masyarakat dewasa muda usia 18 - 45 tahun (N = 248) yang dilakukan dengan teknik purposive sampling. Analisis mediasi dilakukan menggunakan tool Hayes' model 4 yang terdapat pada IBM SPSS PROCESS versi 4.0 (efek langsung (c') = 0.49, $p < 0.05$ dan efek tidak langsung (ab) = 0.21, $p < 0.05$) hasil penelitian menunjukkan niat membeli makanan organik dipengaruhi oleh sikap terhadap makanan organik, sedangkan sikap terhadap makanan organik dipengaruhi oleh efikasi respons. Untuk menjaga masyarakat tetap sehat, maka perlu diberikan pengetahuan terkait makanan organik agar memiliki sikap yang lebih positif terhadap makanan organik dan akan meningkatkan keinginan membeli makanan organik.

.....Environmental damage and health threats due to climate change can increase consumer attention to the consumption of healthy and environmentally friendly food, namely organic food. This study aims to examine the role of attitude towards organic food as a mediator between response efficacy and intense buying of organic food. This quantitative study obtained its research data through a survey for young adults aged between 18-45 years old (N = 248) which was conducted using purposive sampling technique. Mediation analysis was performed using the Hayes' model 4 tool contained in IBM SPSS PROCESS version 4.0 (direct effect (c') = 0.21, $p < 0.05$ and indirect effect (ab) = 0.21, $p < 0.05$). Results demonstrate that organic food intention was determined by attitude towards organic food, while attitude towards organic food was determined by response efficacy. To keep people healthy, it is necessary to provide knowledge related to organic food consumption, which in turn will encourage people to have a more positive attitude towards organic food, as well as will increase their desire to buy organic food