

RINGKASAN

Penelitian ini merupakan penelitian studi empiris dengan judul “**Analisis Faktor Internal dan Eksternal yang Memengaruhi *Purchase Intention* Sayur Organik dengan *Gender* sebagai Variabel Moderasi (Studi Kasus Pada Masyarakat Kabupaten Banyumas)**”. Penelitian ini bertujuan untuk menganalisis dan memahami faktor-faktor yang memengaruhi *purchase intention* sayur organik serta dampak moderasi *gender* terhadap hubungan antara faktor-faktor tersebut. Populasi dalam penelitian ini adalah responden berdomisili di Kabupaten Banyumas yang mengetahui tentang produk sayur organik. Jumlah responden yang diambil dalam penelitian ini adalah 106 responden. *Purposive sampling method* digunakan dalam penentuan responden. Berdasarkan hasil penelitian dengan menggunakan alat analisis SPSS 25, hasil penelitian menunjukkan bahwa: (1) *Environmental concern* berpengaruh positif terhadap *purchase intention*, (2) *Health consciousness* berpengaruh positif terhadap *purchase intention*, (3) *Price perception* berpengaruh positif terhadap *purchase intention*, (4) *Social influence* tidak berpengaruh terhadap *purchase intention*, (5) *Product availability* tidak berpengaruh terhadap *purchase intention*, (6) *Gender* tidak memoderasi hubungan antara (a) *environmental concern*, (b) *health consciousness*, (c) *price perception*, (d) *social influence*, (e) *product availability* dan *purchase intention*. Implikasi dari kesimpulan di atas yaitu dalam upaya meningkatkan niat beli masyarakat terhadap produk sayur organik, pihak produsen sayur organik sebaiknya memperhatikan berbagai kebijakan yang berkaitan dengan strategi untuk menciptakan promosi menggunakan pendekatan personal yang dapat meningkatkan motivasi dari dalam diri individu tersebut.

Kata Kunci: Environmental Concern, Health Consciousness, Price Perception, Social Influence, Product Availability, Purchase Intention, Sayur Organik

SUMMARY

This research is an empirical study entitled “Analysis of Internal and External Factors Affecting the Purchase Intention of Organic Vegetables with Gender as a Moderation Variable” (Case Study on The Community of Banyumas Regency). This research aims to analyze and understand the factors affecting the purchase intention of organic vegetables as well as the impact of gender moderation on the relationship between these factors. The population in this study were respondents residing in Banyumas Regency who knew about organic vegetable products. The total number of respondents taken in this study was 106 respondents. Purposive sampling method is used in respondent determination. Based on the results of the study using the SPSS 25 analysis tool, the results showed that: (1) Environmental concerns have a positive effect on purchase intention, (2) Health consciousness has a positive effect on purchase intention, (3) Price perception has a positively effect on purchase intentions, (4) Social influence does not have an effect on purchase intention; (5) Product availability does not effect purchase intention; (6) Gender does not moderate the relationship between (a) environmental concern, (b) health consciousness, (c) price perception, (d) social influence, (e) product availability and purchase intention. Implications of the above conclusion are that in an effort to increase public purchasing intentions for organic vegetable products, organic vegetable producers should pay attention to various policies related to strategies to create promotions using an approach that can increase the motivation from within the individual.

Keywords: Environmental Concern, Health Consciousness, Price Perception, Social Influence, Product Availability, Purchase Intention, Organic Vegetable