

SUMMARY

This research was entitled “A STUDY OF FACTORS INFLUENCING THE CONSUMERS TO CONSUME ORGANIC FOOD: AN EXTENSION OF THEORY OF PLANNED BEHAVIOR”. The aims of research were to analyze the influence of health consciousness as well as environmental consciousness on consumers’ attitude towards the organic food, to analyze the influence of attitude, subjective norm as well as perceived behavioral control on the consumers’ intention to purchase the organic food, and to analyze the influence of purchase intention on the consumers’ behavior to purchase the organic food. This research was conducted in at Banyumas Regency area. Method of study was survey with the sampling technique used was convenience sampling. Population of this research was all consumers in Banyumas Regency who consume the organic food. By using the interval estimate technique and based on the opinion by Hair et al., it could be determined the sample size within study of 130 respondents. Furthermore, technique data analysis used in this study was Structural Equation Model (SEM) analysis.

Based on the result of data analysis, it could be concluded that health consciousness as well as environmental consciousness has a positive influence on consumers’ attitude towards the organic food, attitude has a positive influence on the consumers’ intention to purchase the organic food, while subjective norm as well as perceived behavioral control has no influence on the consumers’ intention to purchase the organic food, and so intention has a positive influence on the consumers to purchase the organic food. Refers to these conclusions, it could be implied that as an effort to increase the consumers’ actual behavior to purchase the organic food, marketers of the organic foods need to make priority on the consumers’ health and environmental consciousness, their attitude and intention. The ways can be done by implement the appropriate marketing strategy in create and increase the consumers’ awareness about organic foods in their mind to take eventual purchase decision. Increase the consumers’ needs and desires for healthy food and to deliver carefully prepared messages to target consumer has given a major role in the marketing programs. On the other hand, it needs maintain and strengthen the consumers’ behavior who have the high level of loyalty to consume and purchase the organic foods.