

SUMMARY

This research is entitled "A Study of Purchase Intentions Toward Organic Rice in Indonesia". This research is a quantitative research with a survey approach that aims to analyze the influence of health consciousness and knowledge on attitudes and their impact on consumer purchase intention towards organic rice. The research data was obtained through the distribution of questionnaires to 201 respondents, with 164 data processed using the Structural Equation Modeling (SEM-PLS) method. The variables used include health consciousness and knowledge as independent variables, attitude as a mediating variable, and purchase intention as dependent variables. The results of the study show that: (1) health consciousness has a significant positive effect on attitude and purchase intention; (2) knowledge has a significant positive effect on attitude and purchase intention; (3) attitude has a significant positive effect on purchase intention; and (4) attitude is proven to mediate the influence of health consciousness and knowledge on purchase intention. Descriptive analysis showed that the average respondent had a high level of health consciousness (4.01) and knowledge (4.16) in the high category, very high attitude (4.27), and high purchase intention (4.11). This indicates that Indonesian consumers have a good awareness of health, understand the benefits of organic rice, and show a positive tendency in purchasing intentions. The managerial implication of this study is that organic rice producers need to increase consumer literacy through health education, strengthen positive attitudes with a good product experience, and expand access and marketing strategies to increase purchase intent. This study has limitations because it only examines one organic product, uses a cross-sectional design, and faces technical obstacles in the data normality test. The practical implication is that producers need to improve education and marketing strategies, while the government plays a role through regulations and health literacy support to encourage people's purchase intentions. The findings of this study confirm that health awareness, knowledge, and consumer attitudes play an important role in shaping the purchase intention of organic products, so that they can be the basis for the preparation of organic rice marketing strategies in Indonesia.

Keywords: Health Consciousness, Knowledge, Attitude, Purchase Intention.

RINGKASAN

Penelitian ini berjudul “A Study of Purchase Intentions Toward Organic Rice in Indonesia”. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan survei yang bertujuan menganalisis pengaruh health consciousness dan knowledge terhadap attitude serta dampaknya pada purchase intention konsumen terhadap beras organik. Data penelitian diperoleh melalui penyebaran kuesioner kepada 201 responden, dengan 164 data yang diolah menggunakan metode Structural Equation Modeling (SEM-PLS). Variabel yang digunakan meliputi health consciousness dan knowledge sebagai variabel independen, attitude sebagai variabel mediasi, serta purchase intention sebagai variabel dependen. Hasil penelitian menunjukkan bahwa: (1) health consciousness berpengaruh positif signifikan terhadap attitude dan purchase intention; (2) knowledge berpengaruh positif signifikan terhadap attitude dan purchase intention; (3) attitude berpengaruh positif signifikan terhadap purchase intention; serta (4) attitude terbukti memediasi pengaruh health consciousness dan knowledge terhadap purchase intention. Analisis deskriptif menunjukkan bahwa rata-rata responden memiliki tingkat health consciousness (4,01) dan knowledge (4,16) dalam kategori tinggi, sikap sangat tinggi (4,27), dan purchase intention tinggi (4,11). Hal ini mengindikasikan bahwa konsumen Indonesia memiliki kesadaran yang baik terhadap kesehatan, memahami manfaat beras organik, serta menunjukkan kecenderungan positif dalam niat membeli. Implikasi manajerial dari penelitian ini adalah produsen beras organik perlu meningkatkan literasi konsumen melalui edukasi kesehatan, memperkuat sikap positif dengan pengalaman produk yang baik, serta memperluas akses dan strategi pemasaran untuk meningkatkan niat beli. Penelitian ini memiliki keterbatasan karena hanya meneliti satu produk organik, menggunakan desain cross-sectional, serta menghadapi kendala teknis pada uji normalitas data. Implikasi praktisnya, produsen perlu meningkatkan edukasi dan strategi pemasaran, sedangkan pemerintah berperan melalui regulasi dan dukungan literasi kesehatan untuk mendorong niat beli masyarakat. Temuan penelitian ini menegaskan bahwa kesadaran kesehatan, pengetahuan, dan sikap konsumen berperan penting dalam membentuk niat beli terhadap produk organik, sehingga dapat menjadi dasar dalam penyusunan strategi pemasaran beras organik di Indonesia.

Kata Kunci: kesadaran kesehatan, pengetahuan, sikap, niat beli