

The Influence of Attitude, Subjective Norm and Perceived Behavioral Control towards Organic Food Purchase Intention

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Abstrak

This study aims to determine the determinants of intention in buying organic food. This thesis focuses on the consumer of organic food products in Indonesia who use online media in Instagram to make their organic food purchases with Theory of Planned Behavior. The data collection in this study was conducted in two stages, namely pre-survey to analyze opinion leaders and types of organic foods that will be used as a limitation of the study and the second stage is the research questionnaire. The analysis technique used is qualitative data analysis. Based on the results of the study conclusions can be drawn as follows: adherence to organic food and perceived behavioral control significantly influence buying intention in organic food, while subjective norms are found to have no significant effect on buying intention in organic food. Attitudes toward organic food have the strongest influence among the other two variables. Subjective norms have the lowest influence. Subjective norms or pressure from other people to consume organic food apparently do not have a significant effect because it does not originate from oneself (external) or is not their own volition, in contrast to the attitude and perceived behavior control variables that originate from oneself.

Keywords: Control of perceived behavior, organic food, buying intention, subjective norms, attitude.

PRELIMINARY

Since the last few decades, public awareness in agriculture, health and the global environment has increased. The emergence of healthy life movement trends and environmental awareness changes the behavior of world consumers who are pro with a healthy lifestyle to be able to contribute to creating products that are friendly to the environment. Organic products are an alternative for consumers who are worried about chemical residues as well as negative impacts on the environment.

Organic food is still hard to find on the market, especially in third world countries. Several studies indicate that organic consumption may get negative perceptions from consumers, such as the price of organic products that are felt to be expensive (Davies, Titterington, & Cochrane, 1995), lack of attractiveness (Latacz-Lohmann & Foster, 1997), lack of trust in labels, or lack of value perceived by consumers (Makaroni, 2002). It was found that although a person has a positive attitude towards organic food, in the end it does not always lead to actual purchases (Tarkiainen & Sundqvist, 2005) so that it becomes important for producers in the future to be able to overcome these obstacles and increase existing understanding of consumer behavior regarding with organic food.

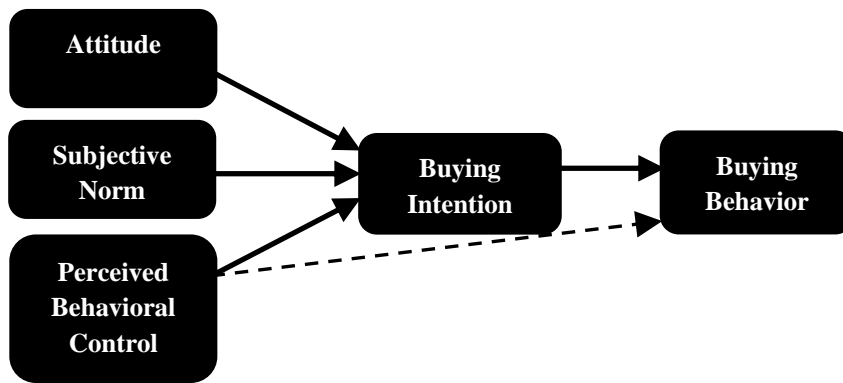
This study uses Theory of planned behavior or Theory of Planned Behavior to examine interests (Ajzen, 1991). In fact, what is more important to look at in research is that in addition to seeing someone's interest or intentions towards organic food, researchers can see the reasons behind someone's interests as they actually attribute what people believe. Not just to see if it is true that people are interested or not to buy and consume organic food, but actually see who drives them to consume organic food.

Research on buying intention in organic food products needs to be investigated because in recent years, many researchers have applied the theory of planned behavior model to their research related to the consumption of organic food; However, only a few studies have focused on the consumption of organic food in developing countries, such as Indonesia.

In addition, with the high demand from organic food, one of the obstacles encountered by consumers is the still very limited offline stores selling organic food products. As in Semarang, organic food can only be found in Superindo and Hypermart, where products are limited to fresh goods such as fruits and vegetables, so with the advent of online shops that sell all kinds of organic foods that are not sold in supermarkets, such as in the media social Instagram is very helpful for consumers who want to buy organic food.

THEORETICAL BASIS

According to Ajzen's (1991) theory of planned behavior (TPB), human behavior is directed by three main factors: attitude, normative and belief control. TPB begins by measuring behavioral intention as a predictor of behavior. Intention is influenced by three main variables, namely: attitude towards behavior, subjective norm and perceived behavioral control. More details can be seen in Figure 1.1 below:



Source: Ajzen (1991)

Gambar 1.1. Theory Planned Behavior.

The first variable is the attitude (attitude) towards behavior, where someone can make an assessment of something that will be profitable or unfavorable for them. The second variable is subjective norm (subjective norm) which belongs to the type of social factors. This subjective norm describes the social pressures that an individual feels with their decision to choose to do or not to do certain behaviors. Then the last variable, is the level of perception of behavioral control (perceived behavioral control) which is an antecedent of an individual's intention that points to the perception of an individual about their difficulties and ease in carrying out a behavior (Ajzen, 1991).

Based on the framework in this study, the following hypothesis was formulated:

H1: Attitude influences positively and significantly on organic food buying intention

H2: Subjective norms have a positive and significant effect on buying intention in organic food products.

H3: Perceived behavior control has a positive and significant effect on buying intention in organic food

H4: Attitudes, subjective norms and perceived behavior control simultaneously or simultaneously influence the intention in buying organic food

RESEARCH METHODOLOGY

Population and Sample

The population in this study are all consumers who know and understand what organic food is domiciled in Indonesia so that the population can not be known with certainty. The sample in this study is consumers who know and understand what organic food is that will buy organic food products online on Instagram. The types of organic food that are sampled are not limited. The location in this study could come from anywhere throughout Indonesia because the questionnaire links were distributed through the online shop assistance of organic food sellers on Instagram social media. The number of samples was determined using quota sampling.

Sampling Technique

As for this study to determine the appropriateness as respondents has been determined by purposive sampling. In this study, the number of samples taken was 100 people.

Data Types and Sources

In this study the type of data source obtained from primary data. Primary data from this study are data from questionnaires distributed to respondents online by using Google form.

Data collection technique

Data collection in this study was carried out in two stages. The first stage is the pre-survey stage which serves to analyze the opinion leaders in this study, as well as to identify the types of organic food that will be used as a research boundary. The second stage is the distribution stage of the research questionnaire. In this study the measurement used is an interval scale approaching 5 Likert points (Jogiyanto, 2004).

Data analysis technique

To be able to test the influence of independent variables, namely consumer attitudes toward organic food, subjective norms and perceived behavior control on the dependent variable, namely buying intention in organic food, multiple regression analysis is used.

RESULTS AND DISCUSSION**Results of Classical Assumptions**

Based on the above output it is known that all variables in this study obtained a significance value of $0.862 > 0.05$, so it can be concluded that all data in this study are normally distributed.

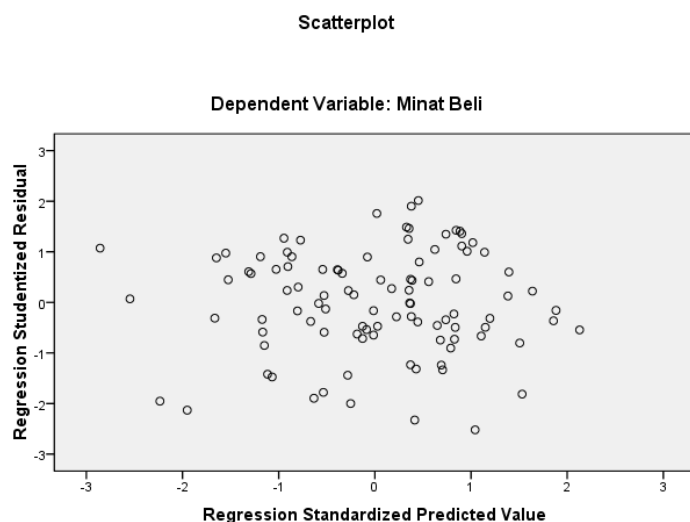
Multicollinearity Test

Based on the above output, it is known that all independent variables in this study obtain tolerance values > 0.1 and VIF < 10 , so it can be concluded that the data in this study are free from multicollinearity problems.

Heteroscedastic Test

This heteroscedasticity test aims to test whether in the regression model there is an inequality of variance in residuals (errors) from one observation to another.

Table 1.4. Heteroscedastic Test



Source: Processed Primary Data, 2018.

Multiple linear regression analysis

This analysis is to determine the direction of the relationship between the independent variable with the dependent variable whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable has increased or decreased.

**Table 1.5. Multiple Linear Regression Analysis
 Coefficients^a**

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.588	4.349		3.584	.001
Attitude	.825	.115	.477	7.142	.000
Subjective Norm	-.051	.098	-.033	-.515	.608
Perceived behavior control	.772	.095	.522	8.166	.000

a. Dependent Variable: Buying Intention

Source: Processed Primary Data, 2018.

Based on the equation of the multiple linear regression formula the following results are obtained:

$$Y = 15,588 + 0,825 X_1 + -0,051 X_2 + 0,772 X_3$$

Based on the results of the multiple linear regression equation above, it can be concluded that:

- a. The constant (α) of 15,588 means that if there is no change in attitudes, subjective norms and perceived behavior control, then buying intention tends to be positive.
- b. b1 (regression coefficient X1) 0.825 positive attitude. Positive coefficient means there is a direct relationship between attitude and buying intention so that when the attitude is improved while the other variables remain (constant) then buying intention will also increase so that if the consumer's attitude toward organic food is increasingly positive, that is sure that organic food is environmentally friendly, preservative free and free from chemicals, consumers will be increasingly intentioned in buying organic food products.
- c. b2 (regression coefficient value X2) -0.051 subjective norms are negative. The negative coefficient means that the higher the subjective norm will reduce

consumer buying intention. If a person receives more social pressure from influential people in their lives to buy organic food, consumers tend to be less intentioned in buying organic food products.

- d. b3 (regression coefficient value X3) 0.772 perceived behavior control is positive. Positive coefficient means there is a direct relationship between perceived behavior control and buying intention so that when perceived behavior control is increased while the other variables remain (constant) then buying intention will also increase.

Coefficient of determination

Determination test is used to determine the percentage contribution of the influence of independent variables on the dependent variable.

Table 1.6. Determination Test Results

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	.700	.691	4.191

Source:

a. Predictors: (Constant), *Perceived behavior control*, Subjective Norm, Attitude

b. Dependent Variable: Buying Intention

Processed Primary Data, 2018.

Based on the output above obtained R2 value of 0.700, so it can be concluded that attitudes (X1), Subjective Norms (X2) and Perceived behavior control (X3) affect Buy Intention (Y) by 70% and can explain buying intention in organic food (Y) by 70%, while the remaining 30% is explained by the variability of other variables not examined in this study.

Table 1.7. Determinstion Test Results

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	.700	.691	4.191

Source:

a. Predictors: (Constant), *Perceived behavior control* , Subjective Norm, Attitude

b. Dependent Variable: Buying Intention

Processed Primary Data, 2018.

Based on the output above obtained R2 value of 0.700, so it can be concluded that attitudes (X1), Subjective Norms (X2) and Perceived behavior control (X3) affect Buy Intention (Y) by 70% and can explain buying intention in organic food (Y) by 70%, while the remaining 30% is explained by the variability of other variables not examined in this study.

T test

Analysis of individual or partial testing (t test) is needed to know that the independent variable partially has a significant influence on the dependent variable Decision making in this test is based on a significance level of 5%.

Table 1.8. T Test Result

Model	Coefficients^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.588	4.349		3.584	.001
Attitude	.825	.115	.477	7.142	.000
Subjective Norm	-.051	.098	-.033	-.515	.608
Perceived behavior control	.772	.095	.522	8.166	.000

a. Dependent Variable: Buying Intention

Source: Processed Primary Data, 2018.

Hypothesis testing results:**a. The results of testing the hypothesis of attitude towards buying intention**

Attitude (X1) obtained a value of t arithmetic $7.142 > 1.988$ and a significance value of $0.000 < 0.05$, so it can be concluded that attitude (X1) has a significant positive effect on Purchase Intention (Y).

b. The results of testing the subjective norm hypothesis on buying intention

Subjective Norms (X2) obtain a calculated value of $-515 < 1,988$ and a significance value of $0.618 > 0.05$, so it can be concluded that the Subjective Norms (X2) have no significant effect on Purchase Intention (Y).

c. The results of testing the perceived behavior control hypothesis on buying intention

Perceived behavior control (X3) obtained a t value of $8.166 > 1.988$ and a significance value of $0.000 < 0.05$, so it can be concluded that Perceived behavior control (X3) has a significant positive effect on Purchase Intention (Y).

F Test Results

The F test is known as the simultaneous test to see how the influence of all the independent variables together on the dependent variable. In this study the tingkat level used was 5%.

Table 1.9. F Test Result

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3931.778	3	1310.593	74.628	.000 ^a
Residual	1685.932	96	17.562		
Total	5617.710	99			

a. Predictors: (Constant), *Perceived behavior control* , Subjective Norm, Attitude

b. Dependent Variable: Buying Intention

Source: Processed Primary Data, 2018.

Based on the output above obtained a significance value of 0.000 <0.05, it can be concluded that the Attitude (X1), Subjective Norms (X2) and Perceived Behavior Control (X3) simultaneously influence / have a joint influence on Purchase Intention (Y).

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

In conclusion, the attitude towards organic food has the strongest influence among the two other variables because in addition to the test results it is positive that it significantly influences buying intention, behavioral beliefs and consequential evaluation has a high score. After attitude, perceived behavior control also influences buying intention strongly because of the control belief that has a high score and the strength of the control factor with a moderate score. Whereas subjective norms turned out to have the lowest effect because it was found to have no significant effect on organic food as well as normative beliefs and motivation to comply with those with low scores. Subjective norms that do not significantly influence organic food purchase intention are also supported by research from Miller (2005) that subjective norms are the impact of external factors on customer intention.

Subjective norms or pressure from other people to consume organic food apparently do not have a significant effect because it does not originate from oneself (external) or is not their own volition, in contrast to the attitude and perceived behavior control variables that originate from oneself. While together (simutan) attitudes, subjective norms and perceived behavior control affect the intention in buying organic food even though subjective norms do not significantly influence because the other two variables (attitude and perceived behavior control) originate from within oneself so that someone will still have intention in buying organic food.

Suggestion

Based on the results of this study, suggestions are addressed to organic food brand owners, stores that sell organic foods and marketers to be able to focus more marketing on the internet and also social media because more than half of respondents know organic food from the internet and social media. Marketing aimed at older people can be emphasized more on the awareness side of consuming organic food.

The government through the ministry of agriculture as a driver of organic agriculture and producers of organic food can highlight any positive attributes possessed by organic food, because based on the results of research on attitudes towards organic food significantly influence the intention in buying organic food.

In addition, from the producer and distributor side, organic food can work harder in overcoming obstacles that are often experienced by consumers and prospective consumers of product availability, ease of obtaining products, high product prices and other obstacles.

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