

SUMMARY

HEPPY SETIAWATI. Analysis of Intention to Buy Organic Food In Undergraduate Students IPB Using Theory of Planned Behavior Approach. Supervised by HARTOYO and MEGAWATI SIMANJUNTAK.

Organic food is increasingly being produced to offer more benefits than regular food. In general, the Indonesian people's intention to consume organic food is lower compared to other developing countries. Although the number of organic food demand is increasing every year, only a small percentage of consumers consume organic food regularly. This is allegedly due to high organic food prices, so it can only be purchased by consumers with high enough income. The purpose of this study was to analyze the factors influencing attitudes toward organic food purchases, as well as to analyze the factors that influence the intention of purchasing organic food.

Data collection from respondents was done by structured questionnaire guidance. Some questions in the questionnaire were made on a scale (scaled response question). Scaling technique used is Likert scale where the respondent is required to choose one among the Likert scale with five variations of the answer with the sequence strongly disagree to strongly agree. The data processing using descriptive analysis and SEM.

The number of indicator variables that make up the SEM model in this study are 28 indicators, so the number of samples taken is 140 samples. Samples of respondents in undergraduate students IPB are students who have a single tuition (UKT) per semester of at least seven million rupiah.

The results of bootstrapping show the perception of behavior control, attitudes on organic food, and subjective norms have a significant effect on purchasing intentions. Health awareness and environmental awareness have no significant effect on purchasing intentions.

Managerial implication based on research result that is to increase intention to buy organic food at undergraduate students IPB in Bogor City by forming positive attitude on organic food, subjective norm and behavior control perception. This will make consumer intentions increasing in all aspects of information as well as availability of organic food products.

Keyword: intention to buy, organic food, SEM, *Theory of Planned Behavior*

