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MORALITY BEFORE KNOWLEDGE

The factors influence on consumers purchase intention and purchase decisions of organic food in Indonesia

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ABSTRACT

Background: Organic products in Indonesia represent 0.03% of global demand. Health problems are one of the causes of increasing consumer awareness in the world to maintain health and reduce environmental impact. The organic market is growing, but obstacles awareness still prevents it. The purpose of this research is to examine the influence of health consciousness, perceived quality, and environmental awareness of organic food in Indonesia. **Methods:** A quantitative method was used and the data acquired through Google form. The research design method by conducting online questionnaires. The questionnaires were distributed online for those who intend to purchase organic food in Indonesia. The total respondents in this research are 180. The data analysis design used in this research is Partial Least Square-based Structural Equation Modeling (PLS-SEM) using Smart-PLS, starting from the measurement of outer model, inner model, and hypothesis testing. **Result:** This study has 7 hypotheses and the results showed that health consciousness, perceived quality, directly influencing purchase decision and indirectly mediated by purchase intention. **Conclusion:** However, environmental awareness has no direct and indirect influence on consumer purchase decisions of organic food in Indonesia. **Novelty/Originality of this study:** Using the PLS-SEM method, this study provides in-depth insights into how these factors influence purchase intention, while environmental awareness does not show a significant influence.

KEYWORDS: Organic Food; Environmental Awareness; Purchase Intention; Consumers Perception

1. Introduction

The business world pays greater attention to the problem of sustainability every year (Curvelo et al., 2019). Programs, projects, and actions that preserve a specific area are viewed as "sustainability" and relate to the four distinct sectors of human, social, economic, and environmental well-being (FutureLearn, 2017). Health, nutritional, environmental, and other variables are all considered when addressing sustainability. A future in which this expanding population has access to sufficient food and high-quality, healthy foods is a

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desirable outcome when considering sustainable food development (HSPH, 2023). According to Reforms et al., 2013 the use of the term "sustainability" to describe these types of actions has caused a lot of confusion, especially because it has led people to view sustainability as a constraint rather than a requirement for the proper operation of the healthcare system.

The widespread use of chemical fertilizers and pesticides in conventional farming has been extensively criticized for accelerating soil erosion and water pollution as well as biodiversity loss. Sales of pesticides worldwide have increased recently, on average by 4% annually (Rueter, 2022). The four biggest manufacturers' combined sales of pesticides in 2020 will total €31 billion ($35 billion): Syngenta, Bayer, BASF, and Corteva. Furthermore, according to the WHO, pesticide poisoning in conventional farming kills 300,000 people annually, most of whom live in low- and middle-income nations including Indonesia (Minaka et al., 2016). According to (Spangler et al., 2012) this is because conventional produce has a 30% greater possibility for contamination with pesticides than organic produce.

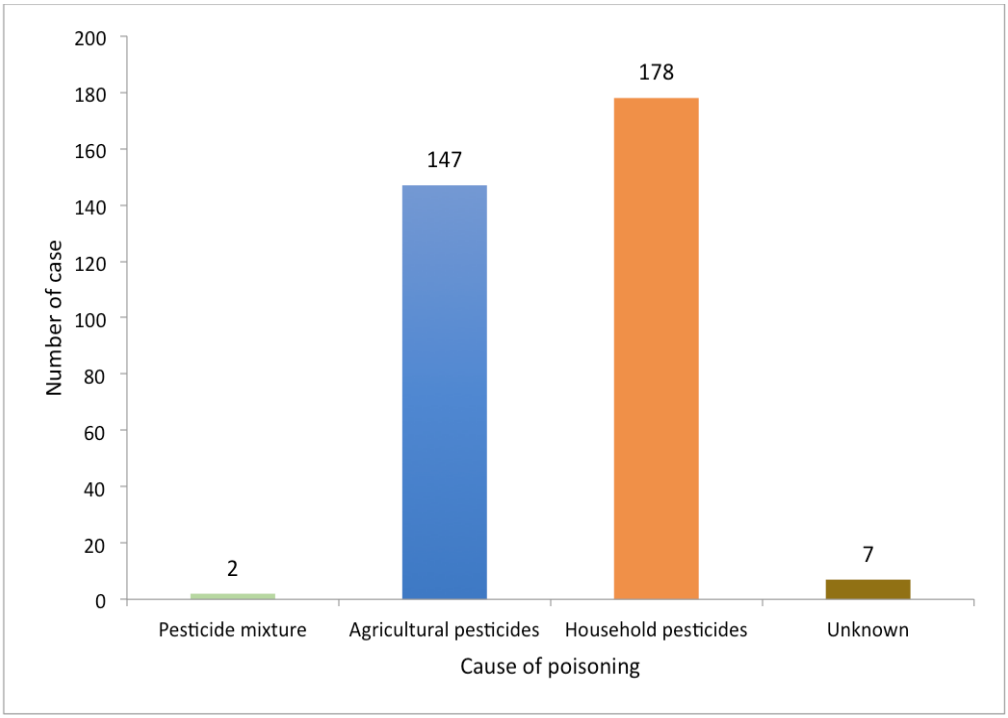

Figure 1. Distribution of 2019 National Poisoning Case Reports
Source: BPOM (2019)

Even though the chemicals in pesticides have been shown to have negative effects, it is still believed that pesticides could improve and advance farmland. According to figure 1.1 pesticides used in homes account for most instances of pesticide poisoning (178 cases), followed by agricultural pesticides (147 cases). Consuming organic food is one of the solutions. Foods that are cultivated without the application of chemical pesticides can be called organic foods (Singh & Verma, 2017). Organic foods are perceived as environmentally safe, as chemical pesticides and fertilizers are not used in their production. They also are not grown from genetically modified organisms. Furthermore, organic foods are not processed using irradiation, industrial solvents, or synthetic food additives (Paul & Rana, 2012). Thus, these foods are considered environmentally safe, as they are produced using ecologically sound methods. Preference for organic food is indicative of a broader concern for sustainability on the part of consumers (Azzurra et al., 2019). The worldwide organic food industry is anticipated to be worth roughly USD 497.3 billion by 2030, increasing by 12.06% from 2022 to 2030 (PrecedenceResearch, 2022) see Figure 1.

The infancy period in organic farming methods is still growing. According to (Suharjo et al., 2016) customers' intention to purchase is related with the general perception of green products; this is caused by the false assumption that although organic products are more expensive they are not necessarily of higher quality than conventional ones. On the other hand, consumers have grown accustomed to conventional agriculture for decades. Additionally, (Spangler et al., 2012) prove that eating organic food has no discernible health advantages over conventional food. Investigating how perceived quality affects perceived value and consumers' purchase intent for organic food products is therefore advantageous.

On the other hand, consumers' concern for environmental issues is a global issue that constantly influences their lifestyle to become more environmentally conscious (Suki, 2013). Further, consumer environmental sustainability in buying organic food purchase decisions is still low (Suharjo et al., 2016). The majority of farmers (72%) were understanding the risks associated with using pesticides on conventional food (Ardiwinata & Nursyamsi, 2012). Inappropriate use of pesticides will be negative not only for health conditions but also for the environment. This indicates that most people tend to ignore how their purchases impact the environment. Customers who are concerned about environmental issues and environmental preservation will try to lessen the environmental impact of their actions. Because they believe organic food has a lower environmental impact than conventional food, consumers who care about the environment will purchase more organic food (Wang et al., 2020). Currently, one of the causes of increasing consumer awareness in the world in an effort to maintain health is health problems (Effendi et al., 2015). Several illnesses are brought on by the widespread consumption of unhealthy food. Most people are now starting to live a healthy lifestyle because they do not want to get sick. A healthy lifestyle includes a healthy diet. In order to maintain their health, people typically eat fruits and vegetables, but these days, they also often contain a lot of chemicals from pesticide and chemical fertilizer residues, which are bad for our health and can also pollute the environment (Setiawati et al., 2018). According to BPOM, it accepts at least 13,824 complaints, or 46.90% of all complaints, from the relevant community regarding the presence of food containing dangerous substances (Cahyarani, 2018). Short supply in many established and developing economies since organic cultivation is not practical in every place (PrecedenceResearch, 2022). Consumers are becoming increasingly aware of and paying attention to environmental conditions such as the use of pesticides used in food production. Other hand, organic food is a product that has good quality and health for the body because it is processed without the use of chemicals or pesticides and free of Genetically Modified Organism (GMO) compared to conventional food (Hansmann et al., 2020).

Due to numerous food safety problems, environmental concerns, a public crisis, and changes in people's perspectives on life, consumption of organic foods has significantly increased (Prentice et al., 2019; Teng & Lu, 2016). Grimmer & Miles (2017) and Mishal et al. (2017) suggested that consumers' purchase intentions for green products may be influenced by their knowledge and perceptions of environmental issues. Additionally, consumer purchasing power and consumer knowledge are gradually rising in emerging markets (such as China). In Indonesia, consumers are starting to try and get used to organic food (Manuela et al., 2013), which has lower environmental effects and is alleged to be free of chemicals and pesticides.

The consumer who wants to purchase organic food should consider the place of purchase, the product's quality, the quantity being purchased, the time to purchase, and the amount of money that must be spent for the payment. This decision can be influenced by marketers by providing information about their product or services that can inform the consumer evaluation process (Hanaysha, 2018). Furthermore, organic food producers should think about informing their customers about the environmental and health benefits of eating organic food in order to foster a more favorable attitude towards it and increase sales of it (Bai et al., 2019). In contrast to consumers in evolved economies, those in emerging markets tend to give product quality and health consciousness a consideration when making purchases. Acknowledging how consumers behavior in relation to the

consumption of organic food will help researchers and business managers construct decisions and policies as the market for organic food expands quickly (Kriwy & Mecking, 2012).

Product perception has a significant influence for purchasing decisions and is thought to influence consumers' intentions to purchase and consume specific food products (Wojciechowska-Solis & Barska, 2021). Further, making a purchase decision is a process that the buyer undertakes in order to fulfill their needs and increase their level of satisfaction (Utami and Genoveva, 2020). Before making a purchase, a consumer must decide about several factors, one of which is whether they are willing to satisfy a need. Purchasing decisions are a step in the process until the consumer actually makes a purchase that may result in a future contribution called purchase intention (Maslim & Pasaribu, 2021). This theory believed that consumer purchase decisions have a positive impact on purchase intentions.

1.1 Organic food

Organic food is produced by farmers that prioritize the use of restorative resources, soil and water conservation, and improving environmental quality for future generations (Somasundram et al., 2016). In order to develop a sustainable agricultural system, organic food items do not include genetically modified components (Basha et al., 2015). Actually, consumption of organic food was a representation of the ethical values (Rana & Paul, 2017).

Various organic products on the market include vegetables, fruit, rice and meat. Fresh fruits and vegetables are critical to the organic sector because they are the first point of entry for many customers and account for one-third of sales (Pearson et al., 2011). Seaweed is one of an important part of the organic food sector, offering a unique set of nutritional benefits and uses across various product categories (Prita, et al., 2021). Seaweed is used in various forms, such as dried seaweed flakes, seaweed shakers, and even as a supplement.

1.2. Health consciousness

Health consciousness is the consumer's perception of health, which encourages caution in choosing foods and considers safety factors (Iadarola et al., 2013). Health consciousness is the psychological tendency that encourages people to make healthy choices. One of the most crucial components in preventing the onset of chronic diseases is the consumption of organic vegetables (Ferrao et al., 2018).

In order to maintain a healthy diet, consumers are now more conscious of the benefits of organic food. Consumers' intentions to purchase organic foods were positively impacted by factors like taste and the perception of a high nutritional value, according to factors that influence how consumers behave when making purchases of organic food products (Pércsi & Fogarassy, 2019). Consumers are paying more attention to the naturalness of the food as they become more health conscious (Soylemez, 2021). Thus, as for the indicator in measuring health consciousness that will be used in this research according to the theory of (Kutnohorská & Tomšík, 2013) as follows, reflect about health, self-conscious about health, alert to change, aware of health, responsibility of health, and aware of the state.

1.3 Perceived quality

Perceived quality relates to a customer's perception of the overall quality or excellence of a product or service in comparison to their expectations (Sivaram et al., 2019). Normally a consumer will consider the product's quality or overall value before making a purchase. Perceived quality also provides value to consumers by giving them a reason to purchase it. Taking into account that consumers differ substantially in their awareness of store brands' quality and perceived quality this product affects their perceived value (Rubio et al., 2014). In addition, empirical research argues that perceived food health as a quality attribute is considered important for customer satisfaction and perceived value (Kim et al., 2013).

According to (Shrestha & Baral, 2019) the flavor, freshness, color, and perceived high nutritional value of fruits and vegetables influence consumers' preferences for organic food in developing countries. Furthermore, customers of organic foods in South Africa think that these foods taste better than those produced using conventional farming methods and that they are high-quality, safe, and environmentally friendly (Wekeza & Sibanda, 2019).

In accordance to Konuk (2019), the indicator of perceived quality are divided into four namely: (1) Visual attractiveness is refers to a wide range of factors, including color, shape, texture, gloss, size, and variation (Paakki et al., 2019); (2) Healthiness is a crucial factor in describing why individuals choose the foods they do. Evaluations are important precursors of food choices as health beliefs guide a large portion of our food intake (Foroni et al., 2022); (3) Tastiness is the sensory qualities of the product; (4) Freshness is a quality that is most frequently connected to unprocessed or natural goods. one that is crucial and has an impact on the general quality and acceptability of a food.

1.4 Environmental awareness

The impacts of changes in people's lifestyles that have paid attention to environmental sustainability. Numerous studies on consumer environmental awareness have a significant impact on consumers' decisions to buy and consume organic food (Laureti & Benedetti, 2018). Environmental awareness is a form of individual thinking that nature should be protected in order to preserve and improve the quality of human life.

Aman et al., (2012) and Debora Indriani et al. (2019) as consumers become more environmentally conscious, their willingness to purchase organic food will increase. Organic food may be purchased by environmentally conscious consumers (Konuk, 2018). Few studies have shown that consumer attitudes toward environmentally friendly are positively impacted by environmental awareness, which in turn affects their willingness to buy (Liu & Zheng, 2019). Recent studies have conducted the impact of environmental awareness on willingness to purchase organic food (Cheung & To, 2019; Konuk, 2018; Wang et al., 2020).

Because according to Guilabert & Wood (2012), consumers value and are motivated to purchase organic food by factors related to their health and safety, including fewer pesticides and chemicals, and naturally produced. Few studies have shown that consumer attitudes towards environmentally friendly are positively impacted by environmental awareness, which in turn affects their willingness to buy (Huang et al., 2017). More specifically, it has been assumed that environmental consciousness significantly influences consumers' intentions to buy a variety of organic foods. Therefore, the theory of (Liu & Zheng, 2019) stated people usually regard environmental awareness as a strong motivation for purchase. In addition, based on (Slamet et al., 2016) environmental awareness has four indicators such as: (1) Low carbon emissions are a key greenhouse gas that drives global climate change. air pollution and greenhouse gasses are often released from the same sources, cutting greenhouse gas emissions to slow climate change also reduces air pollutants, such as fine particulate matter (Moses, 2020); (2) Balance and efficient in resource use; (3) Environmentally friendly packaging is protecting products with materials safer and healthier for individual and environmental. Packaging can influence how consumers evaluate products prior to purchase; (4) Environmentally friendly cultivation is the capacity to sustain intensive and effective plant production. While there are different production methods, most of them use a porous substrate or growing material to supply water and nutrients to the plants (Barrett et al., 2016).

Consuming organic food is regarded as a new trend in lifestyle (Al-Taie et al., 2015). Purchase Intention is a consumer's proclivity to buy a brand or take actions related to purchases, as measured by the likelihood of a purchase (Genoveva et al., 2022). However, green behavior was positively impacted by the intention to make green purchases (Genoveva & Syahrivar, 2020). (Paul & Rana, 2012) the relative importance of factors that influence the intention to buy organic food, including health benefits, ecological awareness, availability, and freshness. It is recommended to conduct research on the influences of different variables on purchase intentions to make green purchases in developing Asian

markets (Ali & Ahmad, 2016). A study by (Shrestha & Baral, 2019) indicated that factors such as taste, freshness, color, and this perception of a high nutritional value had a positive impact on consumers' intentions to purchase organic foods in developed countries.

The indicator of purchase intention buying according to Prakash et al. (2018) are including : (1) Willing to buy is the highest price a customer is willing to buy for products and services in a particular instance (Shaddix, 2021); (2) Make an effort is individual and collective to get a decent one. Assumed to belong to a single natural kind in that their respective costs can be compared in the process of decision making (Massin, 2017); (3) Intend to buy buying intent, also referred to as buyer and purchasing intent, refers to the likelihood, level of willingness, and propensity of buyers to purchase a good or service within a specific time (Smith, 2021).

2. Methods

In the PLS-SEM model, Exogenous variable is the term used to describe the independent variable, which is the variable that influences or causes the change in the dependent variable (Sarwono & Narimawati, 2015). Exogenous variables are shown as arrows that lead directly from one set of variables to another set of variables without passing through any other variables. Thereby, the exogenous variables in this research are health, environmental awareness, perceived quality, and environmental awareness.

In the PLS-SEM system, the dependent variable is shown as an endogenous variable according to (Sarwono & Narimawati, 2015), the effect of a dependent variable is modified by an independent variable. Purchase Decision is therefore an endogenous variable in this study. Probability sampling techniques and non-probability sampling techniques are the two types of sampling techniques. Probability sampling is a technique that allows individuals to be selected as research samples. In contrast, non-probability sampling techniques do not allow every individual to be taken as a research sample, meaning they do not have the same opportunity. Non-probability sampling is a sampling technique that doesn't give a basis for determining the likelihood that particular universe-wide elements will be included in the study sample (Etikan & Bala, 2017).

The universe of a study is referred to as the population, which is defined as a group of individuals or objects that share at least one attribute. A population is a group of people, objects, or any other entities from whom samples are gathered for analysis (Dubey & Kothari, 2022). The population of this research is all people who know organic food and have an intention to purchase organic food in Indonesia. Purposeful sampling is used to select and sample research participants. It is defined as a strategy for determining the research sample based on specific factors, criteria, or characteristics in order to obtain data that can subsequently be more presentable (Sugiyono, 2017). Dubey & Kothari (2022) show that sampling designs explain the procedures used to select the samples. There are two types of sample selection methods. The different sampling methods are separated into two groups: non-random or non-probability sampling methods and random or probability sampling methods. (1) Non Probability is the process of choosing units based on criteria apart from chance, this method is usually used when the population is unknown. The various non-random sampling methods commonly used are Convenience Sampling, Quota Sampling, Purposive Sampling and Snowball Sampling. (2) With random or probability sampling, each member of the community is given a known, nonzero chance of being selected. Simple random sampling, systematic sampling, stratified sampling, cluster sampling, area sampling, and multistage sampling are just a few of the techniques used in probability sampling.

A non-probability sampling method called snowball sampling will be used by the researcher to disperse the research surveys. Snowball sampling is also known as the Network, Chain Referral, or Reputation Sampling Method, according to (Dubey & Kothari, 2022). A sampling technique known as snowball sampling includes choosing additional respondents based on suggestions made by the initial respondents. It begins with the

gathering of data regarding one or more acquaintances who are typically already familiar to the person collecting the data. At the conclusion of a questionnaire, poll, or interview, the data collector may ask the respondent for the contact information of additional potential respondents. A sample is a part of the population's size and characteristics (Guritno & Rahardja, 2011). The structural equation model (SEM) requires between 100 - 200 samples. According to (Hair et al., 2014), the minimum sample size in a structural model is ten times the maximum number of formative indicators used to assess one latent variable or ten times the highest number of structural paths aiming at specific latent variables. As a result, the researcher applies the following formula in Equation 1 to determine the number of samples (Hair et al., 2014), where N is the sample size and Q is the largest number of questions in a variabel.

$$N = 10 \times Q \quad \text{(Eq. 1)}$$

Therefore,

$$N = 10 \times 6 \ (Q)$$
$$N = 60$$

Based on the formula above, it is concluded that the minimum number of samples needed for this study is 60 people who have intention in buying organic food in Indonesia. The process of gathering structured and organized data for research is known as data collection. Data collection techniques include observation, questionnaires, interviews, and combinations of these (Sugiyono, 2017). To collect information for this study, the researcher distributed an online questionnaire via Google forms. The survey was distributed through social media platforms such as WhatsApp, Instagram, LINE, and Telegram. In order to identify the theoretical framework and prior research pertinent to this study, the researcher will use a questionnaire as a data collection tool along with online analysis.

3. Results and Discussion

The total participants who participated in this research are 200 responses, however, the researcher used the filter to ensure that the population are who. Who has an interest in buying organic food. As a result, the first filtering question being able to filter 3 respondents cannot participate in the questionnaire and the second filtering question being able to filter 17 respondents cannot participate in the questionnaire, while the rest with a total 180 respondents are able to participate in this research. Concluded that the criteria were in accordance with the requirements for a minimum number of samples is 60 respondents. The first and second filter questions for respondents who know about organic food can be seen in Table 1.

Table 1. Filtering first and second question for respondent know organic food

First question			Second question		
Category	Nominal	Percentage %	Category	Nominal	Percentage %
Yes	180	91.3	Yes	197	98.5
No	17	8.7	No	3	1.5

3.1 Respondents data

In this discussion, the characteristics of respondents who fill out questionnaires are those who fulfill the filtering question criteria. Here researchers gathered 180 respondents who had an interest in buying organic food in Indonesia. Below are several demographic backgrounds that were collected in this study. This research will explain the findings in this study. All the findings are about the effect of all independent variables which consist of

health consciousness, perceived quality, and environmental awareness on purchase intention as the intervening variable toward purchase decisions as the dependent variables. From the Table 2 below, it can be concluded that the major gender of the respondents is mostly female which is (55%) than male respondents (45%). Therefore, females are more interested in organic food. As stated by Statistics Indonesia (2021) Male population is higher than Female citizens. Wojciechowska-Solis & Barska, (2021) show that women have a greater tendency to be organic consumers because women are mostly responsible for purchases. The reason is because researchers try to use snowball sampling which share and ask help with researcher's relatives on social media such as Instagram whose majority user is Female (52.6%) followed by Man with (47.4%) data gathered by (NapoleonCat., 2022).

Table 2. Respondent data based on gender

Category	Nominal	Percentage %
Female	99	55
Mae	81	45

Second, the age characteristic of the respondents is dominant by the age of 17-22 years old were (51.7%) with 93 respondents, 23-27 years old (11.7%) with 21 respondents, 28-32 years old (22.2%) with 40 respondents and above 32 years old (14.4%) with 26 participants (Table 3). As a result, young people with ages between 15-29 years old (Gupta & Gentry, 2018) can have a positive outlook on organic food.

Table 3. Respondent data based on Age

Category	Nominal	Percentage %
17-22	93	51.7
23-27	21	11.7
28-32	40	22.2
>32	26	14.4

According to Watson (2015) Recently, it has been stated that young consumers are moving more health-conscious in their eating habits. Third, the dominant origin of this research is from Sumatera has (22.8%), Java has (64.4%), Kalimantan (4.4%), Sulawesi (3.9%), Bali (3.95%), and Papua (0.6%). As we can see from Table 4. from the results of the data, the data is not evenly distributed and looks significantly spread over the Java area. Nowadays, according to (Najib et al., 2020) organic products' potential market covers the big cities in Indonesia such as Java. This is due to the large population on the island of Java with a population of 151.29 million people (BPS, 2020).

Table 4. Respondent data based on origin

Category	Nominal	Percentage %
Sumatera	41	22.8
Jawa	116	64.4
Kalimantan	8	4.4
Sulawesi	7	3.9
Bali	7	3.95
Papua	1	0.6

3.2 Path Coefficient

The Table 5 shows that 3 variables in this research have a direct significant of path coefficient and 1 variable insignificant of path coefficient. (1) Health consciousness has a positive effect on purchase intention with the t- statistic value of 3.741, which means that health consciousness can affect their purchase intention. (2) Perceived quality has a positive impact toward purchase intention with the t-statistic value of 3.269, which means that

quality of product can influence their purchase intention. (3) Environmental awareness has a negative effect on purchase intention with the t-statistic values of 1.504, which means that people are not aware of the environment and cannot influence their purchase intention. (4) Purchase intention has a positive impact on purchase decisions with the t- statistic values of 32.817, which means that purchase intention can influence the purchase decisions.

Table 5. Path Coefficient (Direct Effects)

Path	T statistics	P values	Interpretation
Health Consciousness -> Purchase Intention	3.741	0.000	Significant
Perceived Quality -> Purchase Intention	3.269	0.001	Significant
Environmental Awareness -> Purchase Intention	1.504	0.133	Insignificant
Purchase Intention -> Purchase Decisions	32.817	0.000	Significant

3.3 The influence of health consciousness on purchase intention of organic food in Indonesia

The conceptual model and Outer model results in this research can be seen in Figure 1 and 2. Hypothesis 1 (H1) testing showed that Health Consciousness (HC) has significant influence on Purchase Intention (PI). The t-statistic value of 3.741 which is greater than 1.96, and for the P-value of 0.000 which also support this statement. In conclusion, the Hypothesis 1 (H1) is accepted. In line with previous research conducted by (Kutnohorská & Tomšík, 2013).

One of the reasons people give for eating organic food is its benefits to their health (Nguyen & Truong, 2021). Health concerns of organic foods positively influences the intention to purchase organic foods. Of these, health concerns are the most influential factor. Supported also by previous research conducted by (Iqbal et al., 2021) health consciousness positively correlated with consumer involvement, which is positively correlated with consumers' intentions to purchase organic food.

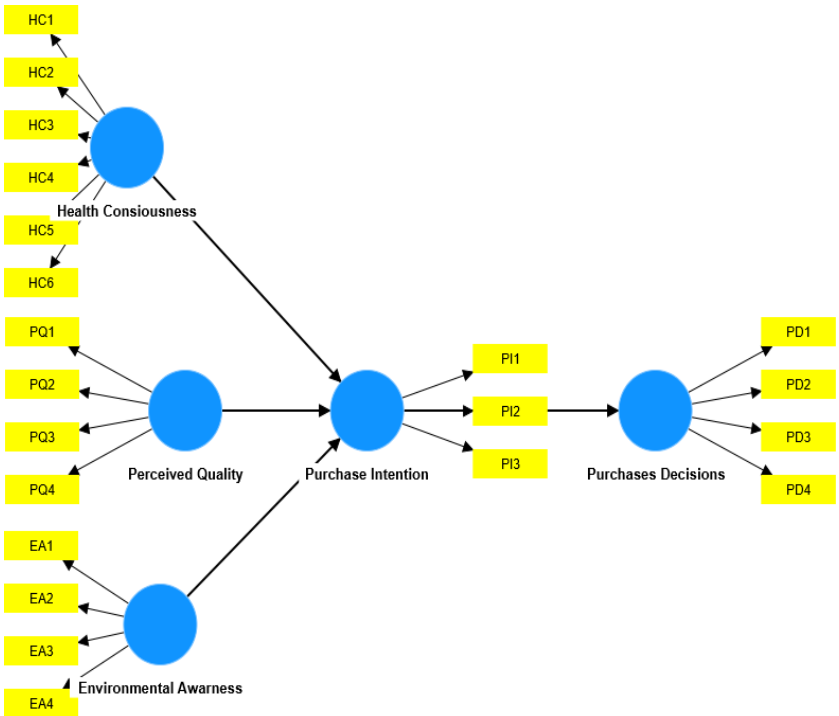

Figure 1. Conceptual model

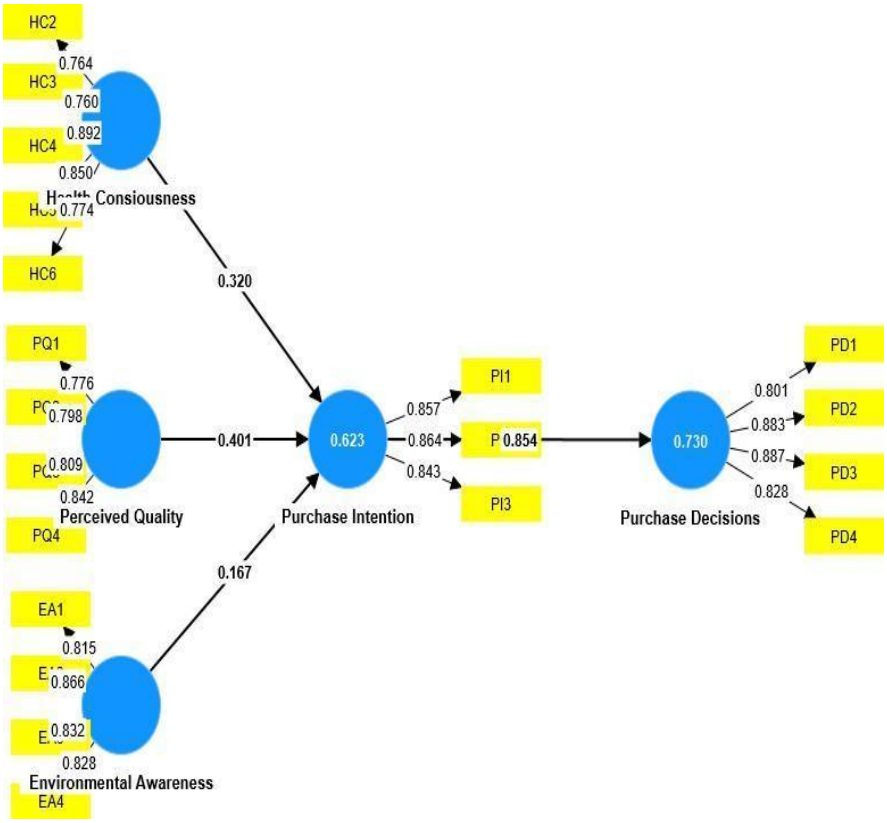

Figure 2. Outer Model Result

In summary, the result of this research also shows that consumers of organic food in Indonesia are important so that consumers understand the importance of their own health and even that of their families, which can persuade them to buy organic food products and increase their purchase intention.

3.4 The influence of perceived quality on purchase intention of organic food in Indonesia

Hypothesis 2 (H2) testing showed that Perceived Quality (PQ) has significant influence on Purchase Intention (PI) of organic food in Indonesia. The t-statistic value of 3.269 which is greater than 1.96, and for the P-value of 0.001 which also support this statement. In conclusion, the Hypothesis 2 (H2) is accepted.

Based on research by Wojciechowska-Solis & Barska (2021) quality has a large impact on their choice of foods and is more important than the price. Wang et al. (2020) additionally clarifies how the relationship between perceived food quality and purchase intention is moderated. Supported also by Paul & Rana (2012) not only the health factor affects the purchase intention, but also the availability and quality of these products. To summarize, consumer perception is known as perceived quality, and it can be used to predict whether a product will be well-liked by customers and remain on the market for an extended period. On the other hand, if a customer perceives quality favorably, they will like the product. Based on the results above, respondents agree that perceptions of the quality of organic food are positive and have a positive effect on purchase intentions.

3.5 The influencing of environmental awareness on purchase intention of organic food in Indonesia

Hypothesis 3 (H3) testing showed that Environmental Awareness (EA) is not significant influence Purchase Intention (PI) of organic food in Indonesia according to the findings of evaluating the Hypothesis 3 (H3), with a T-value of 1.504 which is less than 1.96, and a p-value of 0.133 where greater than 0.05. As a result, Hypothesis 3 (H3) is rejected.

This research contradicts with the study by (Ahmed et al., 2021) that environmental awareness has an influence towards purchase intention. Although synthetic pesticides cannot be used in organic production, it is still possible to discover these agrochemicals in the soil and in products that are labeled as organic. These sources could include other contaminated soils, water, or air (Garcia & Teixeira, 2017). However, based on Okada et al. (2019) that the general environmental awareness has a small impact on purchase intentions. Enterprises must connect accurate and truthful information that will foster consumer trust and raise their intent to make purchases if they intend to increase the impact of environmental factors on future purchase intentions.

4. Conclusions

The purpose of this research is to analyze The Factors Influence of Health Consciousness, Perceived Quality and Environmental Awareness, on Purchase Intention and Consumers Purchase Decisions of Organic Food in Indonesia. The scope and limitations that were discussed in the previous chapter were used in conjunction with the data analysis results from this study. Researchers can draw the following conclusions based on their finding, there is a significant direct influence between the health consciousness variable towards purchase intention of organic food in Indonesia. There is a significant direct influence between the perceived quality variable towards purchase intention of organic food in Indonesia. There is no significant direct influence between the environmental awareness variable towards purchase intention of organic food in Indonesia.

This study reveals that the food industry is important for the economy of a country, especially Indonesia. Especially now, when the organic food industry continues to grow and is in demand by consumers. However, awareness of health and the environment is still very weak. As a result, government participation is needed in accelerating the national economy and encouraging farmers to grow organic crops more than conventional methods. The findings of this study are expected to provide counseling that is more evenly distributed in the territory of Indonesia, the level of awareness of health and concern for the environment can be further increased among consumers. Furthermore, the government expects more focus on motivating and telling customers about the goodness of the product and is strict to farmers who use chemicals that are harmful to health and the environment.

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Author Contribution
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