

**PENGARUH *ENVIRONMENTAL CONCERN, HEALTH
CONSCIOUSNESS, FOOD SATEFY CONCERN, NUTRITIONAL
CONTENT, AWARENESS, AND PRICE FAIRNESS* TERHADAP
ATTITUDE DAN *PURCHASE DECISION* PRODUK PANGAN ORGANIK
HEALTHY CORNER SURABAYA**

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S U R A B A Y A**

**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS ISLAM
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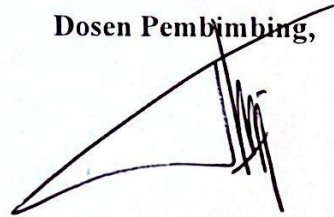
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ABSTRAK

Produk pangan organik semakin mendapat perhatian masyarakat karena dianggap memiliki manfaat kesehatan, keamanan pangan, kandungan nutrisi yang lebih baik, serta mendukung keberlanjutan lingkungan. Meskipun demikian, keputusan konsumen untuk membeli produk pangan organik masih dipengaruhi oleh berbagai faktor psikologis dan persepsi konsumen. Oleh karena itu, penting untuk memahami faktor-faktor yang membentuk sikap konsumen terhadap produk pangan organik dan pengaruhnya terhadap keputusan pembelian.

Penelitian ini bertujuan untuk menganalisis pengaruh *Environmental concern*, *Health consciousness*, *Food safety concern*, *Nutritional content*, *Awareness*, dan *Price fairness* terhadap *Attitude*, serta pengaruh *Attitude* terhadap *Purchase decision* produk pangan organik pada konsumen Healthy Corner Surabaya. Penelitian menggunakan pendekatan kuantitatif dengan landasan teori *Stimulus-Organism-Response (S-O-R)*.

Populasi dalam penelitian ini adalah konsumen Healthy Corner Surabaya yang pernah membeli produk pangan organik. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 290 responden. Pengumpulan data dilakukan melalui penyebaran kuesioner skala likert empat point menggunakan google form. Analisis data dilakukan menggunakan metode *Partial Least Squares Structural Equation Modeling (PLS-SEM)* melalui aplikasi SmartPLS 4.

Hasil penelitian menunjukkan bahwa *Environmental concern*, *Food safety concern*, *Nutritional content*, *Awareness*, dan *Price fairness* berpengaruh positif dan signifikan terhadap *Attitude*. Sebaliknya, *Health consciousness* tidak berpengaruh signifikan terhadap *Attitude*. Selanjutnya, *Attitude* terbukti berpengaruh positif dan signifikan terhadap *Purchase decision* produk pangan organik.

Kata Kunci : *Stimulus, Organism, Response, Produk Pangan Organik, PLS-SEM*

ABSTRACT

Organic food products have gained increasing attention from consumers due to their perceived health benefits, food safety, superior nutritional value, and contribution to environmental sustainability. However, consumers' purchasing decisions regarding organic food products are influenced by various psychological factors and perceptions. Therefore, understanding the factors that shape consumer Attitudes toward organic food products and their impact on purchasing decisions is essential.

This study aims to analyze the effects of Environmental concern, Health consciousness, Food safety concern, Nutritional content, Awareness, and Price fairness on Attitude, as well as the effect of Attitude on Purchase decision of organic food products among Healthy Corner Surabaya consumers. The study adopts a quantitative approach based on the Stimulus-Organism-Response (S-O-R) theory.

The population of this study consisted of Healthy Corner Surabaya customers who had previously purchased organic food products. The sampling technique employed was purposive sampling, resulting in a total sample of 290 respondents. Data were collected through the distribution of a four-point Likert scale questionnaire using Google Forms. Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with SmartPLS 4 software.

The results indicate that Environmental concern, Food safety concern, Nutritional content, Awareness, and Price fairness have positive and significant effects on Attitude. In contrast, Health consciousness does not have a significant effect on Attitude. Furthermore, Attitude has a positive and significant effect on Purchase decision of organic food products.

Keyword: *Stimulus, Organism, Response, Organic Food Product, PLS-SEM*

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