

Consumer Actual Purchase Behavior for Organic Products in Aceh, Indonesia

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Abstract—Organic products are products that are currently the main choice for consumers who care about their health. In addition, organic products also reduce the impact of environmental damage and are healthier than conventional products. However, in some previous studies that examined the model of attitudes and intentions in behavior of the organic product consumption has shown there are no consistent results yet. The aim of this study was to gain insight into consumers' purchase behavior, to determine the influence of health concern, environmental concern, product quality and knowledge on attitude, purchase intention and how that can effect an actual purchase behavior of consumers' toward organic product in Aceh. This study was conducted on 310 consumers that consume organic product in Aceh. The sample were taken using purposive sampling technique and the sample data were statistically analyzed using Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). The result shows that attitude and purchase intention was significantly affected by health concern, product quality and knowledge but not by environmental concern. Then, attitude was have a significant direct effect on purchase intention, and this significant result has an impact on actual purchase behavior, in which attitude and purchase intention significantly affected actual purchase behavior of consumers' toward organic product.

Keywords—Product Quality; Knowledge; Attitude; Purchase Intention; Actual Purchase Behavior

I. INTRODUCTION

Issues about quality and safety affect purchasing behavior and attract interest of consumer (Laroche, Bergeron, & Barbaro-Forleo, 2001). This has led to increasing problems related to health hazards and environmental issues (Xie, Wang, Yang, Wang, & Zhang, 2015). The levels of hazardous chemicals used in food production and safety incidents have been shown by investigations and has increased international media attention (Dominique, 2006). Emerging awareness for health and environmental protection has created an increasing demand for organic food (Li, 2006; Yin, Wu, & Chen, 2008).

Environmental concerns, willingness to purchase and increase consumers interest in organic products have led companies to become interested in the marketing of organic, initiating major changes and improve the innovations (Peattie & Crane, 2005). Therefore, in the last few decades, there has been an increase in the production and consumption of organically produced foods. Almost all countries in the world practicing organic farming, and the share of farm and agricultural land is increasing (Radman, 2005).

Indonesia was one of the countries in which 38% of the populations worked in the agricultural sector. The growth of the socio-economic middle classes, as a reflection of the increasing prosperity of society, is accompanied by an increasing level of health consciousness. This was a positive signal of the increasing preference for healthy and safe food products (Suharjo, Ahmady, & Ahmady, 2016). This organic agriculture can become one of the solutions to overcome a crisis of food in Indonesia (Hasnelly & Yusuf, 2012). Aceh is the one of the province in Indonesia that is currently developing an organic product in the agricultural sector. There are many facilities that have been provided by the government in Aceh to improving the agricultural and the interesting of consumers about organic product make the demand for organic products in Aceh increase and grow.

The reason behind this growth is that organic products are considered to be considered not to damage the environment and healthier than conventionally grown food products by increasing more consumers. Environment and health issues are a strong driving factor in organic perceptions, attitude and consumption (Tsakiridou, Boutsouki, Zotos, & Mattas, 2008). Consumer's attitudes, especially toward health and environmental, are the most critical factors that explain the consumer's decision-making processes for organic foods (Lea & Worsley, 2005; Magistris & Gracia, 2008; Roitner-Schobesberger, Darnhofer, Somsook, & Vogl, 2008; Tsakiridou *et al.*, 2008). Such situation indicates the importance of study on consumer behavior particularly the consumer intentions and attitudes to purchase organic foods (Irianto, 2015).

However, there are very few studies that investigating the actual purchase behavior in context of organic products and in some previous studies that examined the model of attitudes and intentions in behavior of the organic product consumption has

shown there are no consistent results yet (Chen, 2009; Kalafatis, Pollard, East, & Tsogas, 1999; Magnusson, Arvola, Hursti, Åberg, & Sjöden, 2001; Tarkiainen & Sundqvist, 2005; Vindigni, Janssen, & Jager, 2002). Therefore, it is necessary to fill the gap by investigating consumer actual purchase behavior, especially considering that attitudes and intentions can determine consumer choices for consuming organic products.

In this study, we adapted our model with the Theory of Reasoned Actions (TRA) from Fishbein & Ajzen (1975) and put knowledge as antecedent to attitudes and intentions, because we believe that to satisfy consumer needs and wants, consumer should know more about what they purchasing to (Effendi, Ginting, Lubis, & Fachruddin, 2015). If the consumer has the distinction level of food knowledge, consumer purchase intention would be different (Chiou, 1998). The knowledge of organic products can help consumer's purchase eco-friendly product (Gotschi, Vogel, Lindenthal, & Larcher, 2010; Saleki, Seyedsaleki, & Rahimi, 2012). Therefore, this study will shed light on that area to convince the previous model of attitudes and intentions on study behavior of organic product in Aceh. Thus, the purpose of this study to gain insight into consumers' purchase behavior on organic product, to explore the influence of health concern, environmental concern, product quality and knowledge on attitude and purchase intention of organic product and finally, this study also aims at finding the effect of actual purchase behavior of consumers' toward organic product in Aceh.

II. LITERATURE REVIEW

A. Actual Purchase Behavior

According to Ajzen (1991) "behavior is an individuals' observable response in a given situation with respect to a given target". Ajzen (1991) said that "behavior is a function of compatible intentions and perceptions of behavioral control". The Theory of Reasoned Actions (TRA) that was suggest by Fishbein & Ajzen, (1975) was supported the development of purchase behavior. Sheppard, Hartwick, & Warshaw (1988) stated that TRA provides a relatively simple basis for prediction the attitude and behavior and this theory was support for prediction an attitude and behavior.

TRA explores the influence of motivation on behavior that fall within the individual's scope of his/her own will to provide a framework for consumer behavior (Effendi *et al.*, 2015). Previous researchers have provided a general analysis about the primary motivations that stand behind consumers purchase behavior of the organic product. With regard to environment and animal welfare issues, that is so many studies have shown that health problem are also the primary reason for consumers to purchase organic product, health attributes have become as important as those of a sensory ones during process of buying decision-making (Aygen, 2012; Gil, Gracia, & Sanchez, 2000; Kapuge, 2016; Lee & Yun, 2015; Meixner, Haas, Perevoshchikova, & Canavari, 2014; Oroian *et al.*, 2017; Padel & Foster, 2005). It's very important to understand consumers perceive product of organic foods because it will determine intention of consumer to buy and consume the products. Furthermore, this will lead to actual purchase behavior of the products (Wee *et al.*, 2014).

B. Health Concern

Healthier than conventional alternatives have become the most common reasons for consumers to purchase organic products (Beharrel & Macfie, 1991; Chinnici, D'Amico, & Pecorino, 2002; Harper & Makatouni, 2002; Hill & Lynchehaun, 2002; Hutchins & Greenhalgh, 1995; O'Donovan & McCarthy, 2002; Pearson, 2001). Therefore, Health concerns are critical motivation for organic product purchase and consumption (Grankvist & and Biel, 2001; Lockie, Lyons, Lawrence, & Mummery, 2002; Magnusson, Arvola, Hursti, Åberg, & Sjöden, 2003). Magnusson *et al.* (2003) identify that health concerns as the most common motives for consumers purchase organic products.

The health Attributes are the main reason for consumers purchase organic products in Sri Lanka (Kapuge, 2016), India (Yadav & Pathak, 2015), Malaysia (Wee, Shoki, Zakuan, & Naquib, 2014), China (Xie *et al.*, 2015), Thailand (Ueasangkomsate & Santiteerakul, 2016) and Romania (Oroian *et al.*, 2017) as well. Previous study by Salleh, Ali, Harun, Jalil, & Shaharudin (2010) found that health attributes have a significant effect on attitude toward organic product in Malaysia and the similar results was also found by Michaelidou & Hassan (2008). Previous study by Makatouni (2002) found that attributes of health are the most significant variables effecting the intentions of consumers' to purchase organic product. Therefore, we hypothesized:

- H₁:** Health concern is positively influenced on attitude
- H₂:** Health concern is positively influenced on purchase intention

C. Environmental Concern

One of the primary motivation factors and reason for consumers purchase any product including organic products is environmental concerns (Basha, Mason, Shamsudin, Hussain, & Salem, 2015). A large number of consumers from all over the world are worried about environmental issues (Diekmann & Franzen, 1999). Consumers who care about the environment can

be understood as sensitive to information not only to the environment but also to products, processing and brands that might affect it (Minton & Rose, 1997).

The environmental concern has an impact on purchasing organic products in Australia (Pearson, Henryks, Sultan, & Anisimova, 2013), India (Basha *et al.*, 2015), Thailand (Sangkumchaliang & Huang, 2012; Ueasangkomsate & Santiteerakul, 2016) and Romania (Oroian *et al.*, 2017). Study by Honkanen, Verplanken, & Olsen (2006) revealed that environmental has a strong influence toward attitudes. Based on study by Basha *et al.* (2015), environmental concern is the one of the most commonly stated motives for consumers to purchase organic products. Therefore, we hypothesized:

H3: Environmental concern is positively influenced on attitude

H4: Environmental concern is positively influenced on purchase intention

D. Product Quality

Generally, consumers of organic products are less sensitive to price and more concern about quality (Basha *et al.*, 2015). Quality of organic product was including taste, flavor and chemical residues (Xie *et al.*, 2015). With regard to organic performance, at this point quality has been identified as the one of the most critical attribute. The increase between the quality of conventional and organic products seems important to increase the proportion of ordinary buyers of organic product (Tsakiridou *et al.*, 2008). In previous study, Ozguven (2012) examined consumer motivation factors in Izmir to purchase organic products and the results shown that quality have a strong significant relationship than other factors. The same result was also found by Basha *et al.* (2015), the study revealed that product quality effects a positive attitude toward the intention of purchasing organic product. Therefore, we hypothesized:

H5: Product quality is positively influenced on attitude

H6: Product quality is positively influenced on purchase intention

E. Knowledge

Knowledge is a cognitive learning, which means that knowledge is a critical factor that can effect consumer behavior (Sapp, 1991). The information about organic product market is important because it positively influences attitudes of consumers' toward organic products and it can also increase knowledge of consumers' (Briz & Ward, 2009; Gil & Soler, 2006). Previous study by Smith, S. and Paladino (2010) found that consumers' knowledge about social and environmental issues positively affected their attitudes and purchase behavior towards organic products.

Singh & Verma (2017) and Effendi *et al.* (2015) also confirmed knowledge had an effect on the consumer attitudes towards organic products. Magistris & Gracia (2008) revealed that intention to purchase organic products effected by knowledge, then Gracia, Magistris, & Barreiro-Hurle (2010) and Gracia & Magistris (2007) also found that knowledge of organic products significantly influence the intention to purchase organic products. Therefore, we hypothesized:

H7: Knowledge is positively influenced on Attitude

H8: Knowledge is positively influenced on Purchase Intention

F. Attitude

Positive attitudes of consumers towards organic food are more likely to exhibit positive behavior and purchase intentions (Honkanen *et al.*, 2006). Harper & Makatouni (2002) and Chinnici *et al.* (2002) discover that that one of the reasons most often mentioned in a consumer's positive attitude towards purchasing organic products is the consumer's perception of organic products as a healthier product than conventional alternatives. Many studies (*e.g.* Chinnici *et al.*, 2002; Conner, 2004; Gendall & Betteridge, 1999; Gil *et al.*, 2000; Harper & Makatouni, 2002; Magnusson *et al.*, 2001; Pearson, 2001; Radman, 2005; Squires, Juric, & Cornwell, 2001; Stefanic, Stefanic, & Haas, 2001) confirmed that consumers have positive attitudes towards organic products. The result of previous studies revealed that significant positive relationship between attitude and purchase intention toward organic products (Aertsens, Verbeke, & Huylenbroeck, 2009; Effendi *et al.*, 2015; Gracia & Magistris, 2007; Kim & Chung, 2011; Liang, 2016; Suprpto & Wijaya, 2012). The previous studies by Gracia & Magistris (2007) and Magnusson *et al.* (2001) also revealed that attitudes contribute towards explaining the organic products of purchase behavior, by regarding attitudes as the purchase behavior explanatory indicator. Therefore, we hypothesized:

H9: Attitude is positively influenced on purchase intention

H10: Attitude is positively influenced on actual purchase behavior

G. Purchase Intention

Basically, purchase intention represents what consumers think “they will buy” (Blackwell, Miniard, & Engel, 2001). Based on Brown (2003), consumers with an intention to purchase a particular product will exhibit higher actual purchase rates than consumers who demonstrate that they not have intention of purchasing. In the theory of The Reason Action (TRA) by Ajzen & Fishben (1980) and The Theory of Planned Behaviors (TPB) by Ajzen (1991), stated that “purchase behavior is determined by him/her intention to carry out this behavior”. In other words, intention is the best predictive factor for actual purchase behavior. Moreover, intention constitutes the direct antecedent on actual purchase behavior. In previous studies (e.g. Coleman, Bahnan, Kelkar, & Curry, 2011; Effendi *et al.*, 2015; Kim & Chung, 2011; Saba & Messina, 2003; Tarkiainen & Sundqvist, 2005; Wee *et al.*, 2014) they revealed that there is a significant positive effect between intention and actual purchase behavior of organic products. Therefore, we hypothesized:

H₁₁: Purchase intention is positively influenced on actual purchase behavior

III. METHOD

A. Sample

In this study samples was taken on consumers that ever taste the organic product in Aceh. Due to the number of population in this study is unknown, then the sampling is done by multiplication method carried by Bentler & Chou (1987), Hair, Black, Babin, Anderson, & Tatham (2010) and Schumacker & Lomax (1996), where the number of existing indicators multiplied 10, so the number of samples in this study that is $31 \times 10 = 310$ respondents. The sampling technique used is non-probability sampling with purposive sampling technique; samples are chosen based on predetermined criteria, which are consumers who consume organic products. The data collected through primary data and secondary data.

B. Questionnaire Design and Measurement

In obtaining the questionnaire data, the questionnaire was prepared using a Likert scale with 5 points of scale 1 (strongly disagree) to scale 5 (strongly agree). After the questionnaire is compiled, which were all adapted from previous studies, and then we conducted a pilot test to the questionnaire that will be distributed to test the validity and reliability of the questionnaire. The results show all indicator statements contained in questionnaire valid and reliable. There were 6 indicators for health concern, 5 indicators for environmental concern, 3 indicators for product quality, 3 indicators for knowledge, 3 indicators for attitude, 5 indicators for purchase intention and 6 indicators for actual purchase behavior (Table I).

TABLE I. SOURCES OF ADAPTED CONSTRUCTS

<i>Construct's</i>	<i>Items</i>	<i>Sources</i>
Health Concern (HC)	6	Gould (1988); Michaelidou & Hassan (2008)
Environmental Concern (EC)	5	Magnusson <i>et al.</i> (2003)
Product Quality (PQ)	3	Wee <i>et al.</i> (2014)
Knowledge (KL)	3	Singh & Verma (2017)
Attitude (AT)	3	Singh & Verma (2017); Effendi <i>et al.</i> (2015)
Purchase Intention (PI)	5	Wee <i>et al.</i> (2014)
Actual Purchase Behavior (APB)	6	Wee <i>et al.</i> (2014); Kaman (2009)

To see whether all indicators used can explain each latent variable or not, it can be done through the Confirmatory Factor Analysis (CFA) method. In CFA there are several assumptions that must be met, that are assumption of outlier, normality, and multicollinearity. First, we test the assumption of outlier with using Mahalanobis Distance method. In this study we have 31 indicators for all variables, so that means critical value of Mahalanobis Distance in this study is 52,191 ($p=0.01$).

Furthermore, from 310 data that have been collected earlier, now it's remaining 276 data, and the rest of them were considered as an outlier and the data was discarded. Second, we test the assumption of normality with skewness value and kurtosis value. The result shows that the values of skewness and kurtosis in this study were fully eligible and normal (Table II). Third, only for assumption of multicollinearity, the value will show on the determinant of covariance matrix, and the matrix will show after we test the measurement model.

After performing the test of the measurement model by the CFA method, the overall item for each variable yields the value of the factor loading that is qualified, all values ≥ 0.6 except for EC3 and APB4 (see Appendix I). Next, the evaluation value of criteria Goodness of Fit is an evaluation of the feasibility test of a model with several criteria of conformity index and cut off value to declare whether a model can be accepted or rejected. The value of Goodness of fit obtained measurement model in this study is $\chi^2 = 430.365$, $DF = 356$, $p = 0.000$, $CMIN/DF = 1.792$, $RMSEA = 0.052$, $GFI = 0.903$, $AGFI = 0.887$, $NFI = 0.924$, $CFI = 0.985$, $TLI = 0.976$, $PNFI = 0.844$ and $PGFI = 0.786$.

TABLE II. NORMALITY, VALIDITY AND RELIABILITY

	<i>Variables</i>	<i>Skewness</i>		<i>Kurtosis</i>		<i>AVE</i>	α	<i>CR</i>
		<i>Value</i>	<i>c.r</i>	<i>Value</i>	<i>c.r</i>			
HC	Health Concern	-0,087	-0,540*	-0,475	-1,473*	0.581	0.760	0.892
EC	Environmental Concern	-0,116	-0,720*	-0,363	-1,126*	0.616	0.772	0.865
PQ	Product Quality	-0,073	-0,453*	-0,577	-1,790*	0.536	0.732	0.776
KL	Knowledge	0,031	-0,192*	-0,432	-1,312*	0.606	0.801	0.822
CI	Attitude	-0,134	-0,831*	-0,541	-1,678*	0.588	0.796	0.810
PI	Purchase Intention	-0,183	-1,135*	-0,602	-1,868*	0.687	0.741	0.916
APB	Actual Purchase Behavior	0,045	0,279*	-0,491	-1,523*	0.551	0.758	0.859

*Note : *Significant at p= 0,05 level*

Next, we are testing validity and reliability with Average Variance Extracted (AVE), Cronbach Alpha (α) and Composite Reliability (CR). The overall results show that the value meets the specified requirements for each value, for AVE all values are above 0.5, Cronbach Alpha (α) \geq 0.6 and Composite Reliability \geq 0.7 (Table II). Finally, the result for assumption of multicollinearity, the value on determinant of covariance matrix is 1.136, these result indicate that there is no multicollinearity between correlation of exogenous variable, the value $>$ 1.

C. Analysis

This study is included as the type of descriptive-quantitative research using survey method. Therefore, by looking at the purpose of this study, then the data analysis techniques used in this study is quantitative analysis using multivariate Structural Equation Modeling (SEM) technique with program AMOS 22 & SPSS 22 for descriptive analysis. After fulfilling the loading factor and unidimensionality test on each latent variable by using Confirmatory Factor Analysis (CFA) and has fulfilled assumption of normality, outlier, multicollinearity, validity and reliability, then the next structural equation model will be built to test the hypothesis. After building the structural model, the suitability level of the structural model will be evaluated to see whether the model is acceptable or must be modified to test the hypothesis.

IV. FINDING AND DISCUSSION

A. Demographics

TABLE III. CHARACTERIZATION OF THE RESPONDENT

<i>Description</i>	<i>Groups</i>	<i>n</i>	<i>%</i>
Gender	Male	98	31.6
	Female	212	68.4
Age	15-25 years old	21	6.8
	26-35 years old	87	28.1
	36-45 years old	91	29.4
	46-55 years old	77	24.8
	> 56 years old	34	10.9
Jobs	Employee	96	31
	Civil Servant	71	22.9
	Entrepreneur	36	11.6
	Student	14	4.5
	Others	93	30
Education	High School	26	8.4
	Diploma/Bachelor	241	77.7
	Master	38	12.3
	PhD/Professional	5	1.6
Reasons of Buying	Healthier	154	49.7
	Less Chemical	65	20.9
	Fresher	36	11.6
	Environmentally friendly	43	13.9
	Natural	12	3.9

The sample consisted of 310 consumers of organic product in Aceh. From the consumers, 98 (31.6%) were female and 212 (68.4%) were male. For the age of consumers, 21 (6.8%) were 15-25 years old, 87 (28.1%) were 26-35 years old, 91 (29.4%)

were 36-45 years old, 77 (24.8%) were 46-55 years old and 34 (10.9%) were above 56 years old. From the consumers, 96 (31%) of them work as employees, 71 (22.9%) as civil servant, 36 (11.6%) as entrepreneur, 14 (4.5%) were students and 93 (30%) were others. The education of consumers, 26 (8.4%) were graduate from high school, 241 (77.7%) Diploma/Bachelor degree, 38 (12.3%) Master and 5 (16%) PhD/Professional. The reasons of consumers buying organic product, 154 (49.7%) because more healthy, 65 (20.9%) less chemical, 36 (11.6%) fresher, 43 (13.9%) Environmentally friendly and 12 (3.9%) because natural. From the survey that we have done, there is female consumers are more dominant than male consumers and for both male and female consumers, many of them choosing organic product because more healthy than conventional product.

B. Structural and Hypothesis Test

After do the test, evaluation and modification, the model is considered as the final model of the structural model (see Appendix III) and ready for hypothesis testing. The value of Goodness of Fit obtained by the structural model in this study is almost the same as the measurement model that is $\chi^2 = 442.123$, $DF = 355$, $p = 0.000$, $CMIN/DF = 1.810$, $RMSEA = 0.053$, $GFI = 0.819$, $AGFI = 0.887$, $NFI = 0.925$, $CFI = 0.984$, $TLI = 0.977$, $PNFI = 0.842$ and $PGFI = 0.788$.

TABLE IV. STRUCTURAL MODEL RESULT (TOTAL EFFECT AND DIRECT EFFECT)

Variable	Total Effect	Direct Effect	S.E	C.R	P
Attitude \leftarrow Health Concern	0.238	0.163	0.081	2.087	0.037
Attitude \leftarrow Environmental Concern	-0.196	-0.134	0.123	-1.189	0.478
Attitude \leftarrow Product Quality	0.614	0.420	0.098	4.386	0.000
Attitude \leftarrow Knowledge	0.850	0.582	0.108	5.478	0.000
Purchase Intention \leftarrow Health Concern	0.268	0.268	0.088	3.145	0.000
Purchase Intention \leftarrow Environmental Concern	0.042	0.042	0.052	0.907	0.652
Purchase Intention \leftarrow Product Quality	0.368	0.368	0.096	3.833	0.000
Purchase Intention \leftarrow Knowledge	0.451	0.451	0.101	4.563	0.000
Purchase Intention \leftarrow Attitude	0.462	0.462	0.103	4.585	0.000
Actual Purchase Behavior \leftarrow Attitude	0.437	0.279	0.089	3,135	0.000
Actual Purchase Behavior \leftarrow Purchase Intention	0.343	0.343	0.094	3.650	0.000

Based on Table IV, the results of hypothesis testing show that all values of t_{value} greater than $t_{table} = 1,968$ ($n=276$) except for environmental concern. First, the direct effect of health concern toward attitude ($\beta = 0,163$; $t_{value} = 2,087$) and purchase intention ($\beta = 0,268$; $t_{value} = 3,145$) were both significant positive, with this results then hypothesis H_1 and H_2 in this study was accepted. Second, the direct effect of environmental concern toward attitude ($\beta = -0,134$; $t_{value} = -1,189$) and purchase intention ($\beta = 0,042$; $t_{value} = 0,907$) were both not significant, with this results then hypothesis H_3 and H_4 in this study was rejected. Third, the direct effect of product quality toward attitude ($\beta = 0,420$; $t_{value} = 4,386$) and purchase intention ($\beta = 0,368$; $t_{value} = 3,833$) were both significant positive, with this results then hypothesis H_5 and H_6 in this study was accepted. Fourth, the direct effect of knowledge toward attitude ($\beta = 0,582$; $t_{value} = 5,478$) and purchase intention ($\beta = 0,451$; $t_{value} = 4,563$) were both significant positive, with this results then hypothesis H_7 dan H_8 in this study was accepted. Fifth, the direct effect of attitude toward purchase intention ($\beta = 0,462$; $t_{value} = 4,585$) and actual purchase behavior ($\beta = 0,279$; $t_{value} = 3,135$) were both significant positive, with this results then hypothesis H_9 and H_{10} in this study was accepted. And the last one is the direct effect of purchase intention toward actual purchase behavior ($\beta = 0,343$; $t_{value} = 3,650$) were significant positive, with this results then hypothesis H_{11} in this study was accepted.

C. Discussion

From the results of the tests that have been done, it appears that each variable has a significant and positive influence except for environmental concern. However, this finding is consistent with study that has been done previously. First, health concern has directly significant effect on attitude and purchase intention, these result give implication that consumer of organic product in Aceh choosing the organic product because they concern about their health, and they intent to purchase this organic product in the future, this finding is consistent with previous study by Salleh *et al.* (2010) and Makatouni (2002) Based on the result of questioner and descriptive analysis, health is the most reason for consumer choosing organic product for consumption.

However, this result is inversely proportional with the direct influence of environmental concern on attitude and purchase intention, the result show that there is no significant effect environmental concern on both variables. These result is not surprising, because previous studies such as Magnusson *et al.* (2003) and Nedra *et al.* (2015) also found the same result. Thus, based on these result, it can be implicated that consumers of organic products in context of Aceh, the consumers consume organic products without regard to their environmental conditions, they seem to care about their environment but the attitude they show is not like that, they are obviously more concerned about their health than their environment. This can be explained

by the weak attitude towards these organic products because of the unconsciousness of Aceh consumer concerning the organic agriculture benefits.

Product quality is one of the most important attribute that can effects attitude and intention of consumer organic product, this is proved by the significance of the direct effects product quality on both variable. These result give implication that product quality become one of factor that consumer consideration in choosing organic product in context of Aceh, and this result in accordance with result of previous study by Basha *et al.* (2015).

According to Effendi *et al.* (2015) consumers who consider themselves to be knowledgeable about organic food and health show continue to eat organic foods. This statement proved true and we found the same findings in our study in the context of organic product consumers in Aceh. This is explained by the positive significance of the direct effect knowledge on attitude and intention of consumers to purchase organic products. These results give implication that knowledge of the consumers about organic products is one of factor that makes consumers decide to buy organic products. Our findings are in contrast with those of Gracia, Magistris, & Barreiro-Hurle (2010) and Singh & Verma (2017). The information they get about the organic product can influence their attitude in deciding the purchase of organic products (Briz & Ward, 2009; Gil & Soler, 2006). Consumers buy organic food based on knowledge gained from others like friends and family (Effendi *et al.*, 2015).

Positive attitudes of consumers towards organic food are more likely to exhibit positive behavior and purchase intentions (Honkanen *et al.*, 2006). This statement is also evident in the study we have done, when consumers show a positive attitude toward organic product they are more likely to return to buy the organic product in the future. This is explained by the positive significance of the direct effect attitude on intention and actual purchase behavior of consumers to purchase organic products. In other word, these results give implication that in context of Aceh for those consumers with a favorable attitude towards organic products are more likely to purchase them and they will most likely to return in the future to purchase the product when they perceive that organic products are more healthy then conventional. This finding is consistent with previous study by Liang (2016) and Gracia & Magistris (2007).

Finally, based on the result that we found in our study, the influence of purchase intention on actual purchase behavior was significant positive. These result give implication that consumers organic products in Aceh shows actual purchase behavior positively when they really intend to buy the product, not merely intent and do not buy the product. According to Brown (2003), consumers with an intention to purchase a particular product will exhibit higher actual purchase rates than consumers who demonstrate that they not have intention of purchasing, and we accept that statement. And our findings are in contrast with Wee *et al.* (2014) and Effendi *et al.* (2015).

V. CONCLUSION

The results of this study has been analysis using multivariate structural equation modeling techniques. It can be concluded that the attitudes and intentions of consumers in purchasing organic products are positively influenced by three predetermined variables, which are health concern, product quality and knowledge. However, in the research that we have done, we did not find significant effect of environmental concern on consumers' attitudes and intentions in purchase organic products. Overall, the main objective of this study is to examine the mechanism behind consumers' actual buying behavior towards organic food products. And based on the results of the analysis we have done, we find that consumer attitudes and intentions can be the main predictors for consumers in choosing and consuming organic products. Behind the initial influence by exogenous variables that affect attitude and intention, it also has an impact on consumers' actual purchases of organic products. Furthermore, based on descriptive analysis, we found that health is the most reason for consumer choosing organic product for consumption. Thus, the most reasonable reason for consumers in our study to choose to consume organic products is for health.

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APPENDIX I. CONSTRUCT AND ASSESSMENT OF THE MEASUREMENT MODEL LOADING FACTOR

Statements	Item	Loading	Mean
Health Concern			
I often think about my health	HC1	0.768	4.588
I am very aware about my health	HC2	0.881	4.241
I am wary of change in my health	HC3	0.789	4.032
I am usually conscious about my health	HC4	0.767	4.106
I am responsible for my health condition	HC5	0.621	4.208
I am aware about my health condition as I go through the day	HC6	0.722	4.114
Environmental Concern			
I choose organic product to improve the state of the environment	EC1	0.810	4.113
I concern about artificial fertilizers used on agriculture	EC2	0.740	4.127
I concern about eutrophication of watercourses and lakes	EC3	-	4.006
I concern about pollution of the soil	EC4	0.765	3.823
I concern about herbicides and pesticides used on agriculture	EC5	0.821	4.024
Product Quality			
Organic products have superior quality	PQ1	0.731	4.226
Organic products are more quality than conventional	PQ2	0.772	4.337
Organic products have better quality and are less associated with health risks	PQ3	0.691	4.106
Knowledge			
I know the products is organic or non-organic	KL1	0.793	4.348
I know the process of organic products	KL2	0.809	3.784
I know that organic foods are safer to eat	KL3	0.732	4.221
Attitude			
I believe organic food products is very useful to meet the nutritional needs	AT1	0.768	4.311
I believe organic food products is a better choice for me and my family	AT2	0.834	4.267
I believe that consuming organic food products is a reasonable action	AT3	0.691	4.109
Purchase Intention			
I would purchase organic food products in the near future	PI1	0.804	4.217
I plan to purchase organic food products on a regular basis	PI2	0.891	4.101
I intend to purchase organic food products for my long-term health benefits	PI3	0.793	4.026
I intend to purchase organic food products because they are more concerned about the quality and safety of food	PI4	0.808	4.423
I intend to buy organic food products because they are more environmentally friendly	PI5	0.845	4.122
Actual Purchase Behavior			
I often purchase organic food products	APB1	0.743	4.230
I often purchase organic food products on regular basis	APB2	0.679	4.004
I often purchase organic food products for my health	APB3	0.824	4.142
I often purchase organic food products that against animal-testing	APB4	-	4.098
I often purchase organic food products because they are more environmentally friendly	APB5	0.765	4.162
I often purchase organic food products that are good quality and safety to consume	APB6	0.690	4.305

APPENDIX II. PATH ANALYSIS RESULT



