IJSSR
International Journal of Social Service and Research

Vol. 04, No. 01, January 2024
e-ISSN: 2807-8691 | *p*-ISSN: 2807-839X

Analysis of Consumer Repurchase Intent on Organic Vegetable Products in the Modern Market

Ima Yunita Indriyanti[1], Heru Irianto[2], Kusnandar[3]
Universitas Sebelas Maret, Indonesia[1,2,3]
Email: imayunita20@gmail.com[1], heruirianto@staff.uns.ac.id[2], kusnandar_fp@staff.uns.ac.id[3]

Keywords

Analysis, Consumer, Repurchase Intent, Organic Vegetable, Products, Modern Market.

ABSTRACT

This research explores the commercial value of vegetables, especially in the context of consumers' need for sustainable vegetables, especially during the COVID-19 pandemic. The main focus is on organic vegetables, which are considered to have higher nutritional value and are free from harmful chemicals. Using the Theory of Planned Behavior approach, this study shows that attitudes, subjective norms, and perceptions of behavioral control influence the intention to repurchase organic vegetable consumers in Surakarta City. Other variables analyzed involve perceived value and customer satisfaction. This research method is quantitative associative, involving 130 respondents aged 20-60 years who have bought organic vegetable products in Surakarta City. Analysis of data utilizing Structural Equation Modeling (SEM) through smartPLS 3.0 revealed positive influences of attitudes, subjective norms, perceptions of behavioral control, and customer satisfaction on the intention to make repeat purchases. Perceived value and customer satisfaction also influence positive attitudes towards organic vegetables. However, the findings showed that perceived value did not have a positive influence on repurchase intent. Based on the results of the study, practical suggestions include increasing public information about the benefits of organic vegetables, expanding availability in markets or supermarkets, and actively promoting the health and environmental advantages of organic vegetable consumption. This effort is expected to strengthen consumer confidence and encourage the intention to repurchase organic vegetables in Surakarta City.

INTRODUCTION

Indonesia is a tropical country that has lowlands, and so many types of horticultural crops, such as vegetables, vegetables can grow in various regions in Indonesia. According to BPS, in 2021, the total national vegetable production was 14.80 million tons. Vegetables have a fairly high commercial value because vegetable crops are agricultural products consumed constantly. The need for sustainable vegetables, then, the market value of this crop is quite good. Vegetables are needed for health because there is good content for the body's immunity, according to Rusman et al. (2021). Vegetables have benefits as a source of fiber, vitamins, and minerals that are good enough for the human body and health. The benefits of vegetables are that they can improve nerve and eye health, are the main source of fibre, and improve the body's immune system.

During the COVID-19 pandemic, some people have become more selective in choosing vegetables to consume to get the best benefits for the body. Based on information from AOI (2020), data from several respondents who are organic farmers in several regions in Indonesia shows that during the COVID-19

https://doi.org/10.46799/ijssr.v4i01.674

pandemic in early 2020, there was an increase in the need for organic food products with a diversity of 100% to 300% increase. The increase occurred especially in rice, vegetables, empon-empon and honey products, AOI (2020).

According to Choirot et al. (2021), individuals who choose organic products, such as organic vegetables, generally exhibit greater selectivity in deciding which items to purchase.. The development of organic farming technology can support this. The advantage of this technology is that it reduces or completely eliminates pesticide residues or other chemicals. With this technology, people can easily find safe and environmentally friendly food that can be produced with organic agricultural technology.

The results showed data on the area of Indonesian organic agriculture which tended to increase from 2014-2018. The increase and decrease in agricultural area is due to many factors. The increase in organic agriculture occurs when there is certification accreditation, which causes an increase in the number of certified lands. The decrease in the number of lands occurs in the presence of some land that does not renew its certification.

According to Ketut Widyatna et al (2020), organic farming involves a method of agricultural cultivation that relies on natural elements without synthetic chemicals. The primary objective of organic farming is to produce agricultural products, particularly food items, that are safe for producers and consumers while avoiding environmental harm. This commitment to a healthy lifestyle has been internationally established, necessitating assurances that agricultural products must be safe for consumption, possess high nutritional value, and be environmentally sustainable.

When eating vegetables, of course, consumers choose vegetables that can satisfy their wants and needs. Consumers making purchases will pay attention to the quality of the vegetables to be consumed. Modern markets in the 90s have become an alternative to meet the wider community's needs (Iswahyudi et al., 2020). The rapid development of modern markets can be a challenge as well as an opportunity for farmers and trade actors while providing a wide range of choices for consumers in choosing products according to their needs.

The concept of Planned Behavior Theory, according to Ajzen and Fishbein in Pangestu (2020) defines that theory underscores the rational nature of human behavior and the assertion that individual consciousness governs behavior. Actions are influenced not only by one's intentions but also by additional factors beyond the individual's control. The intention to behave can be predicted by three things, namely (attitude toward the behavior) attitude behavior, (subjective norm) subjective norms, and (perceived behavioral control) perceptions of self-control.

According to Ajzen in Stephani et al. (2023), three factors affect a person: attitudes, subjective norms, and perceived behavioral control. Attitude refers to a person's overall evaluation of a behavior. Evaluation is usually based on beliefs about the positive and negative outcomes of that behavior. Subjective norms refer to a person's perception of going to buy or not. Perceived behavioral control refers to a person's belief in their ability to behave.

Repurchase intention is consumers' action to buy or not to buy products (Kotler & Keller, 2016). During the purchasing process, the intention to buy or repurchase is intricately linked to individuals' motivations for acquiring or using specific products. These purchase motives vary among customers, as explained by the Theory of Planned Behavior according to Ajzen in Stephani (2023), it can be seen that repurchase intentions in buying organic vegetables are influenced by attitudes, subjective norms and perceptions of behavioral control. Other variables studied were customer satisfaction and perceived value. The intention to repurchase organic vegetables is expected to increase public awareness of the consumption of organic vegetables. This underlies researchers in researching the intention to repurchase organic vegetables.

Organic vegetables are found in certain markets or supermarkets that many people visit. as well as supermarkets in Surakarta City that provide organic vegetables. The existence of public awareness of a healthy lifestyle makes organic vegetables increasingly in demand for consumers, this cannot be separated from the role of market players who have succeeded in marketing organic vegetable products so that they can be widely known among the people of Surakarta City. The availability of organic vegetables is what makes the author want to analyze consumer purchasing intentions toward organic vegetables in Surakarta City.

Research on consumer behavior in purchasing products has been widely conducted in Indonesia. Previous research Canova et al (2020). Using the Theory of Planned Behavior (TPB) to examine Consumer Behavior in "Buying Organic Food Products: The Role of Trust in the Theory of Planned Behavior"

METHODS

The research method used in this study is quantitative, with a focus on quantitative associative methods. This approach aims to examine the relationship between variables identified in the study. According to Creswell in Kusumastuti et al., (2020), quantitative methods are carried out by measuring variables using research instruments and analyzing data based on statistical procedures. This study used quantitative associative methods, which were described by Abdullah (2015) as research to determine the relationship or influence between two or more variables.

The determination of the location of the study was carried out purposively, according to the method of deliberate selection based on certain considerations, as explained by Sugiyono (2014). In this case, the research location was chosen in Surakarta City. The population of this study is consumers who have purchased organic vegetable products in Surakarta City.

The sampling method used is non-probability sampling with accidental sampling techniques, according to the advice of Sugiyono (2016). The sample was taken from 130 respondents who were consumers of organic vegetables in Surakarta City. Data collection techniques are carried out through questionnaires Based on the opinion above, the researcher gave a questionnaire in the form which was distributed to respondents who had purchased organic vegetable products in the city of Surakarta.

The collected data includes both primary and secondary sources. Primary data is acquired directly from participants through surveys, while secondary data is sourced from various outlets such as the Central Statistics Agency (BPS), books, reports, and journals. The data collection tool used is a questionnaire in the form. This questionnaire is designed to measure research variables involving attitudes, subjective norms, behavioral control, perceived value, customer satisfaction, and intention. The variable measurement scale uses the Likert scale with five alternative answers.

The data collected will be processed using statistical analysis methods. First, data transformation will be carried out using the Successive Interval Method (MSI) to convert ordinal data into interval data. Furthermore, the validity and reliability of the instrument will be tested. Validity assessments encompass tests for convergent validity and discriminant validity, whereas reliability evaluations involve measuring composite reliability and Cronbach's alpha.

Data analysis will be carried out in two stages. First, the evaluation of the measurement model (outer model) will be carried out by checking convergent validity, discriminant validity, and reliability. Second, the evaluation of the structural model (inner model) will involve testing the goodness of fit model (R-square) and predictive relevance (Q2).

Finally, hypothesis testing will be carried out by calculating the significance of the parameter coefficient using the Path Coefficient method. Hypothesis testing criteria include a significance level of 5% with a t-statistic value of 1.96 and a p-value less than or equal to 0.05. The results of this test will provide

a better understanding of the relationship between variables in organic vegetable purchasing decisions in Surakarta City.

RESULTS

A. Characteristics of Respondents

1. Characteristics by Gender

The characteristics of respondents by gender are used to distinguish male and female respondents. Gender can influence product purchasing decisions. According to Tifferet and Ram (2012), women have a higher impulse buying than men. Women are known to be more careful than men in purchasing and choosing products.

Table 1. Characteristics of Respondents by Gender

Gender	Sum	Percentage (%)
Man	46	35,4
Woman	84	64,4
Sum	130	100

Source: Primary Data Analysis, 2023

This research shows that women dominate as respondents as much as 64.4%. This proves that women have more intention to repurchase organic vegetables in Surakarta City than men. Women's consumptive behavior, as stated by Mubarokah and Rita (2021), is that in spending money, women are more consumptive than men. According to Schiffman and Kanuk in Putri (2022), consumers buying something arise due to emotional motives that involve selecting goods based on personal or subjective criteria such as status, self-esteem, or feelings of liking an item. Based on this statement, it can be stated that when repurchasing organic vegetables, women will think about the benefits obtained after buying them.

2. Characteristics of respondents by age

Age affects differences in consumer tastes or preferences for a product, such as in the purchase of organic vegetables. The age difference will affect consumer preferences towards purchasing organic vegetables. The characteristics of respondents by age group can be seen in the table.

Table 2. Number of respondents by age

Age	Sum	Percentage (%)
20-25	7	5
26-30	22	17
31-35	45	35
36-40	21	16
41-45	18	14
46-50	7	5
51-55	6	5
56-60	4	3
Sum	130	100

Source: Primary Data Analysis, 2023

Based on Table 2, the age of respondents in this study is dominated by 45 respondents aged 31-35 years, and the age of the second most respondents, namely 26-30 years, is as many as

22 respondents. According to Tuhumury et al. (2019), respondents aged 26-35 are the age group of adult respondents. Respondents will think more rationally when making decisions to buy organic vegetables. Consumers in this age group already have awareness and understanding about the products they prefer,

3. Characteristics of respondents by occupation

The type of work a person does can affect the amount of income received. A person's purchasing decisions can also influence income. Respondents in this study, according to the type of work, can be seen in the table.

Table 3. Characteristics of Organic Vegetable Respondents by Current Type of Occupation

Types of Jobs	Sum	Percentage (%)
Student	10	8
Teacher/Lecturer	23	17
SOE Employees	12	10
Private Employees	48	37
Entrepreneurial	24	18
Housewives	9	7
Other	4	3
Sum	130	100

Source: Primary Data Analysis, 2023

Based on Table 3, shows that respondents who buy and intend to repurchase organic vegetables have diverse types of work. Respondents with jobs as private employees are the most numerous, with 48 respondents (37%). Varied jobs with varying incomes can affect the purchasing power of consumers.

4. Characteristics of respondents based on income per month

Income is income earned by a person for his living needs. A person's income affects the purchasing power of consumer consumers on the number of products to be consumed. According to BPS (2021), a person's income level is classified into 4, namely:

1. Low-Income Group: ≤ IDR 1,500,000
2. Medium Income Group: IDR 1,500,001- IDR 2,500,000
3. High-Income Group: Rp 2.500.001- Rp 3.500.000
4. Very High Income Group : ≥ Rp 3.500.001

Table 4. Number of respondents based on monthly income

Revenue (Rupiah)	Number (People)	Percentage (%)
≤ IDR 1,500,000	0	0
IDR 1,500,001- IDR 2,500,000	26	20
IDR 2,500,001- IDR 3,500,000	44	34
≥ IDR 3,500,000	60	46
Sum	130	100

Source: Primary Data Analysis, 2023

Table 4 shows that the income of respondents is mixed. A consumer's income level can affect the amount and type of products consumed. Respondents were dominated by those with incomes ≥ IDR 3,500,000, with 60 respondents (46%). This shows that respondents with high

incomes are able to make ends meet. A higher income will increase consumption at higher prices, such as by buying organic vegetables.

B. Information Regarding Organic Vegetable Repurchase Intentions

1. Reasons to Buy Organic Vegetables

Table 5. Number of Respondents Based on Reasons for Buying Organic Vegetables

Reason	Number (People)	Percentage (%)
High Nutritional Content	61	47
Guaranteed Quality	41	32
Always fresh vegetables	28	21
Sum	130	100

Source: Primary Data Analysis, 2023

Based on Table 5, it shows that the main reason respondents buy organic vegetables is because of the higher nutritional content as many as 61 respondents (47%). Respondents ate organic vegetables because of awareness about the benefits obtained from eating organic vegetables that have higher nutritional content. Based on interviews with respondents in the field, some choose organic vegetables as consumption needs to cure diseases suffered and provide a healthier body. According to Rahimah (Rahimah, 2018), organic vegetables are healthier than non-organic vegetables and contain more nutrients by not using chemical pesticide fertilizers.

2. Number of Organic Vegetable Purchases

Table 6. Number of Respondents Who Buy Organic Vegetables in Surakarta City

Purchase Amount	Respondents (People)	Percentage (%)
1-3	54	42
≥3	76	58
Sum	130	100

Source: Primary Data Analysis, 2023

Based on table 6, it shows that respondents have purchased organic vegetables 1-3 times as many as 54 people (42%) and the number of purchases ≥3 times with 76 respondents (58%). The majority of respondents who have purchased organic vegetables for consumption needs feel the benefits of the nutritional content of organic vegetables which are higher than non-organic vegetables. The availability of organic vegetables in supermarkets is quite complete and always available every day, so respondents are easy to buy organic vegetables in Surakarta City.

C. Instrument Testing of Organic Vegetable Repurchase Intention in Surakarta City

1. Data Transformation with MSI (Method of Succesive Interval)

This study used data derived from questionnaires with Likert scales. According to Heryanto dak Totok (2018), data transformation is carried out using MSI (Method of Succesive Interval) by converting ordinal data into interval data. The file used is SUCC97. This file is one of the additional facilities of Microsoft Excel for transformation purposes. Data from the Likert scale is input to Microsoft Excel and then transformed into new numbers that have fulfilled the testing procedure. After transformation with MSI, validity tests and reliability tests were carried out.

2. Validity Test

The measurement of validity tests assesses the effectiveness of an instrument developed for a study. A higher instrument value indicates better representation of research questions (Wijaya, 2019). Validity tests must examine the relationship between variables, including Discriminant Validity and Average Variance Extracted (AVE), with the anticipated AVE value exceeding 0.5.

The assessment of validity using the SmartPLS 3.0 software involves examining the loading factor of each indicator for a construct. Typically, a loading factor exceeding 0.70 is the criterion used to determine validity. Additionally, discriminant validity is based on the principle that manifest variables of different constructs should not exhibit significant correlations. To evaluate discriminant validity using reflexive indicators, one examines cross-loading values for each variable, aiming for values > 0.70, which should be higher than those of other variables (Ghozali & Latan, 2015).

The validity test shows that there are 2 out of 22 indicators that do not meet the validity test criteria because the value is less than 0.7. The indicators issued are Behavior Control 3" and Perceived Value 1". This validity test obtained 20 indicators with a loading factor value above 0.7 and was declared valid.

Test the validity then by looking at the value of average variance extracted (AVE) to test the validity of the latent variable. The following is the value of AVE in the validity test of this study.

Table 7. Average Variance Extracted (AVE) Value in Instrument Testing

Variable	AVE	Information
Attitude	0.598	Valid
Subjective Norms	0.641	Valid
Perception of Behavioral Control	0.683	Valid
Perceived Value	0.677	Valid
Customer Satisfaction	0.695	Valid
Repurchase Intent	0.732	Valid

Source: Primary Data Analysis, 2023

Based on Table 9, it is known that the variables in this study are said to be valid because they have an Average Variance Extracted (AVE) value of ≥ 0.5. It can be seen from the lowest AVE value of 0.598, which is in the Attitude construct, and the highest value of 0.732, which is in the Repurchase Intention construct. Values for other constructs, such as the subjective norm, are 0.641; behavioral control perception is 0.641; perceived value is 0.677; and customer satisfaction is 0.695. The table above shows that all variables are able to explain the diversity of all indicators.

3. Reliability Test

Reliability assessments aim to demonstrate the precision, consistency, and accuracy of instruments in gauging constructs. In the context of PLS-SEM and utilizing the SmartPLS 3.0 software, the reliability of a construct featuring reflexive indicators can be gauged by computing the composite reliability value. Typically, conditions for evaluating construct reliability involve ensuring both composite reliability and Cronbach's alpha exceed 0.7 (Ghozali & Latan, 2015).

Table 8. Reliability Test Results in Instrument Testing

Variable	Composite Reliability	Cronbach's Alpha	Information

Attitude	0,856	0,777	Reliable
Subjective Norms	0,842	0,724	Reliable
Perception of Behavioral Control	0,865	0,765	Reliable
Perceived Value	0,863	0,762	Reliable
Customer Satisfaction	0,872	0,780	Reliable
Repurchase Intent	0,916	0,876	Reliable

Source: Primary Data Analysis, 2023

Based on Table 8, each variable has a composite reliability value of >0.6 and Cronbach's alpha > 0.7. The variables in this study are said to be reliable, and all variables are able to provide answers consistently and stably so that they can be continued to the next stage of research.

D. Data Analysis of Repurchase Intention of Organic Vegetables in Surakarta City

1. Evaluation of the Measurement Model (Outer Model)

The data analysis process using the SmartPLS 3.0 software involved stages focused on assessing the Measurement Model (Outer Model). This step aimed to understand the connection between the block of indicators and their latent variables. The outer model serves as a test to ascertain the validity and reliability of the data, as stated by Abdillah and Hartono (2015). Additionally, the stages underwent evaluation concerning convergent and discriminant validity of the indicators, along with the composite reliability for the indicator block, according to Ghozali (2008).

a. Convergent Validity

Convergent validity seeks to establish the validity of connections between indicators and their latent constructs or variables. In this research, a loading factor threshold of ≥0.70 will be employed. The findings for the loading factor values in this investigation are as follows.

Based on the results of the study, convergent validity testing can be seen that all indicators have met the assessment criteria of convergent validity worth > 0.7. The highest score is 0.854 on the CS1 indicator, which is "I feel satisfied when I buy organic vegetables." The results of this loading factor show that each indicator has high validity against all indicators in each construct. The amount of correlation between the indicator and its latent variable has a high value so that data testing can proceed to the next stage. The results of the loading factor measurement can be seen in Figure 1.

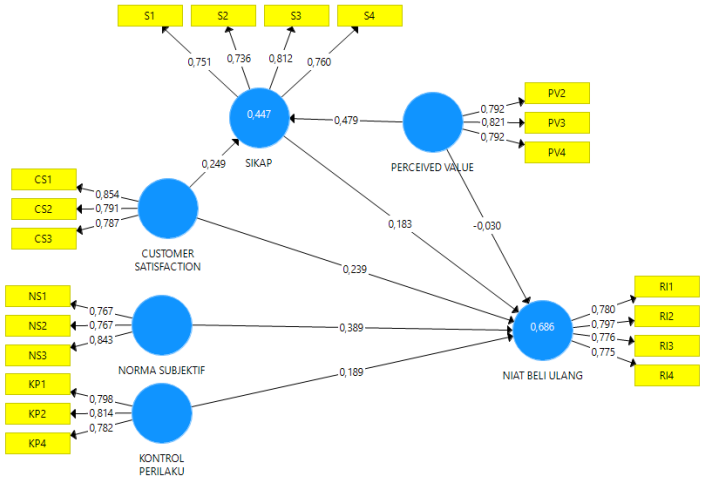

Figure 1. PLS Modeling Path Diagram

The criteria for evaluating convergent validity consist of examining AVE (Average Variance Extracted) and Communality scores, both of which should be ≥0.5. AVE represents the average percentage of variance extracted from a group of latent variables, calculated by loading standardized indicators during the algorithm iteration process in PLS. The AVE value in this research is provided below.

Table 9. Average Variance Extracted (AVE) Value

Variable	AVE	Information
Attitude	0.586	Valid
Subjective Norms	0.629	Valid
Perception of Behavioral Control	0.637	Valid
Perceived Value	0.643	Valid
Customer Satisfaction	0.658	Valid
Repurchase Intent	0.612	Valid

Source: Primary Data Analysis, 2023

Based on Table 21, all variables in this study are said to be valid because they have an Average Variance Extracted (AVE) value of > 0.5. The highest AVE value is 0.658 in the Customer Satisfaction construct, while the lowest AVE value is 0.586 in the attitude construct. Other constructs, such as Subjective Norm, Perceived Behavioral Control, Perceived Value, and Repurchase Intent, had AVE values of 0.629, 0.637, 0.643, and 0.612, respectively. These results show that all variables are able to explain the diversity of all indicators.

b. Discriminant Validity

In accordance with Abdillah and Hartono (2015), the Discriminant Validity test involves assessing the cross-loading score. If the correlation between a construct and its measurement item surpasses that with items from other constructs, it indicates that the latent construct more effectively predicts the size of its block compared to other blocks.

The study results reveal that the cross-loading value for each construct against its latent variable exceeds the correlation value between the latent variable and other constructs. All indicators demonstrate a high value concerning their respective latent variables. This high discriminant validity in the indicators indicates a well-fitted model.

c. Composite Reliability and Cronbach's Alpha

The assessment of an instrument's reliability within the outer model is determined by examining both the composite reliability and Cronbach's alpha values. As outlined by Ghozali (2008), composite reliability serves as a component used to assess the reliability of indicators on a variable. A variable is considered to meet composite reliability standards if its composite reliability value is > 0.6. The reliability examination through composite reliability is reinforced by considering the value of Cronbach's alpha. A variable is considered reliable or deemed to satisfy Cronbach's alpha if its Cronbach's alpha value is > 0.7. The outcomes of Composite Reliability and Cronbach's Alpha are presented in the table.

Table 10. Value Composite Realiability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha	Information
Attitude	0,852	0,742	Reliable

Subjective Norms	0,840	0,716	Reliable
Perception of Behavioral Control	0,863	0,790	Reliable
Perceived Value	0,836	0,710	Reliable
Customer Satisfaction	0,844	0,722	Reliable
Repurchase Intent	0,850	0,765	Reliable

Source: Primary Data Analysis, 2023

Based on table 10, it shows each variable has met the model assessment criteria with Composite Realiability and Cronbach's Alpha values > 0.7. All variables in this study are reliable. This indicates that all variables have given the correct answer.

2) Structural Model Evaluation (Inner Model)

According to Ghozali and Latan (2015), structural model testing is carried out by looking at the relationship between constructs. The relationship between constructs is to look at the significant value and R-square value for each independent latent variable as the predictive force of the structural model. Changes in the R-square value can be used to assess the effect of a particular exogenous latent variable on whether the independent variable has a substantive influence. R-square values have criteria of 0.67 (strong), 0.33 (moderate), and 0.19 (weak). Here are the results of the R-square value in this study.

Table 11. R-square value

Dependent Variables	R-square	R-square Adjusted	Category
Attitude	0,686	0,674	Strong
Repurchase Value	0,447	0,438	Moderate

Source: Primary Data Analysis, 2023

Table 11 shows an R-square construct of Attitude of 0.686 and Repurchase Intent of 0.447. This shows that perceived value and customer satisfaction are able to explain the attitude construct by 68.6%. In comparison, the remaining 31.4% is explained by other variables outside the model, such as product quality and product price. The construct of repurchase intent can be seen in that attitudes, subjective norms, behavioral control perspectives, perceived value, and customer satisfaction are able to explain the construct of repurchase intention by 44.7%. In comparison, the remaining 55.3% are explained by other variables outside the model, such as healthy lifestyle patterns. After knowing the R-square value, it is necessary to do Q-square testing, which aims to show how well the model produces the observation value. The calculation of Q-Square is done by the formula: Q2 = 1 – (1 – R1 2) (1 – R2 2) ... (1- Rp 2) where R1 2, R2 2 ... Rp 2 is the R-square of the endogenous variable in the equation model.

Table 12. Q-square value

Dependent Variables	Q-square	Category
Attitude	0,392	Has predictive relevance
Repurchase Intent	0,253	Has predictive relevance

Source: Primary Data Analysis, 2023

Table 12 shows the results of calculating the Q-square value on repurchase attitudes and intentions of 0.329 and 0.253. It is known that the model has a high

predictive relevance, the Q-square value > 0. The observation value produced by the model and the estimation of its parameters are considered good.

3) Hypothesis Test Results

Hypothesis testing using smartPLS 3.0 software is carried out with statistical tests on each path and significant results from parameter coefficients calculated by the boothstrapping method. The criteria for hypothesis testing are at a significance level of 5% p-value ≤ 0.05. If the p-value ≤ alpha (α), then the hypothesis is accepted. Meanwhile, if the p-value ≥ alpha (α), then the hypothesis is rejected. The results of boothstrapping testing in this study can be seen in table 26.

Table 13. Results of Hypothesis Test with Boothstrapping Method

		Original Sample	T-statistics	p-value	information
H1	Repurchase Intent >	0,183	2,820	0,005	Accepted
H2	Subjective Norms -> Repurchase Intent	0,389	5,078	0	Accepted
H3	Behavioral Control Perception -> Repurchase Intent	0,189	2,454	0,014	Accepted
H4a	Perceived Value - > Repurchase Intent	-0,030	0,384	0,701	**Rejected**
H4b	Perceived Value -> Attitude	0,479	5,002	0	Accepted
H5a	Customer Satisfaction -> Repurchase Intent	0,239	2,704	0,007	Accepted
H5b	Customer Satisfaction-> Attitude	0,249	2,654	0,008	Accepted

Source: Primary Data Analysis, 2023

Based on table 26, it can be seen that there is one hypothesis in this study rejected because the original sample value is negative, the t-statistics value < 1.96 and the p-value > 0.05. The results of hypothesis testing based on Bootstrapping can be explained as follows:

a) The Influence of Attitudes on the Intention to Repurchase Organic Vegetables in Surakarta City

Based on the analysis results, it is known that the p-value influences 0.005 where the value is < α (0.05), so **hypothesis 1 is accepted**. Based on H1 t-statistics of 2,820, attitudes positively influence repurchase intentions. The higher the respondent's attitude towards organic vegetable consumption, it will encourage the repurchase of organic vegetables.

The results of this study are in line with research conducted by Miguel et al. (2020), Radulescu et al. (2021), and Pitaloka et al. (2022). That attitude positively affects a person's intent to repurchase. Consumer attitudes have a positive influence on the intention to repurchase organic vegetables. Consumers have a good attitude towards the

intention of repurchasing organic vegetables, because of the attitude of consumers who prefer to eat healthy, safe and nutritious foods for a healthier lifestyle.

Based on these results, respondents assessed that eating and buying organic vegetables provides good benefits for health. Respondents' attitudes towards purchasing organic vegetables are positive so respondents believe in buying and eating organic vegetables for family health. A positive attitude will affect the repurchase intention of organic vegetable consumers in Surakarta City.

b) The Effect of Subjective Norms on the Intention to Repurchase Organic Vegetables in Surakarta City

Based on the analysis results, it is known that the p-value has an influence of 0 where the value is < α (0.05), so **hypothesis 2 is accepted**. Based on H2 t-statistics of 5.708 shows that subjective norms have a positive influence on repurchase intentions. The more positive the influence of other people or colleagues who are considered important by respondents in eating organic vegetables, the higher the intention to repurchase organic vegetables.

The results of this study are in line with the research of Pramana et al (2023), which shows subjective norms have a positive and significant effect on purchase intent. Wong and Aini's research in Saputra (2023) the influence of subjective norms occurs because others influence it. Organic vegetables have good benefits for consumer health. The content of organic vegetables that are higher in nutrients and safer than non-organic vegetables can increase the possibility of consumers having the intention to repurchase organic vegetables.

Based on these results, respondents assessed that environmental factors such as family, friends, or people considered important by respondents will influence respondents to have the intention to repurchase organic vegetables. Positive subjective norms can influence the intention to repurchase organic vegetables in Surakarta City.

c) The Effect of Behavioral Control Perception on the Intention to Repurchase Organic Vegetables in Surakarta City

Based on the results of the analysis, it is known that the p-value influences 0.014 where the value is < α (0.05), so **hypothesis 3 is accepted**. Based on H3 t-statistics of 2.454, it shows that the perception of behavioral control has a positive influence on repurchase intent. The more positive the perception of respondents' behavioral control, the higher the intention to repurchase organic vegetables. The results of research by Kazemi et al. (2013), C et al. (2021), and Xin Qi et al. (2019), are in line with this study, behavioral control perceptions have a positive effect on repurchase intentions. Behavioral control perception refers to the level of confidence, ability and performance to do something. This perception of behavioral control gives consumers the experience of buying something that will repeat and do the same thing with what they have or not.

Based on these results, respondents have a good knowledge of the benefits of organic vegetables and have the resources and time to buy organic vegetables. Respondents think that eating organic vegetables feels healthier. Respondents also felt able to influence others to buy organic vegetables.

d) The Effect of Perceived Value on the Intention to Repurchase Organic Vegetables in Surakarta City

Based on the results of the analysis, it is known that the p-value influences 0.701 where the value is < α (0.05), so hypothesis **4a is rejected**. Based on H4a, t-statistics of -0.030 show that perceived value negatively affects repurchase intent. This shows that perceived value does not significantly affect repurchase intent.

The research results align with Hume, and Sullivan Mort in Yurika (2021) perceived value on repurchase intentions does not have a significant effect. The better the product's perceived value, the greater the consumer intends to buy again. Consumers have the perception to choose to rebuy again or not.

Based on these results, the perception of value will not always make consumers intend to re-buy products because not all supermarkets or modern markets in Surakarta City provide organic vegetables, so it will affect the perception of consumer value in rebuying or not organic vegetables in Surakarta City. Based on this research, consumers buy organic vegetables in modern markets or supermarkets that provide organic vegetables.

e) The Effect of Perceived Value on Attitude

Based on the analysis results, it is known that the p-value influences 0 where the value is > α (0.05), so hypothesis **4b is accepted**. The value of t-statistics H4a is 5.002, where the value < 1.96. The data above shows that perceived value has a positive effect on attitudes. This shows that perceived value has a significant influence on attitudes.

This study's results align with Dewi et al. (2022), who show that perceived value has a positive and significant effect on attitudes. Santoso's research (2018) indicates that the better the value consumers feel, the higher the consumer attitude toward a product. Consumers, when buying, feel value first, then behave and decide whether to buy or not for a product that feels in accordance with consumer desires (Pang, 2021).

In this study, respondents are known to think that eating organic vegetables will make the body healthier and enjoy when eating organic vegetables. Consumers will repeat the purchase of organic vegetable products because consumers feel the benefits of organic vegetables have a good impact on the body. The higher the value consumers feel towards organic vegetables, the greater the intention to repurchase organic vegetable products again.

f) The Effect of Customer Satisfaction on the Intention to Repurchase Organic Vegetables in Surakarta City

Based on the analysis results, it is known that the p-value influences 0.007 where the value is < α (0.05), so hypothesis **5a is accepted**. Based on H5a t-statistics of 2,747, it shows that customer satisfaction positively affects repeat purchase intentions. The higher the level of consumer satisfaction when eating organic vegetables, the higher the consumers for the intention to repurchase vegetables in Surakarta City.

The results of research that are in line with Poan and Bima (2023) have a significant relationship between customer satisfaction and repurchase intent. This shows that customer satisfaction is significant and has an influence on the intention to repurchase a product. This research is similar to research conducted by Hong, (2018), which explains that there is real support for customer satisfaction, which has a significant influence on repurchase intentions. Customers tend to repeat to buy products if the customer feels satisfied. The level of satisfaction a customer feels determines the strength of the customer's intent to buy back. The results of this analysis are also in line with research

conducted by Anhar (2018) obtained a positive and significant relationship between customer satisfaction and repurchase intent, which means that there is a significant influence between customer satisfaction and intention to buy back.

Based on these results, respondents were satisfied when buying organic vegetables. Respondents stated that organic vegetable products in supermarkets or modern markets in Surakarta City are fresh, hygienic and of guaranteed quality. Respondents' satisfaction determines whether to buy organic vegetables in Surakarta City or not to buy them again.

g) The Influence of Customer Satisfaction on Attitudes in Buying Organic Vegetables in Surakarta City

Based on the results of the analysis, it is known that the p-value influences 0.008 where the value is < α (0.05), so hypothesis 5b is accepted. Based on the H5b t-statistics of 2.654, customer satisfaction has a positive effect on attitude. The higher the level of consumer satisfaction in buying organic vegetables, the greater the consumer attitude toward vegetables in Surakarta City.

The results of the research that are in line with Lesnussa and Montgomery (2023) customer satisfaction has a positive effect on attitudes. This shows that the response is satisfied with consumer attitudes toward purchasing organic vegetables in Surakarta City. Customer satisfaction will affect a person's attitude towards a product, whether or not they make a purchase.

CONCLUSION

Based on the results of the analysis, it can be concluded that this study shows some significant findings. First, attitudes, subjective norms, perceptions of behavioral control, and customer satisfaction positively influence the intention to repurchase organic vegetables in Surakarta City. However, it was found that perceived value did not significantly affect repurchase intent. Furthermore, second, perceived value and customer satisfaction turned out to have a positive influence on consumer attitudes toward buying organic vegetables in Surakarta City. The findings provide a more comprehensive picture of the factors influencing consumer behavior related to purchasing organic vegetables in the region.

REFERENCES

Abdillah, W., & Hartono, J. (2015). Partial least square (PLS) Alternatif structural equation modeling (SEM) dalam penelitian bisnis. *Yogyakarta: Penerbit Andi*, *22*, 103–150.

Abdullah, M. (2015). *Metode penelitian kuantitatif*. Aswaja pressindo.

Anhar, E. F. (2018). Pengaruh Service Quality terhadap Repurchase Intention dengan Customer Satisfaction sebagai Variabel Mediasi pada Maskapai Penerbangan Citilink (Studi Pada Mahasiswa/I S1 Universitas Brawijaya Malang). *Jurnal Ilmiah Mahasiswa FEB*, *6*(2).

Asandimitra, N., Narsa, I. M., Irwanto, A., & Ishartanto, H. (2021). The effect of money attitude, subjective norm, perceived behavioural control, and perceived risk on millennial's saving intention. *BISMA (Bisnis Dan Manajemen)*, *14*(1), 1–14.

Canova, L., Bobbio, A., & Manganelli, A. M. (2020). Buying organic food products: the role of trust in the theory of planned behavior. *Frontiers in Psychology*, *11*, 575820.

Dewi, S. A. C., & Hidayat, A. (2022). PENGARUH PERCEIVED VALUE TERHADAP EWOM ENGAGEMENT DENGAN SIKAP DAN KEPUASAN KONSUMEN SEBAGAI MEDIASI KETIKA BERBELANJA MELALUI SHOPEE. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, *1*(2), 250–260.

Ghozali, I. (2008). *Structural equation modeling: Metode alternatif dengan partial least square (pls)*. Badan Penerbit Universitas Diponegoro.

Ghozali, I., & Latan, H. (2015). Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris. *Semarang: Badan Penerbit UNDIP*.

Hong, C., & Slevitch, L. (2018). Determinants of customer satisfaction and willingness to use self-service kiosks in the hotel industry. *Journal of Tourism & Hospitality*, *7*(5), 1–7.

Iswahyudi, K., Prayuginingsih, H., Hadi, S., & Muliasari, R. M. (2020). vegetaBLe consUmer Behavior in marKet area of JemBer city. *Business Review and Case Studies*, *1*(2), 84.

Kazemi, A., Abadi, H. R. D., & Kabiry, N. (2013). Analyzing the effect of customer equity on repurchase intentions. *International Journal of Academic Research in Business and Social Sciences*, *3*(6), 78.

Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran edisi 12 Jilid 1 & 2. Jakarta: PT. Indeks*. Purchasing.

Kusumastuti, A. (2020). *Metode Penelitian Kuantitatif-Adhi Kusumastuti*.

Lesnussa, J. U., & Warbal, M. (2023). Pengaruh Sikap dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan. *PUBLIC POLICY (Jurnal Aplikasi Kebijakan Publik & Bisnis)*, *4*(1), 31–46.

Pang, H. (2021). Identifying associations between mobile social media users' perceived values, attitude, satisfaction, and eWOM engagement: The moderating role of affective factors. *Telematics and Informatics*, *59*, 101561.

Pangestu, F., & Rahajeng, D. K. (2020). The effect of power distance, moral intensity, and professional commitment on whistleblowing decisions. *Journal of Indonesian Economy and Business: JIEB.*, *35*(2), 144–162.

Pitaloka, A. D., & Ali, M. M. (2022). Faktor-faktor yang Memengaruhi Niat Beli Ulang Sayuran Melalui Platform E-Commerce di Jabodetabek. *Jurnal Aplikasi Bisnis Dan Manajemen (JABM)*, *8*(1), 314.

Pramana, M. Z. R., Winarno, S. T., & Amir, I. T. (2023). Analisis Perilaku Konsumen dalam Keputusan Pembelian Sayuran Melalui Pendekatan Theory of Planned Behavior (Studi Kasus di Pasar Modern Cirtaland, Surabaya). *Jurnal Ilmiah Universitas Batanghari Jambi*, *23*(1), 86–98.

Qi, X., & Ploeger, A. (2019). Explaining consumers' intentions towards purchasing green food in Qingdao, China: The amendment and extension of the theory of planned behavior. *Appetite*, *133*, 414–422.

Rahimah, D. S. (2018). *Berkebun Organik Buah & Sayur*. Penebar Swadaya Grup.

Ramadhan, M., Prasettia, S., Ulfa, J., Saputra, R. Y., & Kusumah, F. H. (2023). Analysis of Biogas Yield From Organic Waste (Vegetables, Cassava Peels And Banana Leaves). *Jurnal Energi Dan Ketenagalistrikan*, *1*(2), 186–191.

Santoso, B. (2018). The Influence of Celebrity Endorsement in Social Media on Purchase Decision Through Perceived Value and Customer Attitude as Intervening Variabel in Souvenir Product in Surabaya. *Petra Business and Management Review*, *4*(2).

Suanda, I. W., Widnyana, I. K., Defiani, R. I., Kawuri, R., Proborini, M. W., & Adriani, A. N. P. (2020). *PERTANIAN BERKELANJUTAN SEBUAH PENDEKATAN KONSEP DAN PRAKTIS*.

Sugiyono, P. D. (2014). Metode Penelitian Kombinasi (Mixed Methods)(Sutopo. *Alfabeta, CV*.

Sugiyono (2016). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Alfabeta, CV.

Tifferet, S., & Herstein, R. (2012). Gender differences in brand commitment, impulse buying, and hedonic consumption. *Journal of Product & Brand Management*, *21*(3), 176–182.

Tuhumury, M. T. F., & Parera, W. B. (2019). Tingkat Kepuasan Konsumen Terhadap Atribut Produk Sayuran Segar Lokal Dan Impor Di Pasar Modern Kota Ambon. *Agrilan: Jurnal Agribisnis Kepulauan*, *7*(3), 278–297.

Wihardjo, R. S. D., & Rahmayanti, H. (2021). *Pendidikan Lingkungan Hidup*. Penerbit NEM.

Wijaya, A. (2019). *Metode penelitian menggunakan smart PLS 03*.

Yurika, L. (2021). *Pengaruh Persepsi Nilai, Kualitas Produk, Persepsi Harga Dan Kepercayaan Konsumen Terhadap Niat Membeli Ulang: Studi Kasus Konsumen Pembalut Wanita*.