

**ANALYSIS INFLUENCE OF CONSUMER BEHAVIOR TO PURCHASE
ORGANIC FOODS IN JAKARTA**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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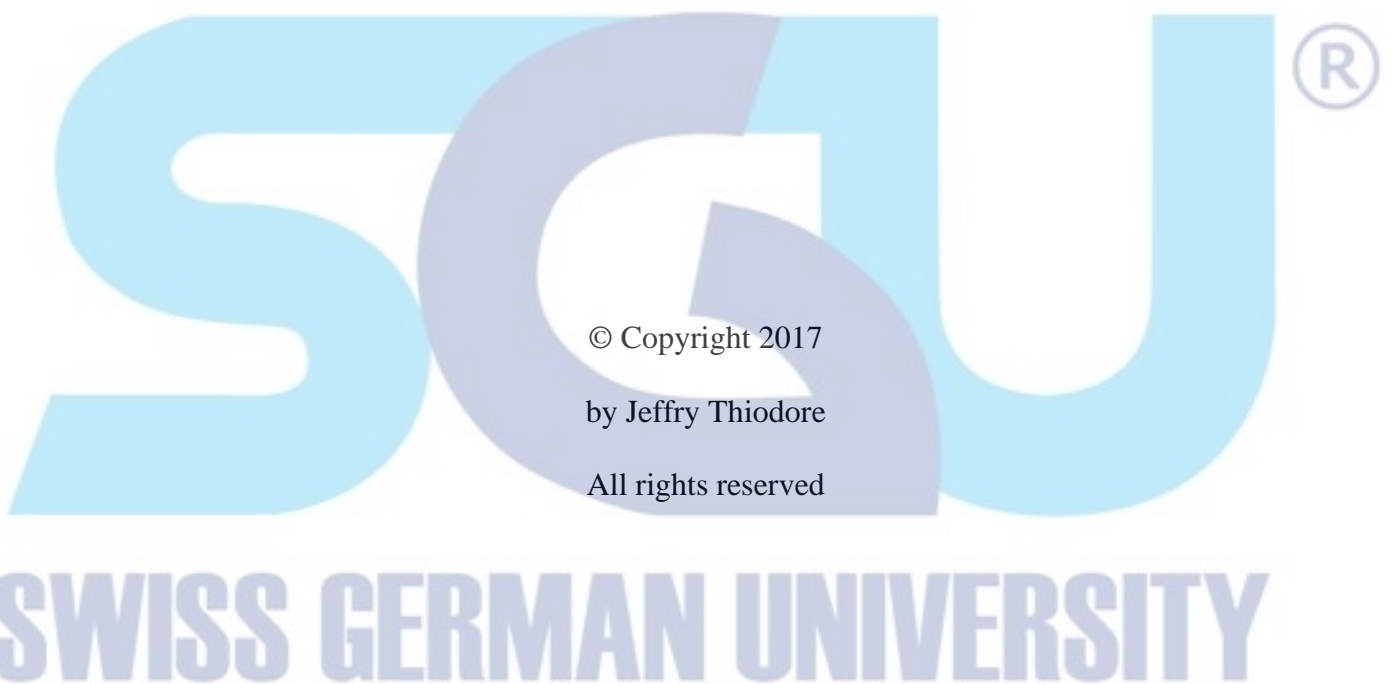
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The research aims to prove there is positive correlation among theory of planned behavior variables and finally give suggestions to the organic food producers based on finding in this research to create and formulate a preferable marketing strategy, achieve better sales performance and to support organic food growth in Jakarta.

A survey was conducted during June, 12th 2017 to July 3rd 2017. A sample of 400 respondents was distributed to citizen who stay in Jakarta area and know about organic food. The data was analysed using Structural Equation Model (SEM) and descriptive analysis to see the features of data collected and their relationship on attitudes, subjective norms, perceived behavioural control to intention as mediator to purchase decision of organic foods in Jakarta.

The SEM results of this study show that attitudes and perceived behavioural control have influence to intention, which perceived behavioural control has “strong” correlation. While, the subjective norms has not influence to the intention. As mediator variable, the intention has shown a “very strong” correlation to purchase decision on purchasing organic foods.

Keywords: Consumer behavior, Theory of planned behavior, Attitude, Subjective norm, Perceive control behavior, Intention, Purchase decision



DEDICATION

I dedicate this thesis to my parents, Sukiman, SH and Sumiati Widjaja together with my lovely siblings, Jacky Thiodore, M.Arch and Jesica Thiodore who always there to support, motivate and give encouragement for me during my study. Also, do hope this thesis will become inspiration for my future family members.



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