

ABSTRAK

Kesadaran konsumen terhadap pengkonsumsian produk-produk yang sehat semakin tinggi. Keasadaran konsumen tersebut menyebabkan konsumen tertarik terhadap produk-produk organik. Produk organik adalah produk yang dalam pemprosesannya tidak menggunakan bahan kimia. Produk organik dinilai memiliki kegunaan lebih tinggi dari non organik, tetapi di sisi lainnya produk organik dijual dengan harga lebih tinggi. Tujuan penelitian ini adalah menjelaskan pengaruh berbagai variabel terhadap minat pembelian produk organik. Rancangan penelitian adalah penelitian yang bersifat kausal (sebab – akibat). Variabel penelitian meliputi variabel bebas dan variabel terikat. Variabel bebas penelitian adalah: awareness of green product (X_1), quality (X_2), social image (X_3), uniqueness (X_4), dan corporate social responsibility (X_5). Sedangkan variabel terikat meliputi: willingness to pay a price premium (Y_1), dan purchase intention (Y_2). Penelitian ini menggunakan sumber data primer dengan kuesioner sebagai metode pengumpulan data. Jumlah sampel penelitian sebanyak 100 sampel. Teknik analisis data menggunakan analisis jalur (*path analysis*) dengan kasus penelitian yang kompleks. Temuan penelitian ini menunjukkan bahwa *awareness of green product* terbukti berpengaruh signifikan terhadap *willingness to pay a price premium*, *quality* terbukti berpengaruh signifikan terhadap *willingness to pay a price premium*, *social image* terbukti berpengaruh signifikan terhadap *willingness to pay a price premium*, *uniqueness* tidak terbukti berpengaruh signifikan terhadap *willingness to pay a price premium*. CSR tidak terbukti berpengaruh signifikan terhadap *willingness to pay a price premium*. *Willingness to pay a price premium* terbukti berpengaruh signifikan terhadap *purchase intention*.

Kata Kunci: Produk Organik, *Awareness of Green Product*, *Quality*, *Social Image*, *Willingness to Pay a Price Premium*, *Purchase Intention*.

ABSTRACT

The consumer's awareness to consume healthy product increasingly. The awareness of consumer cause the consumer interesting to consume organics product. Organics product refer to the product without using chemical to produces it. The organics product more usefulness than non organics products, but the organics product is sold with higher price than non organics product. So, this research is to identify the variables which influence to purchase intention for organics product. The research type is causal relation research. Research variables are: awareness of green product (X_1), quality (X_2), social image (X_3), uniqueness (X_4), and corporate social responsibility (X_5) as independent variables. The dependent variable are: willingness to pay a price premium (Y_1), and purchase intention (Y_2). This research using primary data which collected by questionnaire. The number of samples are 100 samples. Data analysis technique using path analysis with complex research cases. The research showing that: awareness of green product influence to willingness to pay a price premium, quality influence to willingness to pay a price premium, social image influence to willingness to pay a price premium, uniqueness not influence to willingness to pay a price premium. CSR not influence to willingness to pay a price premium. Willingness to pay a price premium influence to purchase intention.

Keywords: *Organics Product, Awareness of Green Product, Quality, Social Image, Willingness to Pay a Price Premium, Purchase Intention.*

The logo consists of the word "UWIKA" in a bold, sans-serif font. The letters are light gray and appear to be floating or attached to a thin vertical stem that extends downwards. The background behind the letters is a large, semi-transparent yellow circle.