

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *past consumption, attitude, environmental concern dan personal norms* terhadap *buying intentions* konsumen makanan organik di Surabaya. Jenis Penelitian ini adalah *basic business research* menggunakan pendekatan kuantitatif dengan analisis data berupa SEM (*Structural Equation Model*). Pengolahan data pada penelitian ini menggunakan program IBM SPSS Statistic 25 dan AMOS 22.0 *for windows* yang digunakan untuk pengujian *Measurement Model (Outer Model)* dan *Structural Model (Inner Model)*. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jumlah sampel 200 responden berusia minimal 19 tahun dan pernah mengonsumsi makanan maupun minuman organik di Surabaya dalam 3 bulan terakhir.

Hasil penelitian ini menunjukkan bahwa *past organic food consumption* memiliki pengaruh positif terhadap *attitude toward organic food consumption, past organic food consumption* dan *environmental concern* memiliki pengaruh positif terhadap *personal norms, attitude toward organic food consumption* dan *past organic food consumption* memiliki pengaruh positif terhadap *organic food buying intentions* konsumen makanan organik di Surabaya. Sedangkan *personal norms* berpengaruh negatif signifikan terhadap *organic food buying intentions* makanan organik di Surabaya.

Kata kunci : *past consumption, attitude, environmental concern, personal norms, buying intention*

## **ABSTRACT**

*This research aims to determine the influence past consumption, attitude, environmental concern and personal norms on buying intention of organic food in Surabaya. This type of research is a basic business research using a quantitative approach with data analysis in the form of SEM (the structure of the model equation). Data processing in this study used IBM SPSS Statistic 25 and AMOS 22.0 for Windows used to test the measuring model (outer model) and structural model (inner model). Sampling techniques used are non-probability sampling with samples of 200 respondents aged at least 19 years old who have consumed organic food product in the last 3 months.*

*The results of this study show that past organic food consumption have a positive influence on attitude toward organic food consumption. Past organic food consumption and environmental concern have a positive influence on personal norms. Attitude toward organic food consumption and past organic food consumption have a positive influence on customer of organic food buying intentions in Surabaya. While the personal norms has no effect on organic food buying intentions in Surabaya.*

**Keywords : past consumption, attitude, environmental concern, personal norms, buying intention**