

PERCEIVED VALUE, TRUST DAN PURCHASE INTENTION
MAKANAN ORGANIK DI SURABAYA

Anastasia Julia Tusiyanto

Program Studi Manajemen

Christina Rahardja, S.E., M.M., CPM (Asia)

Dra.ec. Indarini, M.M., CPM (Asia)

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *Social Value*, *Economic Value*, dan *Trust* terhadap *Purchase Intention* pada makanan organik di Surabaya. Penelitian ini adalah penelitian kuantitatif dengan responden sebanyak 152 responden valid di Surabaya. Terdapat 6 variabel dalam penelitian ini, yaitu *Functional Value* (VPERC), *Economic Value* (VPERC), *Emotional Value* (VPERC), *Social Value* (VPERC), *Trust* (CONF), dan *Purchase Intention* (INT). Hasil penelitian menunjukkan bahwa *Social Value*, *Economic Value*, dan *Trust* berpengaruh secara positif terhadap *Purchase Intention*.

Kata kunci : *Social Value*, *Economic Value*, *Trust*, *Purchase Intention*

*PERCEIVED VALUE, TRUST AND PURCHASE INTENTION
ORGANIC FOOD IN SURABAYA*

Anastasia Julia Tusiyanto

Program Studi Manajemen

Christina Rahardja, S.E., M.M., CPM (Asia)

Dra.ec. Indarini, M.M., CPM (Asia)

ABSTRACT

The purpose of this study was to determine the effect of Social Value, Economic Value, and Trust on Purchase Intention on organic food in Surabaya. This research is a quantitative study with 152 respondents valid in Surabaya. There are 6 variables in this study, namely Functional Value (VPERC), Economic Value (VPERC), Emotional Value (VPERC), Social Value (VPERC), Trust (CONF), and Purchase Intention (INT). The results showed that Social Value, Economic Value, and Trust had a positive effect on Purchase Intention.

Keywords: *Social Value, Economic Value, Trust, Purchase Intention*