

PENGARUH *PERCEIVED VALUE* DAN *TRUST* TERHADAP *PURCHASE INTENTION* MAKANAN ORGANIK
DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk memahami faktor-faktor yang mempengaruhi niat pembelian makanan organik di Surabaya. Objek yang digunakan dalam penelitian ini adalah produk makanan organik di Surabaya. Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling (SEM)* dengan *software AMOS 22.0*. Sebanyak 195 data primer diperoleh dari responden sekaligus konsumen makanan organik di Surabaya. Hasil penelitian ini menunjukkan adanya pengaruh positif dan signifikan *functional value* terhadap *trust*, *social value* terhadap *purchase intention*, *social value* terhadap *purchase intention*, *emotional value* terhadap *purchase intention*, *economic value* terhadap *purchase intention*. Sedangkan terdapat hubungan yang tidak signifikan *trust* terhadap *purchase intention*, *functional value* terhadap *purchase intention*, *social value* terhadap *trust*, *economic value* dengan *trust*.

Kata kunci : Makanan organik, *Perceived value*, *Trust*, *Purchase intention*

*THE EFFECT OF PERCEIVED VALUE AND TRUST
ON ORGANIC FOOD PURCHASE INTENTION
IN SURABAYA*

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ABSTRACT

This study aims to understand the factors that influence the intention to buy organic food in Surabaya. The object used in this study is organic food products in Surabaya. Data processing is carried out using Structural Equation Modeling (SEM) with AMOS 22.0 software. A total of 195 primary data were obtained from respondents as well as consumers of organic food in Surabaya. The results of this study show a positive and significant influence of functional value on trust, social value on purchase intention, social value on purchase intention, emotional value on purchase intention, economic value on purchase intention. Meanwhile, there is an insignificant relationship between trust and purchase intention, functional value to purchase intention, social value to trust, economic value to trust.

Keywords : Organic food, Perceived value, Trust, Purchase intention