Consumer Purchase Intention Using Recent Action Theory, Social value, and Emotional Value Toward Purchasing Healthy Foods in Pekanbaru and Yogyakarta

A Thesis

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DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas, or expressions without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanctions complying with determined regulation or its consequences.

Yogyakarta, 10 March 2023

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CONSUMER PURCHASE INTENTION USING RECENT ACTION THEORY, SOCIAL VALUE, AND EMOTIONAL VALUE TOWARD PURCHASING HEALTHY FOODS IN PEKANBARU AND YOGYAKARTA

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ABSTRACT

The goal of this study is to do research on healthy foods utilizing the theory of reasoned action and including factors such as social and emotional value. The purpose of this study is to determine whether there is a positive relationship between social values attitude and subjective norms, emotional values toward subjective norms and attitude, attitude toward buy intention, and subjective norms toward purchase intention. The AMOS SEM program is used in data processing to find findings from the data.

ABSTRAK

Tujuan dari penelitian ini adalah untuk melakukan penelitian tentang makanan sehat dengan menggunakan teori tindakan beralasan dan memasukkan faktor-faktor seperti nilai sosial dan emosional. Tujuan dari penelitian ini adalah untuk mengetahui apakah terdapat hubungan positif antara nilai sosial sikap dan norma subjektif, nilai emosional terhadap norma dan sikap subjektif, sikap terhadap niat beli, dan norma subjektif terhadap niat beli. Program AMOS SEM digunakan dalam pengolahan data untuk menemukan temuan dari data tersebut.

PROLOGUE

Assalamu'alaikum Warahmatullahi Wabarakatuh

Alhamdulillahirabbil'alamin

All praise and thanks to the authors for the presence of Allah SWT who has given His grace, mercy, grace, and guidance, so that the writer can complete this final research assignment well. Shalawat and greetings are always bestowed on the Prophet Muhammad SAW, whose the Syafa'at we look forward to in the hereafter. The final project research entitled "Consumer Purchase Intention Using Recent Action Theory, Social Value, and Emotional Value Toward Purchasing of Healthy Foods", was compiled with the aim of fulfilling one of the requirements in completing the Undergraduate Education Program (S-1) Management Study Program, Faculty of Business and Economics, Universitas Islam Indonesia.

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Author,

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CHAPTER I

INTRODUCTION

1.1 Background

The effects of rapid population growth affect the role of food consumption, which can contribute to serious environmental problems. Reich et al. (2013) identified climate change, water pollution, water scarcity and soil degradation, water eutrophication, and soil loss as issues related to food production and consumption.. Food consumption is associated with most of the world's water use and is responsible for generating about one-fifth of greenhouse gas emissions (GHG). With approximately 800 million people worldwide suffering from hunger and food insecurity, lack of access to safe and adequate drinking water remains an urgent problem (Millstone, E. 2003). Furthermore, data shows 1 to 1.5 billion people are overweight, 300 to 500 million of them obese, and an increasing trend in most regions, mainly due to dietary changes towards sugar, animal protein, and trans fats. Biswas & Roy (2015) stated that the pervasive effects are global warming, environmental degradation (soil, air, water), ozone depletion, and life-threatening health hazards. The consumption habits of ordinary households also contribute significantly to the deterioration of Soil Degradation is a direct result of unsustainable consumption by individuals (Chekima et al. 2016).

Indonesia is a country located in Southeast Asia, with the neighboring countries of Australia, Malaysia, Timor Leste, Papua New Guinea, and Singapore.

According to data from the Macro Trends, Indonesia's Gross Domestic Product growth rate in 2021 increased from 3.69% to 5.76% and the world population review shows that Indonesia was the 4th largest population in the world with a total population of 275,501,339 Million. The research conducted by the World Health Organization, Indonesia is the 9th most polluted county. The report from the guardian addresses one of the reasons that the capital of Indonesia needed to be moved to the Island Kalimantan because Jakarta is struggling with a huge environmental crisis. Air quality in the city worsened since post-Covid-19 hence Jakarta has been named the most polluted city in the world on 19 June 2022 (Nelfira, 2022). Moreover, Indonesia`s Capital is also sinking, Areas of North Jakarta were falling an estimated 25cm a year. The city does not pipe in enough drinkable water, so Jakartans rely on wells that extract water from shallow aquifers, leading to the land above it collapsing

According to Minister of Trade Muhammad Lutfi, consumption growth was 5.93%, even better than pre-pandemic, which was 5.02% and 5.18% in the first and second quarters of 2019 respectively (Office of Assistant to Deputy Secretary for State Documents & Translations, 2021). Indonesia is also a country of collectivism – 14% being individualistic and 86% being collectivist. This implies a preference for well-defined social frameworks in which individuals are expected to conform to the ideals of the society or group to which they belong. Since Indonesia is a collectivist country, the author and content advisor agree to use recent action theories to analyze people's behavior toward healthy eating. 68% of people in

Indonesia said they pay more attention to their own health and the health of those close to them (Bona, 2022). Additionally, 40% of the population admitted to taking more nutritional supplements to improve their physical health during the Covid-19 pandemic in recent years.

Society must find alternative ways to consume products and energy that have little or no environmental impact, Previous research has noted that the term "green" has largely been replaced by the terms "environmentally friendly", but all of these terms are environmentally friendly activities (Aschemann et al., 2007; Roberts, 1996). Environmental protection has been an important issue in most parts of the world, as renewable energy is needed in the future in order not to pollute the environment. Customers can prevent the decline of species, including flora and fauna, especially endangered species. These environmentally-conscious consumers or eco-conscious consumers are more likely than others to take environmentally responsible actions (Menozzi et al. 2017, Pipatprapa et al. 2017., Worsley et al. 2015). From this perspective, Chen and Chang (2012) suggested that consumers pay more attention to growing environmental concerns and that their behavior may reflect their attitudes toward environmental protection.

The relationship between green food and healthy food is that the product contains many nutrients that can prevent cardiovascular disease, so it is classified as a healthy food. This is because diet- and lifestyle-related health problems such

as cardiovascular disease and diabetes have been documented in younger people (Navin, 2017).

That is why this research study is conducted to investigate whether social value, and emotional value is positively related to attitude and subjective norms and whether the attitude and subjective norms are positively related to purchase intention . The theory used to analyze is the Theory of Reasoned Action developed by Martin Fishbein and Icek Ajzen in 1967. This theory aims to explain the relationship between attitudes and behavior within human behavior. To put it simply, TRA aims to understand individual voluntary behavior by examining the underlying basic motivation to act.

1.2 Problem Formulation

1. Is social value positively related to attitude toward purchasing green products?
2. Is emotional value positively related to attitude toward purchasing green products?
3. Is social value positively related to subjective norms toward purchasing green products?
4. Is emotional value positively related to subjective norms toward purchasing green products?
5. Is attitude positively related to purchase intention toward green products?

6. are subjective norms positively related to purchase intention toward green products?

1.3 Research Objective

1. To determine whether the social value is positively related to attitude toward purchasing healthy products
2. To determine whether the emotional value is positively related to attitude toward purchasing healthy products
3. To determine whether the social value is positively related to subjective norm toward purchasing healthy products
4. To determine whether the emotional value is positively related to subjective norm toward purchasing healthy products
5. To determine whether subjective norms are positively related to purchase intention
6. To determine whether the attitude is positively related to purchase intention

1.4 Research Contributions

This research provides benefits theoretically and practically. Theoretically, it would make a contribution to the field of management, especially marketing, related to purchase intention. Furthermore, it can be a reference for other researchers to conduct further studies.

Practically, the research findings provide insights into green food products especially in Indonesia in that the products can be developed for other years,

creating new opportunities for companies to retailers, and also creating new variant ingredients for restaurants to gain maximized profits.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Basis

2.1.1 Theory of Reasoned Action

The Theory of Reasoned Action, the modification of the Theory of Planned Behavior, is a cognitive theory that assists psychologists in understanding how people behave in certain settings. This theory suggests that a person's health behavior is determined by their intention to perform the behavior. Human behavioral intentions (behavioral intentions) are predicted by 1) attitudes toward behavior and 2) subjective norms about behavior. Subjective norms are the result of a person's social and perceived control over behavior. In general, positive attitudes and positive subjective norms lead to a greater perception of control, making intention more likely to drive behavioral change.

2.1.2 Theory of Planned Behavior

Human behavior is guided by three types of considerations, according to the theory of planned behavior: beliefs about the likely consequences of the actions (behavioral beliefs), beliefs about the norms and expectations of someone (normative beliefs), and beliefs about the presence of aspects that could further or hinder behavioral performance (control beliefs). Behavioral beliefs provide a positive or negative attitude toward the conduct in the aggregate; normative values produce perceived social pressure or subjective norm; and control beliefs produce

perceived behavioral control, the perceived ease or difficulty of completing the behavior. Subjective norms and perceptions of behavioral control, such as attitudes, are considered to evolve spontaneously and naturally when people acquire normative and control beliefs. In general, the greater the person's intention to achieve the activity in question, the more positive the attitude and subjective norm, and the larger the perceived control.

2.1.3 Previous Research

There have been numerous studies related to green foods. Woo, E & Kim Y. G (2019) investigated consumer attitudes and buying behavior for green food products. From the aspect of green perceived value (GPV), the variable of this research used functional value, conditional value, social value, emotional value, attitude, and purchase intention. The data collection was conducted by using confirmatory factor analysis and structural equation model (SEM) using AMOS as a statistical tool.

Nguyen et al (2019) investigated organic food purchases in an emerging market: the influence of consumer factors and green marketing practices of food stores. The proposed research model was an environmental concern, food safety concern, health consciousness, organic food knowledge, attitude toward buying organic food, green marketing, organic food purchase behavior, and price barrier

2.2 Definitions

2.2.1 Social Value

Social integrity refers to mutual behavior among individuals which is not tied to individual beliefs via a selection of products and services and consists of social images, character displays, and social self-concepts (Sweeney and Soutar, 2001; Sangrova and Nayak, 2017). Social value is described as the ability to establish and sustain relationships with other consumers, as well as communicate and engage with them (To et al. 2007 and Dholakia et al. 2004).

Dubey et al (2017) said that scholars had also recently paid many idea to the role of social values and morality in environmental sustainability, theorizing that this subject has been heavily discussed. It is founded on an idea that emphasizes the need of establishing a decent society (Melé Garriga and Melé 2004). The practice of participating in ethically and socially acceptable actions to increase supply chain sustainability is an example of social ethical and moral values. According to Gunasekaran and Spalanzani (2012), performing social values and ethics successfully ensures the well-being and safety of community members and workers.

Academics underline that providing the project team with a "social performing license" is identical to producing social value. The main study of social value has mostly been on measuring social worth (Whitley and Watson 2016). There are also numerous areas of scholarship attempting to develop frameworks

that define what social values (Lord and Cartigny, 2017; Daniel and Pasquire, 2017; Daiel and Pasquire, 2019). As a result, social values are frequently articulated and decreased at some point in order to facilitate performance reporting and socioeconomic effect comparisons (Lord and Cartigny 2017). Others have investigated how social value might be generated using tools such as social appropriation and construction entrepreneurship (Loosemore, 2016 ; Awuzie and McDermott, 2016 ; Renukappa et al., 2016).

Little is known about how societal value evolves across generations, particularly for larger and more complicated mega-projects that take longer to finish (Goldsaw, 2014 ; Flyvbjerg, 2014 ; Zhou and Mi, 2017). Existing research on the social benefit of development has also remained concentrated on modest initiatives requiring new buildings.

As the most current strategy for social value generation, social innovation is gaining the most attention. Social innovation has been defined as "a social challenge that is more effective, efficient, sustainable, or equitable than existing solutions and whose value is largely for society as a whole rather than for individuals"(Phills, Deigmeier, and Miller 2008).

2.2.2 Emotional Value

Emotional value is defined as "perceived utility arising from a surrogate's capacity to generate attention, allow for change, and satisfy a need for knowledge to encourage the purchase of products and services (Sheth et al., 1991; Sweeney

and Soutar, 2001). According to these investigations, specific emotional requirements might be perceived as sensations of relief and pleasure. Emotions are increasingly recognized as a crucial influence at all stages of the purchasing process. The necessity of combining emotive dimension models established to measure perceived value is emphasized by researchers (Hennings et al. 2013).

According to Sheth et al (1991, p 161), emotional value is the perceived usefulness gained from an alternative's ability to elicit feelings or affective states. The emotional worth of an option is based on a profile of sentiments connected with it. In the brand and, more broadly, in the marketing sectors, emotional value is relational and experienced (Mingione et al. 2019). According to Bagozzi et al. (1999) Ding & Tseng (2015), and Holbrook & Hirschman (1982), interactions are a major source of emotional worth (Colgate & Smith 2007).

2.2.3 Subjective Norms

The TPB (Fishbein & Ajzen, 2011) suggests that an individual's desire to engage in physical activity (PA) directly predicts their involvement in the behavior. Three conceptually independent components determine physical activity (PA) intentions: attitudes (approval/evaluation of the actions), subjective norms (perceived social constraints from important individuals to participate in the behaviors), and perceived behavioral control (PBC; perceived control over engaging in the behaviors) (Kim et al, 2019).

Specifically, regarding subjective norms, Ajzan and Fishbein (1980) described subjective norms as the perceived pressure placed by others like neighbors, friends, colleagues, and so on who conduct the behavior of interest and have either a direct or indirect impact on the respondent's behavior. Roca et al (2006) defined subjective norms as "personal perceptions" known to service users and affected by significant persons such as relatives, colleagues, and coworkers. Another definition by Ajzen (2005), a subjective norm is perceived as social pressure to engage in a behavior, based on normative beliefs or individual perceptions of others that are being considered. Thus, people often do not make decisions in isolation. Rather, they tend to seek opinions or recommendations from a trustworthy reference group because the information from unsorted sources can be biased Hasbullah et al. (2016). A subjective norm is a normative influence exerted on individuals by important others such as coworkers, families, and other people to act in a specific way (Ham, Jeger, & Ivkovi, 2015). This perceived impact is based on the idea that people's lives are influenced by significant referents whose opinions encourage them to act in a certain way. Since acknowledging the influence of others is evidence of conformity and action is an essential component of a social group, a subjective norm becomes an important predictor of behavioral intention (Karaiskos et al., 2010). To put it another way, persons' behavioral intentions are thus predicted by subjective norms Fishbein and Ajzen (1975).

2.2.4 Attitudes

Attitudes are defined by Bohner and Dickel (2011) as the judgment of thinking objects. Attitude objects are items, objects, people, groups, and ideas that

people hold in their heads, ranging from the commonplace to the abstract. It encompasses everything. According to Albarracin and Shavitt (2018), attitude change is defined as a shift from one evaluative category to another (e.g., favor to higher favor or disfavor). This movement can occur whenever individuals absorb information in order to create an opinion about something.

Attitudes reflect a person's predisposition to act positively or negatively to particular objects or situations they encounter (Moser, 2015). In line with the goal of better understanding the dynamics of attitudes and behavior, Van Wee et al. (2019) proposed a conceptual model of attitude change. Building on previous work by Eagly and Chaiken (1993), they identified three correlative mechanisms leading to attitude change: cognition, affective, and behavior.

Attitudes are frequently studied in the current social-psychological field adopting a two-dimensional method (Bagozzi and Burnkrant, 1979 and 1985; Crites et al., 1994), implying the presence of cognitive and psychological attitudes. Bagozzi and Burnkrant (1979,1985) defined cognitive attitudes as a person's specific ideas about an issue. The emotional aspect of attitude, on the other hand, explains how much an individual loves or hates an issue. Cognitive and emotional attitudes are influenced by a number of psychological factors.

2.2.5 Purchase Intention

The perceived value refers to the consumers' overall estimate of the utility of the product based on their perspective (Zeithaml, 1988). It exists in the objective consumption of consumers (Steenkamp and Geyskens, 2006). Purchase intentions can be used to try a new distribution channel, assisting managers in determining if

the concept merits further development and determining which geographic regions and customer categories to target through the channel (Morwitz et al. 2007).

2.3 hypothesis development

2.3.1 Social Value to Attitude and Subjective Norms

In this context, Salazar et al. (2012) looked into "herd behavior," a kind of conduct in which people imitate and follow others. It is discovered that herd behavior, a type of social influence that does not entail direct customer connection in the form of information sharing, significantly influences attitudes toward sustainable consumption (Salazar et al., 2013)

Similarly, Aagerup & Nilsson (2016) discovered that social identification is a significant factor in determining green consumption. "The individual's knowledge that he (or she) belongs to particular groups along with some emotional and value importance to him (or her) of the group membership," is how social identity is defined (Tajfel 1972 pp,32). In other words, symbolic and social values have been discovered to be crucial in determining how people feel (attitude) about purchasing environmentally friendly goods (Hoogendam and Bartels, 2011). Two hypotheses are proposed as follows:

H1. Social value is positively related to attitudes toward purchasing healthy products

H3. Social value is positively related to subjective norms toward purchasing healthy products

2.3.2 Emotional Value to Attitude and Subjective Norms

In order to increase customers' trust in a product, customers with positive emotional values will make pleasurable and responsive judgments when making purchases (Suki, 2016). In this case, emotional values significantly and favorably affect attitudes (Choe & Kim, 2019; Rousta & Jamshidi, 2019). In contrast, Rahnama (2017) found different results. Consumer emotions, whether positive or negative, differ between people and situations and have an impact on purchasing decisions. Consumer behavior in the past can predict future feelings and, eventually, purchasing intentions. When consumers choose or use green products instead of conventional ones, they feel pleased, contented, well-being, and pleasure. The result of the research have shown that these emotional values influence people's consumption of organic foods. Prior studies supporting green consumption habits are Wen and Noor (2015), Kanchanapibul et al. (2014), Lin and Huang (2012). Two hypotheses are proposed as follows

H2. Emotional value is positively related to attitudes toward purchasing healthy products

H4. Emotional value is positively related to subjective norms toward purchasing healthy products

2.3.3 Subjective Norms to Purchase Intention

Yadav and Pathak (2017) found that subjective norms had a significant impact on consumers' intentions to buy environmental goods. According to Cook, Kerr, and Moore (2002), purchasing intentions for genetically modified (GM) food were significantly correlated with self-identity, subjective norm, perceived behavioral

control, and attitude. According to Murnaghan et al. (2010), attitude, subjective norms, and perceived behavioral control, all significantly influenced consumers' intention to consume vegetables and fruits. Alam and Sayuti (2011) used TPB to look at Malaysian consumers' intentions to buy halal cuisine. According to the study, attitude, subjective norm, and PBC all significantly predicted Malaysians' propensity to purchase halal food. Graham-Rowe et al. (2015) expected a decrease in food waste among households using the developed theory of planned behaviors. With attitude, subjective norm, perceived behavior control, self-identity, and anticipated regret appearing as important linear predictors, the results showed that the extended model approximated a significant proportion (64%) of the variability of intention. Thus H5 is proposed as follows:

H5. Subjective norms are positively related to purchase intention toward purchasing healthy products

2.3.5 Attitude to Purchase Intention

Spears and Singh (2004) defined buy intentions as "a person's deliberate intent to make an attempt to purchase a brand". According to this definition, a buy intention is a type of planned behavior that will eventually be transformed into an action when a future buying is made. Prior research has revealed that the connection between social consumption ideals and purchase intentions is somewhat mediated by consumer sentiments toward environmentally friendly goods. (Ricci et al., 2012 ; chou et al., 2018)

According to Kumar and Smith (2017), attitudes toward buying local food were significantly predicted by factors including concern for local economies, environmental awareness, and awareness of health. Additionally, it was shown that attitudes toward local cuisine and subjective standards had a considerable impact on local food purchases. Kassem and Lee (2004) discovered that behavioral intention to consume soft drinks was highly influenced by attitude, subjective norm, and perceived behavioral control. As a result, they recommended that parents or instructors should encourage youngsters to drink various types of healthy beverages. Additionally, it was shown that attitudes toward local food and subjective standards had a considerable impact on local food purchases. By utilizing TPB, Sparks, Conner, James, Shepherd, and Povey (2001) tried to explain the food selection behavior of customers residing in England with an emphasis on their intake of meat and chocolate. They discovered that attitudes and subjective norms were effective predictors of behavioral intentions for consuming meat and chocolate.

According to Stefan et al. (2013), Attitudes significantly influenced the desire to prevent food waste, whereas the planning routine negatively impacted the shopping routine. In a study titled Behavior of Household Food Waste in Eurozone Countries, Secondi et al. (2015) likewise found a large and high correlation between attitude and food waste behavior.

Many empirical studies have explored the attitude–intention, and intention–behavior relationships; however, studies exploring ways to minimize or explain these gaps are scarce Hassan et al (2014). Some studies have found that planning has a positive and significant mediational effect only in the intention–behavior relationship (Carrington et al., 2010; Grimmer & Miles, 2016; Hassan et al., 2014). However, research explaining the intention–behavior gap using the full TPB model is lacking to date. The final hypothesis suggest was:

H6. attitudes are positively related to purchase intention toward purchasing healthy products

2.4 Conceptual Frame of the Study

A conceptual framework is utilized to make it easy for readers to understand the connected lines among variables. In this research study, the conceptual framework is as follows. Social values indicate lines towards attitudes and subjective norms, emotional values indicate lines towards attitudes and subjective norms, attitude indicates purchase intention, and for the last variable subjective norms indicate purchase intention

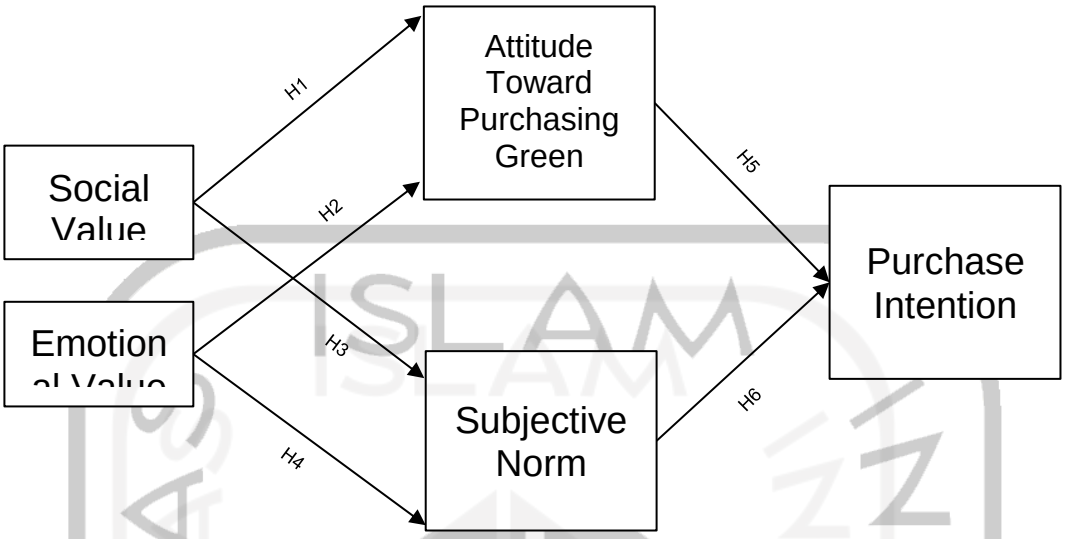

Figure 2.1 Conceptual Framework of the Study

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Location

Questionnaires will be delivered in the Yogyakarta and Pekanbaru regions for this research, to decrease the scope of the researcher and therefore make data gathering easier.

3.2 Populations and Sample

The population in this research study is people living in Yogyakarta and Pekanbaru. From the population, a research population was obtained with the criteria of 20 years old as the minimum age and 50 years old as the maximum age.

In this research, non-probability selection with purposive sampling was used. Purposive sampling is used in this study given that specific criteria are required in the sample that will be chosen in order to solve the research issue and provide a representative value. According to Hair et al. (2010), the minimum amount of samples used in research where the confidence of the population size is unknown can be computed based on five to ten times the studied variable or indicator questions in research. In this research, there were as many as 16 question signs. As a result, the quantity of samples can be determined as follows:

Total number of Sample = 10 X (Number of Indicator)

Total number of Sample = 10 X 16 = 160

Based on the results of these calculations, the minimum number of samples is obtained required in this study is a number of 160 respondents. It is suggested that in the test with structural equation analysis (SEM), a baseline of 200 samples and a maximum of 500 samples be used. (Ghozali, 2017). Thus this research will be used on the 303 sample.

3.3 Types and Data Collection Techniques

This quantitative research makes use of primary data by distributing questionnaires through social media. The questionnaire is measured by using a six-point Likert scale ranging from scales 1 (Strongly Disagree), 2 (Disagree), 3 (Rather Disagree), 4 (Rather Agree), 5 (Agree), and 6 (Strongly Agree).

At first, a pilot test was conducted involving 53 Respondents & used SPSS as the analysis tool. Furthermore, for chapter 4, a test was done involving 303 respondents using Structural Equation Model (AMOS)

3.4 Instrumentation

This method is used to obtain data by distributing questionnaires. The questionnaire consists of twenty question items that cover six variables in this research. The indicator items are correlated with the variables such as social value and emotional value toward subjective norms and attitudes then toward purchase intention. All indicator items were measured by using a six-Likert scale ranging from strongly disagree (1) to strongly agree (6)

3.5 Definition of Variable and Measurement Research

The independent variables in this research study includes functional value, conditional value, social value, emotional value, and subjective norms, while the dependent variable is purchase intention. Another variable, which is mediating variable is attitudes toward purchasing green products.

1. Social Value

   Social value relates to food consumption. It means the food image is frequently associated with consumers` self-image that they are motivated to demonstrate their social status and express their identity to others through food choices (Hall and Winchester, 2001; Kim et al. 2009). Therefore, the questions that can be asked in the questionnaires are

   1. Purchasing healthy products would make a good impression on others
   2. Purchasing health products would help me to feel accepted by others
   3. Purchasing healthy products would give me social approval

2. Emotional Value

   Affective value can be viewed as the consumer's preferred emotions and emotional states that trigger the consumption of a product or service (Sheth et al. 1991; Sweeney and Soutar, 2001). Therefore, the questions that can be asked in the questionnaire are

   1. I enjoy purchasing healthy products

2. I feel relaxed after purchasing a healthy product
3. Purchase of healthy product would make me feel good

3. Subjective norms

The assumption that a particular action should be accepted and endorsed by a specific individual or group of people (Arundel et al. 2019) Therefore, the questions that can be asked in the questionnaire are:

1. Most of the people who are important to me think that I should buy healthy products when shopping
2. People whose views I value would prefer that I purchase healthy products
3. Most of the people who are important to me require me to purchase healthy products when purchasing
4. My friends` point of view encourages me to buy healthy foods

4. Attitudes

Previous studies have suggested that consumer attitudes toward environmentally friendly products play a partial mediating role in the relationship between social consumption values and purchase intentions (Chou et al. 2012; Ricci et al. 2018). Therefore, the questions that can be asked in the questionnaire are:

1. I think purchasing healthy product is a valuable behavior
2. I think purchasing healthy product is a positive behavior
3. I think purchasing healthy product is a beneficial behavior

5. Purchase Intention

Purchase intent is defined as future predictions or planned actions. H. Potential tendencies to translate product beliefs and attitudes into actions (Manaktola and Jauhari, 2007). Therefore, the questions that can be asked in the questionnaire are

1. My willingness to purchase the healthy food product is very high
2. Overall, I am glad to repurchase healthy food product because it is environmentally friendly
3. I intend to rebuy healthy food product because of environmental concerns

3.6 Validity and Reliability of the Research Instruments

Test validity indicates the extent to which a measure (indicator) can measure what is to be measured (variable) (Quinlan and Zikmund 2015). An indicator is said to be valid if it has a value of corrected item–total correlation ≥ 0.30. The reliability of the instrument was ensured through acceptable values of Cronbach's alpha with a minimum score of 0.60. Therefore, before distributing questionnaires to 303 respondents in this research, the questionnaires were tested for validity

and reliability using a pilot test that contains 53 (fifty-three) respondents. The following are the research variables:

- Social Value has four indicators
- Emotional Value has three indicators
- Subjective Norm has four indicators
- Attitude has three indicators
- Purchase Intention has three indicators

3.7 Analysis Technique

This research study mode use of SPSS as the analysis tool. For hypothesis testing, validity, and reliability, the same application was used.

3.7.1 Descriptive Analysis

Statistics are quantitative measurements obtained from numeric data to characterize various elements of the data while operating with a collection of numeric data. There are "descriptive statistics" and "inferential statistics" based on their functions. Both can be used to evaluate data, compare it to other data, or test it against pre-formulated hypotheses. Descriptive statistics are derived from a series of data to explain the extent to which the values in the data series are distributed. This includes the maximum, minimum, range, percentile, mean, median, mode, standard deviation, variance, skewness, and kurtosis, to name a few (Lee 2020).

3.7.2 Inferential Statistical Analysis

Inferential statistics are frequently employed to compare treatment group differences and draw conclusions about the greater population of participants using

measures from the research sample (Kuhar et al., 2009) The greater the sample size, the more probable it is to show the existing differences across treatment groups. As a result, the greater the sample size, the stronger the statistics.

3.7.2.1 Sem Amos

IBM SPSS Amos is a structural equation modeling (SEM) software that extends classic multivariate analytic methods such as regression, factor analysis, correlation, and analysis of variance. The software creates an attitudinal and behavioral reflecting complex relationships more accurately than with standard multivariate statistics techniques using either an intuitive graphical programmatic user interface

Step 1: Theory-Based Model Development

Changes in one variable are supposed to result in changes in other variables in structural equation models, which are based on causality. The theoretical reason for this current study, rather than the analytical method used, determines the strength of the causal link between the two variables claimed by the researcher. As a result, the link between variables in the model is a theoretical deduction.

Steps 2 & 3 : Develop Path Diagrams and Structural Equations

The following stage is to create causality linkages using pathway graphs as well as structural equations. Two aspects should be performed: creating a structural model by connecting endogenous and exogenous latent

constructs and creating a measurement model by connecting endogenous or exogenous latent constructs with the indicator or manifest variables.

Step 4 : Selecting the Type of Input Matrix and Estimating the Proposed Model

Structural equation models are unique from other methods of multivariate models. SEM only accepts data in the form of variance, covariance, or correlation matrix as input. AMOS may accept observational data, but the application will first transform the raw data into a covariance or correlation matrix. Before calculating the covariance or correlation matrix, the outline data must be analyzed. The estimating procedure is carried out in two stages: measurement and estimating. The measurement model is used to test the normality of exogenous and endogenous constructs using the Confirmatory Factor Analysis technique and the Structural Equation Model. The estimation stage is performed across the entire model to determine the model's suitability and the causality relationship built in this model.

Step 5: Assessing Structural Model Identification

During the estimating process with a computer program, estimation results that are illogical or incorrect are frequently achieved, which is connected to the structural model identification problem. The identification issue is caused by the suggested model's ability to provide a unique

approximation. To determine whether there is an identification problem, examining the estimation findings includes:

1. Large standard error values for one or more coefficients
2. The program cannot reverse information matrix
3. Estimates are unlikely to have negative error variances
4. There is a high correlation value (> 0.90) between the estimated coefficient

If an identification problem is found, there are four things to know:

1. The number of estimated coefficients is proportional to the number of covariances
2. Or the correlation indicated by the small degrees of freedom
3. Interaction or use of interaction between components (non-recurrent model)
4. Or could not set a fixed value (Fix) on the configuration scale

Step 6 : Assessing the Goodness-of-Fit Criteria

This step involves evaluating the model's suitability by checking various goodness-of-fit criteria to check the model's suitability. The order is:

1. Normality of the data
2. Outliers
3. Multicollinearity and singularity

Several suitability indices and cut-offs to test whether a model can be accepted or rejected are:

1. Chi-square

The logic of hypothesis testing was first developed by Karl Pearson (1857-1936) (Magnello, 2005). Chi-square goodness of fit tests, independence tests, and homogeneity tests that were developed by Pearson are the most significant contributions that he made to modern statistics theory. The significance of the Chi-square distribution of Pearson is that statisticians can use statistical methods that do not depend on normal distribution to interpret findings. The significance of the Chi-square value is determined by using the suitable degree of freedom and degree of significance and consulting a Chi-square table (Moore, 1994).

The chi-square test measures the difference between a statistically generated expected result and an actual result to see if there is a statistically significant difference between them Cohen et al (2007, p. 525). Therefore the formula for calculating chi-square is $x^2 = \Sigma \frac{(O-E)^2}{E}$

$$O = observed\ frequencies$$

$$E = Expected\ Frequencies$$

$$\Sigma = the\ sum\ of$$

A chi-square test is used to find if there is any correlation among non-numeric variables that are frequently used in statistical

studies according to Kothari (2007), it is symbolized as $\chi 2$ indicating that the following requirements must be fulfilled before the test.

1. Observed and expected observations are to be collected randomly.
2. All the members (or items) in the sample must be independent
3. None of the groups must contain very few items (less than 10).
4. The number of total items must be quite large (at least 50).

2. Significant Probability

According to Shaver (1993), statistical significance is a procedure for determining how likely a result is assuming a null hypothesis to be true with randomization and a sample of size n (the given size in the study). Randomization, which refers to random sampling and random assignment, is important because it ensures the independence of observations, but it does not guarantee independence beyond the initial sample selection.

One proposal, suggested by Benjamin et al. (2018) is to redefine statistical significance, "to change the default p-value threshold for statistical significance for claims of discoveries from 0.05 to 0.005"

3. RMSEA

was Originally introduced by Steiger and Lind (1980) and popularized by Browne and Cudeck (1992).

$$\varepsilon = \sqrt{\frac{\lambda}{df\ (N - 1)}}$$

RMSEA is defined in the population as where λ is the non-centrality parameter of the noncentral x^2 distribution, df is the model degrees of freedom, and N is the sample size. In the sample, λ is estimated by $x^2 - df$ or zero if x^2 is less than df.

Browne and Cudeck (1992) suggested population parameter values of RMSEA of about 0.05 or less are indicative of a close fit of the model and values of about 0.08 or less indicate a reasonable error of approximation.

4. GFI

The Goodness-of-Fit statistic (GFI) was created by (Jöreskog and Sorbom, 1996) as an alternative to the Chi-Square test and calculates the proportion of variance by the estimated population covariance (Tabachnick and Fidell 2007). By knowing the variances and covariances it shows how closely the model comes to replicating the observed covariance matrix (Diamantopoulos and Siguaw 2000). This statistic ranges from 0 to 1 with larger samples increasing its value. For gaining a minimum value, the expected value is greater than 0.90. Therefore the formula should be

$$GFI = \frac{p}{p + 2F_0}$$

$$F_0 = \frac{p(1 - GFI)}{2GFI}$$

Scales F_0 on the interval 0-1 with higher values indicating as the GFI depends on the number of observed variable (p). This number needs to be provided when defining an effect in terms of the GFI (Moshagen, 2016, p. 11).

5. AGFI

The GFI is the AGFI which adjusts the GFI based on degrees of freedom, with more saturated models reducing fit (Tabachnick and Fidell, 2007). Thus, more parsimonious models are preferred while penalized for complicated models. In addition to this, AGFI tends to increase as the sample size gets larger. With GFI value, it ranges from 0 to 1 and it is generally accepted that values of 0.90 or greater indicate well-fitting models:

$$AGFI = 1 - \frac{p(p + 1)}{2df}\left(1 - \frac{p}{p + 2F_0}\right)$$

$$F_0 = \frac{p\,(1 - AGFI)\,df}{p\,(p + 1) - 2df\,(1 - AGFI)}$$

Specifying an effect in terms of the AGFI requires specification of both the number of observed variables (p) and the model degrees of freedom (df). (Moshagen, 2016, p. 11).

6. CMIN/DF

Cucos (2022) CMIN stands for the Chi-square value and is used to compare if the observed variables and expected results are statistically significant. In other words, CMIN indicates if the sample data and hypothetical model are an acceptable fit in the analysis.

CMIN/DF > 3 indicates an acceptable fit between the hypothetical model and sample data Kline (2016) and CMIN/DF < 5 indicating a reasonable fit Marsh & Hocevar (1985)

7. TLI

The TLI measures a relative reduction in misfit per degree of freedom. This index was originally proposed by Tucker and Lewis (1973) in the context of exploratory factor analysis and later generalized to the covariance structure analysis context and labeled as the non-normed fit index by Bentler and Bonett (1980). This index is non-normed in that its value can occasionally be negative or exceed 1. The population of TLI can be expressed of:

$$TLI = 1 - \frac{F_k \,/\, df_K}{F_0/df_0},$$

F_0/df_0 and F_k/df_k represent the misfit per degree of freedom for the baseline model and the postulated model (Shi et al. 2018)

8. CFI

This index was first introduced by Bentler (1990) and subsequently included as part of the fit indices in his EQS program (Kline, 2005).

$$CFI = 1 - \frac{\tau M}{\tau M}.$$

In practice, CFI is estimated using $\tau M = max\{T_M - df_M, 0\}$ and $\tau I = max\{T_M - df_M, T_I - df_I, 0\}$. (Hayashi et al. 2007, p. 214)

This statistic assumes that all latent variables are uncorrelated (null/independence model) and compares the sample covariance matrix with this null model. Values for this statistic range between 0.0 and 1.0 with values closer to 1.0 indicating a good fit. A cut-off criterion of CFI ≥ 0.90 was initially advanced but, recent studies have shown that a value greater than 0.90 is needed to ensure that misspecified models are not accepted (Hu and Bentler, 1999). From this, a value of CFI ≥ 0.95 is presently recognized as indicative of a good fit (Hu and Bentler, 1999). Today this index is included in all SEM programs and is one of the most popularly reported fit indices due to

being one of the measures least affected by sample size (Fan et al., 1999).

Step 7 : Model Interpretation and Modification

The model is then interpreted and updated in the next step. The residual covariance must be modest or close to zero after the model is evaluated, and the distribution of the residual covariance must be symmetrical. The residual amount generated by the model has a safety limit of 1%. A residual value higher than or equal to 2.58 is evaluated as statistically significant at a 1% level, indicating a significant forecast error for installing the indicator.

According to (Hair et al., 2006). SEM model modification is divided into three types of modeling methods:

1. Confirmatory Modeling Strategy, or verifying a previously created model (proposed model or hypothesized model).
2. Competing Modeling Strategy, which involves comparing existing models with a variety of alternative models to determine which model best fits the existing data. This approach includes adding a variable to an existing model.
3. Model Development Strategy, entails making changes to a model for certain test equipment to generate better results, such as decreasing Chi-Square values, raising GFI numbers, and so on. The SEM model that has been created and evaluated can be modified in a variety of

ways. The goal of the adjustment is to test if the changes made may reduce Chi-Square; as is well known, the lower the Chi-Square number, the better the model fits the current data. The procedure of altering a model is essentially the same as that of testing and estimating the model. There is an extra phase in this process to determine which variables will be handled further.

CHAPTER IV

DATA ANALYSIS AND DISCUSSION

4.1 Validity and reliability test results

This section covers the findings of the validity and reliability tests in this study; a more detailed discussion will be discussed below:

4.1.1 Validity

In this study, the CFA (Confirmatory Factor Analysis) tool from AMOS was employed for validity assessment. The variable's indication is legitimate if the estimated value is greater than 0.50, but if the result is less than 0.50, it is invalid (Ghozali, 2017).

The following are the findings of AMOS validity testing

Table 4.1 Validity of the Research

Variable	Indicator	Loading Factor	limit	Description
Social Value	SV1	0.832	>0.5	Valid
	SV2	0.797		
	SV3	0.789		
Emotional Value	EV1	0.811	>0.5	Valid
	EV2	0.848		
	EV3	0.774		

Attitude	ATD1	0.888	>0.5	Valid
	ATD2	0.796		
	ATD3	0.812		
Subjective Norms	SN1	0.857	>0.5	Valid
	SN2	0.848		
	SN3	0.749		
	SN4	0.840		
Purchase Intention	PI1	0.892	>0.5	Valid
	PI2	0.812		
	PI3	0.938		

4.1.2 Reliability

The reliability test is used to determine a measurement instrument's dependability. In this study, reliability testing is done using CR (Construct Reliability), with the criteria of having a CR value of more than 0.7, and the variable is dependable (Ghozali, 2017). To measure the dependability, the following formula is used:

$$\text{Construct Reliability} = \frac{(\Sigma\ Factor\ Loading)^2}{(\Sigma\ Factor\ Loading)^2 + \Sigma\ Measurement\ Error}$$

Table 4.2 Reliability of the Research

Variable	CR	Limit	Description
Social Value	0.848		
Emotional Value	0.853		
Attitude	0.872	>0.7	Reliable
Subjective Norm	0.894		
Purchase Intention	0.913		

According to Ghozali (2017), test findings are regarded to be trustworthy if the construct reliability value is more than 0.7. The findings of this test show that the value of C.R. on the five variables is larger than 0.7. Based on these findings, it is possible to infer that the complete research instrument is dependable enough to be employed in this study.

4.1.3 Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is a quantitative data analysis technique that belongs to the family of structural equation modeling (SEM) techniques. CFA provides a measure of the fit between observed data and a priori conceptualized and theoretically grounded models that specify hypothetical causal relationships between latent factors and their observed indicator variables. Allows evaluation Mueller & Hancock (2011)

Variable	Indicator	Factor Loading	CR	Description
Social Value	SV1	0.832	0.848	Valid
	SV2	0.797		
	SV3	0.789		
Emotional Value	EV1	0.811	0.853	Valid
	EV2	0.848		
	EV3	0.774		
Attitude	ATD1	0.888	0.872	Valid
	ATD2	0.796		
	ATD3	0.812		

Subjective Norms	SN1	0.857	0.894	Valid
	SN2	0.848		
	SN3	0.749		
	SN4	0.840		
Purchase Intention	PI1	0.892	0.913	Valid
	PI2	0.812		
	PI3	0.938		

4.2 Characteristics of Respondent

Demographic characteristics include age, gender, monthly income, and latest educational background. The data collection period lasted for 2 months, during which time a total number of 303 surveys were returned. The data were then analyzed to examine potential missing data or errors of the data.

Table 4.3 Descriptive Analysis Characteristics of Respondents

Demographic Characteristics	Frequency	%
Age		
Under 20	23	7.6
20-29	233	76.9
30-39	41	13.5
40-49	3	1.0
50 and above	3	1.0
Gender		
Male	214	70.6
Female	89	29.4
Educational Level		
Primary School	0	0.0
Junior High School	4	1.3
Senior High School	69	22.8
Associate's Degree	4	1.3
Bachelor Degree	213	70.3
Post Graduate	13	4.3
Master Degree	0	0.0
Monthly Income		
Under IDR 1,000,000	40	13.2

IDR 1,000,000 – 1,999,999	27	8.9
IDR 2,000,000 – 2,999,999	35	11.6
IDR 3,000,000 – 3,999,999	60	19.8
Over IDR 4,000,000	141	46.6

Note: US$ 1 = Indonesian Rupiah (IDR) 13,624.50 at the time of the survey

4.3.1 Characteristics of Respondents Based on Age

Table 4.4 Characteristics of Respondent`s Based on Age

Description	Amount	Percentage (%)
<20	23	7.6%
20-29	233	76.9%
30-39	41	13.5%
40-49	3	1%
50>	3	1%

Table 4.4 shows most of the respondents aged 20-29 years old, which means many of the respondents are college students until workers

4.3.2 Characteristics of Respondents Based on Gender

Table 4.5 Characteristic Respondent Based on Gender

Description	Amount	Percentage
Male	214	70.6%

Female	89	29.4%

According to the latest data published by Badan Pusat Statistik (BPS) in September 2020 that the ratio between male to female was 102:100. It shows male was 136,66 million (50,58) and female 133,54 (49,42).

4.3.3 Characteristics of Respondents Based on Educational Level

Table 4.6 Characteristics of Respondents Based on Educational Level

Description	Amount	Percentage
Primary School	0	0.0
Junior High School	4	1.3%
Senior High School	69	22.8%
Associate's Degree	4	1.3%
Bachelor Degree	213	70.3%
Post Graduate	13	4.3%
Master Degree	0	0.0

The data from the world population review. Indonesia ranked 54 by 2022 shows that access to education is still restricted, especially in villages and isolated regions. However, table 4.6 displays that most of the respondents filling out the questionnaire in the cities of Yogyakarta & Pekanbaru

4.3.4 Characteristics of Respondents Based on Monthly Income

Table 4.7 Characteristics of Respondents Based on Monthly Income

Description	Amount	Percentage
Under IDR 1,000,000	40	13.2%
IDR 1,000,000 – 1,999,999	27	8.9%
IDR 2,000,000 – 2,999,999	35	11.6%
IDR 3,000,000 – 3,999,999	60	19.8%
Over IDR 4,000,000	141	46.6%

The table above demonstrates that most of the respondents had a monthly income of over IDR 4,000,000. It indicated that the human development index in Indonesia is growing each year. According to MalukuTerkini.com, the data of IPM growth rate was 0.86% from 2010-2019 (Hatulesia,2022).

4.4 Descriptive Analysis

4.4.1 Social Value

The results of the descriptive analysis of the variable social value are presented below.

Table 4.8 Descriptive Analysis: Social Value

Code	Items	N	Min	Max	Mean	Std. Deviation
SV1	Purchasing healthy products would make a	304	2	6	4.46	0.843

	good impression on others					
SV2	Purchasing health products would help me feel accepted by others	304	2	6	4.57	0.869
SV3	Purchasing healthy products would give me social approval	304	2	6	4.62	0.904
	Average				4.55	

4.4.2 Descriptive Analysis Variable Emotional Value

Table 4.9 Descriptive Analysis: Emotional Value

Code	Items	N	Min	Max	Mean	Std. Deviation
EV1	I enjoy purchasing healthy products	304	2	6	4.53	0.874
EV2	I feel relaxed after purchasing healthy products	304	2	6	4.49	0.860
EV3	Purchase of healthy products would make me feel good	304	2	6	4.51	0.890
	Average				4.51	

4.4.3 Descriptive Analysis Variable Subjective Norm

Table 4.10 Descriptive Analysis: Subjective Norm

Code	Items	N	Min	Max	Mean	Std. Deviation
SN1	Most of the people who are important to me think that I should buy healthy products when I go to shopping	304	2	6	4.57	0.793
SN2	People whose views I value would prefer that I purchase healthy products	304	2	6	4.51	0.816
SN3	Most of the people who are important to me require me to purchase healthy products while purchasing	304	2	6	4.59	0.753
SN4	The clear view of my friend encourages me to buy healthy goods	304	2	6	4.46	0.828
	Average				4.53	

4.4.4 Descriptive Analysis Variable Attitude

Table 4.11 Descriptive Analysis: Attitude

Code	Items	N	Min	Max	Mean	Std. Deviation
ATD1	I think purchasing healthy products is valuable behavior	304	2	6	4.42	0.871
ATD2	I think purchasing healthy products is positive behavior	304	2	6	4.42	0.875

ATD3	I think purchasing healthy products is beneficial behavior	304	2	6	4.53	0.800
	Average				4.46	

4.4.5 Descriptive Analysis Variable Purchase Intention

Table 4.12 Descriptive Analysis: Purchase Intention

Code	Items	N	Min	Max	Mean	Std. Deviation
PI1	My willingness to purchase the healthy food product is very high	304	2	6	3.99	0.997
PI2	Overall, I am glad to repurchase healthy food product because it is environmental friendly	304	2	6	4.02	0.944
Pi3	I intent to rebuy healthy food product because of environmental concern	304	2	6	3.97	0.995
	Average				3.99	

Following the guidelines recommended by (Hair et al. 2013) confirmatory factor analysis (CFA) and reliability analysis using Cronbach alpha (α) were

performed to assess construct validity and reliability. The CFA was also used to evaluate the validity of the measurement model. The hypotheses were then tested using structural equation modeling (SEM) with SPSS for calculating discriminant validity and pilot test and Microsoft Excel for calculating variance, Average Variance Extracted (AVE), and Composite Reliability (CR).

4.5 Inferential Statistical Analysis

Inferential statistics are often used to compare the differences between the treatment groups. Inferential statistics use measurements from the sample of subjects in the experiment to compare the treatment groups and make generalizations about a larger population of subjects (Kuhar, 2010).

4.5.1 Measurement Model Test

The purpose of the measurement model test is to examine the link between indicators and latent variables. Researchers can assess measurement error as an integrated element of SEM and perform factor analysis with hypothesis testing by combining structural and measurement model testing (Bollen, 1989).

4.5.2 Path Diagram

Following the development of the theoretical model, the prototype is organized in the form of a schematic to make it simpler to identify the causality linkages to be evaluated. The correlation between constructions will be represented in a schematic by arrows. The straight arrows indicate the constructions' direct causal link to the other constructs. A structural model is a measurement of the connection between variables in SEM.

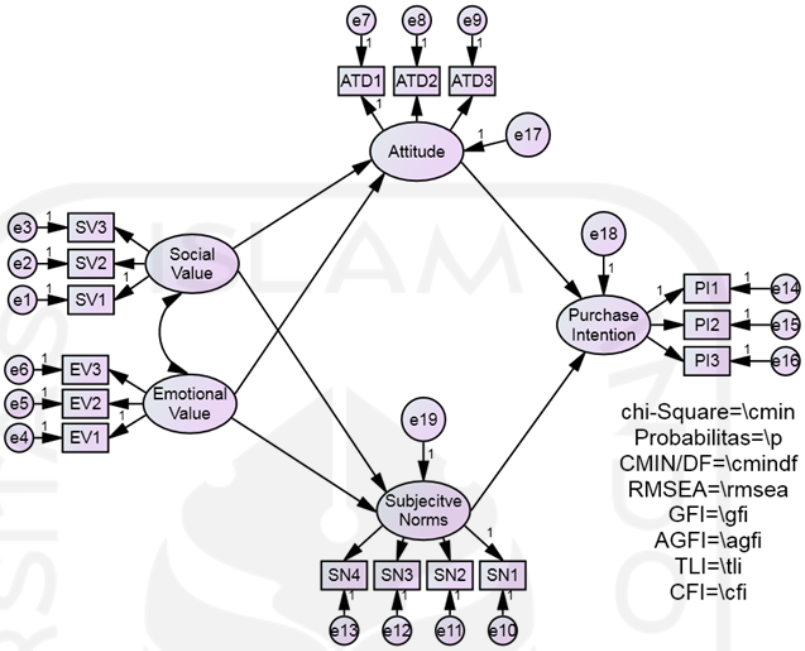

Figure 4.1 Path Diagram

4.5.3 Converting Flowcharts into Structural Equations

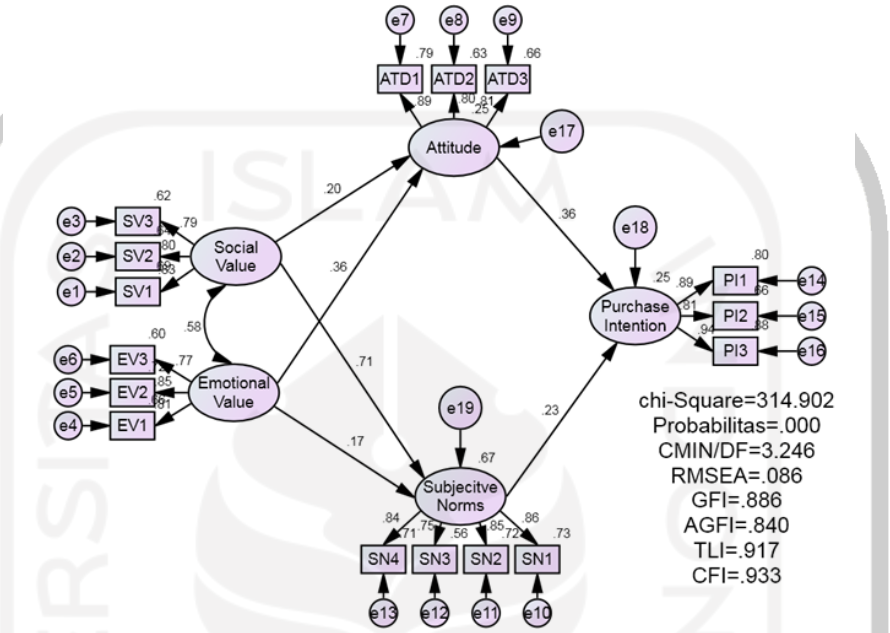

Figure 4.2 Creating Flowcharts into Structural Equations

This is structural model improvement that shows the results chi-square = 314.902, Probability = 0.000, RMSEA = 0.086, GFI = 0.886, AGFI = 0.840, CMIN/DF = 3.246, TLI = 0.917, CFI = 0.933. The graph shows that the relationship between variables has a significant advantage, as can be seen in the graph.

4.5.4 Matrix Input and Model Estimation

Covariance and correlation are the matrix input employed. The maximum likelihood (ML) estimate was utilized to calculate the model. The following assumptions were used in the ML estimation:

1. Sample Size

   A total of 304 people took part in this research as the rule says that the number of a representative samples should be approximately 100-200, (Ghozali, 2017). As a result, the sample size employed in this investigation fulfilled the SEM test assumptions.

2. Normality Test

   The z value is used in the normality test (critical ratio or C.R on the AMOS output). According to Ghozali, 2017), the critical value is 2.58 at a significant level of 0.01. (2017). Table 4.13 below shows the results of the Normality Test:

Table 4.13 Normality Test

Variable	Min	Max	Skew	c.r	Kurtosis	c.r.
PI3	2.000	6.000	.012	.088	-.365	-1.297
PI2	2.000	6.000	-.063	-.447	-.318	-1.131
PI1	2.000	6.000	-.040	-.287	-.180	-.640

SN4	2.000	6.000	.056	.398	-.370	-1.317
SN3	2.000	6.000	-.083	-.593	-.073	-.259
SN2	2.000	6.000	-.112	-.799	-.329	-1.172
SN1	2.000	6.000	-.018	-.128	-.251	-.895
ATD3	2.000	6.000	-.039	-.275	-.265	-.943
ATD2	2.000	6.000	.050	.355	-.559	-1.991
ATD1	2.000	6.000	.073	.521	-.536	-1.909
EV3	2.000	6.000	-.283	-2.015	-.470	-1.673
EV2	2.000	6.000	-.198	-1.410	.078	.277
EV1	2.000	6.000	-.041	-.295	-.278	-.989
SV3	2.000	6.000	-.204	-1.456	-.483	-1.719
SV2	2.000	6.000	-.188	-1.336	-.211	-.750
SV1	2.000	6.000	-.031	-.219	-.133	-.475
Multivariate					-2.509	-.911

3. Identification Outliers

The output of AMOS Mahalanobis Distance may be used to evaluate multivariate Outliers. The criteria are used at the p 0.001 level. This distance is calculated using X2 with the number of degrees of freedom equal to the number of measured variables in the research. In this example, the indicator is 16, and the result is 39.25 through the Excel program's **Insert - Function - CHIINV** sub-menu. This indicates that any data or instances with a **value greater than 39.25 are considered multivariate outliers.**

Table 4.14 Mahalanobis Distance

Observation Number	Mahalanobis d-squared	p1	p2
102	34.131	.005	.796
207	32.694	.008	.707
163	31.447	.012	.696
32	31.343	.012	.506
87	30.544	.015	.502
16	30.539	.015	.328
89	29.270	.022	.512
262	28.428	.028	.622
172	28.316	.029	.521

264	26.395	.049	.929
159	26.383	.049	.880
193	26.332	.050	.826
287	26.054	.053	.827
113	25.932	.055	.787
26	25.637	.059	.803
265	25.481	.062	.779
226	25.338	.064	.752
267	25.033	.069	.785
253	24.521	.079	.879
166	24.402	.081	.862
277	24.285	.083	.844
120	24.128	.087	.840
14	24.036	.089	.815
58	23.899	.092	.807
52	23.797	.094	.786

109	23.590	.099	.808
18	23.468	.102	.798
68	23.239	.107	.831
122	23.227	.108	.782
95	23.222	.108	.725
81	23.099	.111	.720
1	23.027	.113	.691
151	22.836	.118	.724
285	22.831	.118	.663
40	22.727	.121	.654
39	22.625	.124	.644
117	22.518	.127	.639
201	22.411	.130	.636
197	22.312	.133	.629
176	22.136	.139	.668
53	21.793	.150	.792

128	21.783	.150	.747
289	21.664	.154	.756
156	21.658	.155	.706
101	21.558	.158	.707
269	21.386	.164	.749
165	21.322	.166	.733
126	21.285	.168	.701
235	21.154	.173	.724
17	21.063	.176	.725
206	21.051	.177	.679
74	20.975	.179	.672
4	20.960	.180	.625
36	20.950	.180	.574
259	20.847	.184	.587
3	20.797	.186	.563
63	20.757	.188	.532

73	20.587	.195	.595
12	20.464	.200	.625
107	20.327	.206	.665
69	20.280	.208	.644
135	20.235	.210	.621
208	20.123	.215	.647
154	20.099	.216	.611
25	19.728	.233	.801
195	19.712	.233	.770
13	19.606	.238	.789
301	19.540	.242	.787
116	19.474	.245	.785
296	19.351	.251	.814
115	19.203	.258	.854
19	19.161	.260	.842
214	19.131	.262	.823

49	19.070	.265	.821
188	19.043	.266	.799
57	18.968	.270	.805
254	18.921	.273	.795
64	18.883	.275	.780
144	18.851	.276	.760
106	18.819	.278	.739
173	18.738	.282	.751
303	18.649	.287	.769
137	18.629	.288	.741
261	18.483	.296	.796
76	18.449	.298	.779
189	18.413	.300	.764
196	18.393	.301	.737
279	18.354	.304	.723
50	18.304	.306	.716

41	18.293	.307	.681
200	18.258	.309	.663
167	18.210	.312	.655
248	18.161	.315	.648
268	18.087	.319	.661
241	18.064	.320	.634
215	17.977	.325	.658
30	17.938	.328	.644
90	17.922	.328	.611
105	17.712	.341	.733
242	17.699	.342	.701

The value of the Mahalanobis Distance is shown on the table above, no value larger than 39.52 has been discovered based on the processed data. As a result, no outliers can be seen in the data.

4.5.5 Identification of Structural Model

Knowing at the estimation findings is one technique to discover whether there is an identifying problem. SEM analysis can only be performed if the model identification results demonstrate that the model is in the over-identified group. This identification is accomplished by examining the model's df value.

Table 4.15 Model df Value

Number of distinct sample moments:	136
Number of distinct parameter to be estimated	39
Degrees of freedom (136 - 39):	97

The model df value in the AMOS output results is 97. since the model has a positive df value, it falls into the category of over-identified models. As a result, data analysis can proceed to the next level.

4.5.6 Assessing GOF

The primary purpose of SEM is to determine the extent to which the hypothesized model "fits" or matches the sample data. The following data reflect the goodness of fit results:

Table 4.16 Goodness of Fit Test Result

Goodness of fit index	Cut-off value	Research model	Description
Chi-square	≤ 120.990	314.902	Not fit
Significant	≥ 0.05	0,000	Not fit

probability			
RMSEA	≤ 0.08	0,086	Marginal
GFI	≥ 0.90	0,886	Marginal
AGFI	≥ 0.90	0,840	Marginal
CMIN/DF	≤ 2.0	3,246	Not fit
TLI	≥ 0.90	0,917	Fit
CFI	≥ 0.90	0,933	Fit

For the result of goodness of fit we can identify the table shows that Chi Square, Significant probability, and CMIN/DF do not fit while RMSEA, GFI and AGFI are marginal. Modification Indices are used in the following model modification model.

4.5.7 Modification Indices

Evidence of misfit, as captured by the modification indexes (MIs) in the AMOS program, can be conceptualized as a statistics with one degree of freedom (Joreskog & Sorbom, 1996). Specifically, for each fixed parameter specified, AMOS provides a MI, the value of which represents the expected drop in overall value if the parameter are to be freely estimated in a subsequent run; all freely estimated parameters automatically have MI values equal to zero. Although this decrease is expected to approximate the MI value, the actual differential can be larger (Byrne 2001).

4.5.8 Interpretation and Modification of Model

If the model does not fit the data, the following actions can be taken:

1. Modify the model by adding an additional line
2. Add variables if data is available
3. Reduce variables

The modification of the model carried out in this study is based on the theory explained by Arbuckle (1996) which discusses how to modify the model by checking at the Modification Indices produced by AMOS.

After doing the Modification Indices, the Goodness of Fit Index is produced as follows:

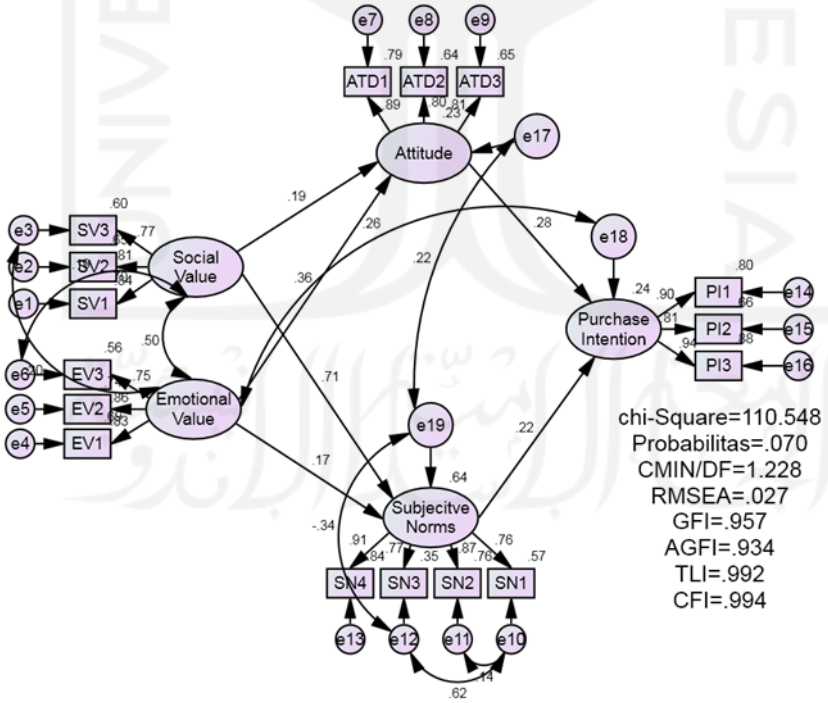

Figure 4.3 of Structural Model After Done Using Modification Indices

The addition of new lines to the structural model has an effect on the value criterion. Because of the adjustment, the goodness of fit, Chi-square result, significant likelihood, and CMIN/DF have been classified. Thus, the explanation will be shown in the next part.

A. RMSEA

RMSEA analysis may be used to improve Chi-Square, which cannot handle big sample numbers. Ghozali (2017) defined a decent RMSEA value as one with a result of < 0.08. The following table shows the RMSEA value of this study:

Table 4.17 RMSEA Test Result

Model	RMSEA
Default model	.027
Independence model	.299

The RMSEA score is 0.027, as shown in the table. As the value is less than 0.08, this indicates a fit outcome.

B. GFI

The Goodness of Fit Index (GFI) displays the overall model's level of fit, which is computed by dividing the projected model's squared residual by the actual data. This GFI study considers non-statistics with values ranging from 0-1. some 1 is considered a poor fit, whereas a value closer to 1.0 is considered a great fit. This demonstrates that the greater the GFI value, the better the match. According to Ghozali (2017), the tested GFI value has

an appropriateness of > 0.90. The following table shows the GFI value in this study:

Table 4.18 GFI Test Results

Model	GFI
Default model	.957
Saturated model	1.000
Independence model	.271

The GFI result is 0.957, as shown in the table above. Since the number is more than 0.9, this indicates a fit outcome.

C. AGFI

The AGFI is the GFI adjusted for the ratio of the suggested degree of freedom to the null model's degree of freedom. Ghozali (2017) proposed a value greater than 0.90. The higher the AGFI value, the better the model's applicability may well be indicated. The AGFI value is shown in the table below:

Table 4.19 AGFI Test Result

Model	AGFI
Default model	.934
Saturated model	
Independence model	.174

Based on the results shown in the table, the AGFI is 0.934. This finding is in a better match since the value is greater than 0.

D. CMIN/DF

CMIN/DF analysis is a parsimonious fit measure used to assess goodness of fit. This measurement is anticipated to achieve a value of less than 2 for the findings to be certified fit. The table below displays the CMIN/DF values:

Table 4.20 CMIN/DF Test Result

Model	CMIN/DF
Default model	1.228
Saturated model	
Independence model	28.137

The CMIN/DF readings are 1.228, as shown in the table. Because the number is less than 2, this indicates that it is fit.

E. TLI

TLI analysis is a step-by-step method that is employed to analyze factor analysis. According to Ghozali (2017), TLI is used to solve problems caused by model complexity. The recommended threshold for TLI is >0.90. TLI results are presented in the table below:

Table 4.21 TLI Test Result

Model	TLI rho2
Default model	.992
Saturated model	
Independence model	.000

The TLI result is 0.992, as seen in the table. This result is a better match since the value is greater than 0.90.

F. CFI

CFI analysis is a method of determining incremental appropriateness. According to Ghozali (2017), the value range is 0-1, with a number near 1 indicating a model has a high level of appropriateness. The recommended value for CFI is greater than 0.90. The following table shows the CFI results:

Table 4.22 CFI Test Result

Model	CFI
Default model	.994
Saturated model	1.000
Independence model	.000

The CFI result is 0.994, as seen in the table. This results in a better match since the value is greater than 0.

All criteria are fit models based on the goodness of fit test. The proposed model is satisfactory based on the goodness of fit measurement findings.

4.6 Hypothesis Testing

Hypothesis testing aims to address questions raised during the research or to examine the structural model's connections. Data hypothesis analysis may be shown in the table below by checking out the standardized regression weights, which show the coefficient of variation for each variable.

Table 4.23 Hypothesis Test Results

			Estimate	S.E.	C.R.	P	Result
Social Value	⇒	Attitude	0.208	0.081	2.573	0.010	Accepted
Emotional Value	⇒	Attitude	0.386	0.080	4.812	***	Accepted
Social Value	⇒	Subjective Norms	0.600	0.061	9.835	***	Accepted
Emotional Value	⇒	Subjective Norms	0.137	0.047	2.928	0.003	Accepted
Attitude	⇒	Purchase Intention	0.321	0.078	4.145	***	Accepted
Subjective Norms	⇒	Purchase Intention	0.328	0.096	3.411	***	Accepted

Note: *** (0.000)

According to the table of data processing, if the CR value is more than 1.985, it has an effect. Then, even though p is less than 0.05, there is an impact (Ghozali, 2017). This is demonstrated in detail:

1. Hypothesis 1 (H1)

   The coefficient of standardized regression weight estimated parameter value is 0.208, and the CR value is 2.573. This demonstrates a

favorable connection between Social Value and Attitude. This suggests the correlated items on social value such as “buying healthy products makes me social approval was influenced by attitude such on items purchasing the healthy product was a valuable behavior . When the two variables are tested for their link, the probability value is 0.010 (p 0.05), showing that the relationship is significant. As a result, hypothesis (H1), "**Social Value has a positive and substantial influence on Attitude**" is supported. The research that supports this hypothesis is (Caniels et al. 2021).

2. Hypothesis 2 (H2)

   The predicted value of the standardized regression weight coefficient is 0.386, and the CR value is 4.812. Therefore it demonstrates that the relation between Emotional Value and Attitude is favorable. All hypotheses suggested the estimate on this hypothesis were more impact rather the rest of the other hypotheses, It suggests that the higher the emotional value for triggering buying healthy products, the better the attitude. Testing the association between the two variables yields a probability value of 0.000 (p 0.05), suggesting that the relationship is significant. So (H2), "**Emotional Value has a positive and considerable influence on Attitude**" is accepted. The research that support this hypothesis is Woo, E. and Kim, Y.G. (2019), "Consumer attitudes and buying behavior for green food products: From the aspect of green perceived value (GPV)".

3. Hypothesis 3 (H3)

For hypothesis 3, the CR value is 9.835, and indeed the predicted parameter value of the coefficient of standardized regression weight is 0.600. This demonstrates that there is a positive correlation among Social Value and Subjective Norms. It suggests that the higher the Social Value, the higher the Subjective Norms. By creating a link between each item the idea of this hypothesis that the goals are that customers were buying healthy products were influenced by subjective norms and social value, thus the link was created each link, that the purchasing healthy products make a good impression on others and most of the people who are important to me think that I should buy healthy products when shopping, the result was quite significant, The probability value of 0.000 (p 0.05) indicates that the association between the two variables is statistically significant. As a result, the hypothesis (H3), "**Social Value has a positive and substantial influence on Subjective Norms**" is confirmed.

4. Hypothesis 4 (H4)

For the fourth hypothesis. The predicted parameter value for the coefficients of standardized regression weight is 0.137, and the CR value is 2.928. This demonstrates that the correlation between Emotional Value and Subjective Norms is favorable. This implies that the greater the Emotional Value, the greater the Subjective Norms. Testing the relation between two variables yields a probability value of 0.000 (p 0.05), suggesting that the relationship is significant. As a result, (H4), which asserts that "**Emotional**

Value has a positive and substantial influence on Subjective Norms," is accepted.

5. Hypothesis 5 (H5)

   many previous studies suggested that attitude was significantly impacted attitude, thus the item was created to implies this hypothesis by looking the data we found the result was the CR value is 4.145, and the projected parameter value for the coefficient of standardized regression weight is 0.321 This signifies that the higher the Attitude, the higher the Purchase Intention. When the two variables are tested for their connection, the probability value is 0.000 (p 0.05), showing that the relationship is significant. As a result, (H5), "**Attitude has a positive and substantial influence on Purchase Intention**" is accepted. The research studies that corroborate this hypothesis are Das (2014), Weng et al. (2017), Nazir and Tian (2022), and Machium et.al (2016).

6. Hypothesis 6 (H6)

For hypothesis 6, the predicted parameter value for the coefficient of standardized regression weight is 0.328, and the CR value is 3.411. This demonstrates that the link between Subjective Norms and Purchase Intention is favorable. This suggests that the higher the Subjective Norms, the greater the Purchase Intention. Testing the association between the two variables yields a probability value of 0.000 (p 0.05), suggesting that the relationship is significant. So (H6), "**Subjective Norms have a positive and substantial influence on**

Purchase Intention" is confirmed. The research that support this hypothesis are ham et.al (2015), Jain (2020), and Maichum et.al (2016)

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusions

There are six hypotheses proposed in this research in this research study. The research findings reveal that; social values have a positive impact on attitudes and subjective norms; emotional values produce similar results, namely a positive influence on attitudes and subjective norms; attitude influences purchase intention; and subjective norms have a positive effect on purchase intention.

Previously, the findings for Chi-square, significant probability, and CMIN/DF were not fit, but RMSEA, GFI, and AGFI produced marginal results, requiring the use of modification indices by adding lines to obtain fit results.

5.3 Research Implications

5.3.1 Theoretical Implications

The theory of reasoned action is used in this study as a modification of the theory of planned behavior, which states that a person's health behavior is controlled by their purpose to execute the activity, which employs the variable attitude toward behavior and subjective norms about conduct. This study supports the theory, however, there are additional variables, such as social value which influences

whether healthy foods are acceptable in society, and emotional value which influences how consumers purchase healthy food and get satisfied feelings.

5.3.2 Practical Implications

People living in Indonesia were seeking ways to stay healthy, including nutritious food, during the isolation period in 2021, as a result of the spread of the COVID-19 virus. This study provides research on healthy food purchasing intentions; it was shown that Indonesians have begun to recognize the necessity of healthy eating.

Since people are already aware of the impacts of healthy food on the health of the body and the environment, this research presents an advantage for food commercial organizations that can develop commercials for healthy food.

5.4 Limitations and Recommendations

As this study collects quantitative data, it is recommended that further studies complete it with qualitative approaches. Concerning the questionnaire, the distribution was set to 303 responses. It is recommended further research add more questionnaires to gain more accurate findings.

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ATTACHMENT

Questionnaire of the Research

Section 1

Studi Sikap dan Perilaku konsumen dalam Membeli Makanan Sehat

Assalammualaikum wr wb

Perkenalkan, saya Farhan Nauval mahasiswa Jurusan Management Universitas Islam Indonesia yang sedang melakukan pengambilan data untuk pengerjaan skripsi saya. Untuk itu saya meminta saudara/i untuk membantu ikut serta dalam penelitian ini dengan mengisi jawaban-jawaban yang diberikan. Semua informasi yang saudara/i berikan akan dijaga kerahasiannya dan hanya akan digunakan sebagai data penelitian. Partisipasi saudara/i sangat berharga bagi saya.

Untuk topik yang saya angkat dalam pembuatan skripsi ini adalah "Sikap dan Perilaku konsumen dalam Membeli Makanan Sehat" dikarenakan alasan mengkonsumsi makananan dikaitkan dengan sebagian besar penggunaan air dunia dan bertanggung jawab untuk menghasilkan sekitar seperlima dari emisi gas rumah kaca. Apalagi di masa karantina Covid-19 banyak masyarakat Indonesia mulai menyadari betapa pentingnya makanan sehat karena limitasi pergerakan akibat virus Covid-19

terimakasih kami ucapkan yang tak terhingga atas perhatian dan kesediannya mengisi kuisioner ini.

Wassalammualaikum wr wb

Section 2

1. Nama/Inisial Respondent
2. Umur
    - <20
    - 20-29
    - 30-39
    - 40-49
    - 50>
3. Jenis Kelamin
    - Pria
    - Wanita

4. Pendikikan Terakhir
    - SD
    - SMP
    - SMA
    - Diploma
    - S1
    - S2
    - S3
    - Other
5. Pendapatan
    - < Rp 1.000.000
    - Rp 1.000.000 - 1.999.999
    - Rp 2.000.000 - 2.999.999
    - Rp 3.000.000 - 3.999.999
    - Rp 4.000.000 >

Section 3

A. SV : Social Value

etunjuk: Berilah penilaian Saudara/i berkenaan dengan kualitas masakan sebagai pelanggan restoran masakan organik dengan memilih SALAH SATU angka yang sesuai, sebagai berikut:

1. Sangat Tidak Setuju. 3. Agak Tidak Setuju. 5. Setuju
2. Tidak Setuju. 4. Agak Setuju. 6. Sangat Setuju

No	Pertanyaan	Tanggapan					
		SS	TS	ATS	AS	S	SS
1	Membeli makanan sehat akan membuat kesan terlihat baik kepada orang lain						
2	Membeli makanan sehat akan membantu saya merasa disenangi oleh keluarga dan temen tedekat saya						
3	Membeli makanan sehat membuat saya merasa diterima oleh masyarakat						

B. EV : Emotional Value

etunjuk: Berilah penilaian Saudara/i berkenaan dengan kualitas masakan sebagai pelanggan restoran masakan organik dengan memilih SALAH SATU angka yang sesuai, sebagai berikut:

1. Sangat Tidak Setuju. 3. Agak Tidak Setuju. 5. Setuju
2. Tidak Setuju. 4. Agak Setuju. 6. Sangat Setuju

No	Pertanyaan	Tanggapan					
		SS	TS	ATS	AS	S	SS

1	Saya merasa nyaman ketika membeli makanan sehat	
2	Saya merasa tidak terbebani untuk membeli makanan sehat	
3	membeli makanan sehat membuat saya merasa lebih baik	

C. SN : Subjective Norms

etunjuk: Berilah penilaian Saudara/i berkenaan dengan kualitas masakan sebagai pelanggan restoran masakan organik dengan memilih SALAH SATU angka yang sesuai, sebagai berikut:

1. Sangat Tidak Setuju. 3. Agak Tidak Setuju. 5. Setuju
2. Tidak Setuju. 4. Agak Setuju. 6. Sangat Setuju

No	Pertanyaan	Tanggapan					
		SS	TS	ATS	AS	S	SS
1	Sebagian besar, orang yang penting bagi saya menyarankan saya harus membeli makanan sehat ketika saya membeli makanan di restaurant						
2	Orang yang saya hargai akan lebih suka saya membeli						

	makanan sehat
3	orang yang penting bagi saya mengharuskan saya untuk membeli makanan sehat saat ke restaurant
4	Pandangan teman saya sebagai faktor untuk mendorong saya untuk membeli makanan sehat

D. ATD : Attitude

etunjuk: Berilah penilaian Saudara/i berkenaan dengan kualitas masakan sebagai pelanggan restoran masakan organik dengan memilih SALAH SATU angka yang sesuai, sebagai berikut:

1. Sangat Tidak Setuju. 3. Agak Tidak Setuju. 5. Setuju
2. Tidak Setuju. 4. Agak Setuju. 6. Sangat Setuju

No	Pertanyaan	Tanggapan					
		SS	TS	ATS	AS	S	SS
1	menurut saya membeli makanan sehat adalah sesuatu yang penting						
2	menurut saya membeli						

	makanan sehat adalah perilaku yang positif	
3	menurut saya membeli makanan sehat adalah perilaku yang menguntungkan	

E. PI : Purchase Intention

etunjuk: Berilah penilaian Saudara/i berkenaan dengan kualitas masakan sebagai pelanggan restoran masakan organik dengan memilih SALAH SATU angka yang sesuai, sebagai berikut:

1. Sangat Tidak Setuju. 3. Agak Tidak Setuju. 5. Setuju
2. Tidak Setuju. 4. Agak Setuju. 6. Sangat Setuju

No	Pertanyaan	Tanggapan					
		SS	TS	ATS	AS	S	SS
1	kesadaran saya untuk membeli makanan sehat sangat tinggi						
2	Saya senang membeli kembali produk makanan sehat karena ramah lingkungan						
3	Saya berniat untuk membeli kembali produk makanan sehat karena kepedulian terhadap lingkungan						

Tabulation of Data (Pilot test)

Social Value			Emotional Value			Subjective Norm				Attitude			Purchase Intention		
SV1	SV2	SV3	EV1	EV2	EV3	SN1	SN2	SN3	SN4	ATD1	ATD2	ATD3	PI1	PI2	PI3
4	5	4	4	4	5	5	5	5	4	6	5	5	4	6	6
5	4	5	5	5	5	5	5	6	5	6	6	4	4	4	6
6	5	5	4	5	4	4	4	4	4	4	4	5	4	4	4
5	4	5	6	6	4	4	4	5	5	6	6	5	6	4	5
4	3	4	5	6	4	5	6	4	5	5	5	6	4	5	6
4	5	5	6	4	6	6	6	4	5	6	6	5	5	6	4
5	4	4	3	3	3	4	4	4	3	6	5	5	4	5	5
3	3	3	4	6	5	4	3	6	4	6	6	6	5	4	4
4	5	5	6	6	6	6	6	5	6	5	6	5	6	6	6
5	6	6	6	6	6	6	5	6	5	6	6	6	6	6	6
5	5	5	6	6	6	5	4	6	6	6	6	6	6	5	6
5	6	5	6	6	4	5	6	6	4	6	5	5	4	6	6
6	5	4	5	6	6	4	6	6	5	6	5	6	5	6	4

5	6	6	5	6	4	4	6	6	5	5	6	4	4	6	5
6	4	5	5	6	5	4	5	6	5	5	6	4	5	6	5
5	6	6	5	6	4	5	4	4	4	4	4	5	4	5	6
6	5	6	4	6	6	5	6	4	6	5	6	6	4	6	5
6	5	5	6	5	5	4	6	5	5	4	6	5	5	6	6
5	6	4	5	4	6	5	6	6	5	6	6	4	5	6	6
6	5	4	5	6	5	4	6	5	6	5	6	6	4	6	5
5	5	6	5	4	6	6	5	5	4	4	6	5	5	6	4
6	5	6	4	6	5	4	6	5	6	5	6	4	5	6	4
5	6	4	5	5	6	4	6	5	6	5	6	5	4	6	5
5	6	6	4	6	5	5	6	4	6	5	6	4	5	6	4
6	6	6	5	6	6	6	5	6	6	5	6	6	6	6	6
5	6	6	5	6	4	5	6	4	6	5	6	6	5	6	6
6	5	6	5	6	6	4	6	5	6	5	6	6	5	6	4
5	5	5	5	5	6	5	5	5	4	5	6	6	2	3	2
5	5	5	6	6	6	4	5	5	5	6	6	6	6	5	5
4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4
5	6	4	6	5	4	6	6	5	6	6	5	6	6	6	5
6	5	6	6	6	6	6	5	5	6	6	5	6	6	5	6
5	6	6	6	5	6	6	4	5	6	6	5	5	4	5	5
6	5	5	4	5	5	5	4	6	6	5	6	6	5	4	6
5	4	4	4	4	5	5	6	4	5	5	6	4	4	5	5
5	6	4	5	6	5	4	5	6	6	5	6	5	5	6	6
5	6	5	6	6	4	6	5	6	4	5	6	6	4	6	5
6	5	5	5	6	4	6	5	4	6	5	6	4	6	6	4
5	6	6	4	5	4	6	4	5	6	5	6	4	4	6	5
6	4	5	5	6	6	4	6	5	6	5	6	4	5	6	4

5	6	4	6	4	6	5	6	4	6	4	6	5	5	6	4
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
5	6	6	6	5	5	4	6	5	5	5	6	4	5	6	5
5	6	6	4	5	5	5	6	5	5	6	5	6	4	6	5
5	5	6	4	6	5	5	6	6	4	4	6	6	5	6	6
5	4	6	6	5	5	4	6	6	5	5	6	6	6	4	6
5	6	4	5	6	6	4	6	5	6	5	6	6	5	6	4
5	6	6	4	6	6	5	6	6	5	5	4	6	5	6	4
5	6	4	4	6	6	5	6	4	5	5	6	5	4	5	5
5	6	6	4	5	5	5	6	6	6	6	6	5	5	6	6

Tabulation of Data

Social Value			Emotional Value			Subjective Norm				Attitude			Purchase Intention		
SV1	SV2	SV3	EV1	EV2	EV3	SN1	SN2	SN3	SN4	ATD1	ATD2	ATD3	PI1	PI2	PI3
5	6	6	5	6	6	6	5	5	5	6	5	5	5	4	4
4	3	4	4	4	4	4	3	4	3	3	4	4	3	3	4
4	4	3	3	3	4	4	3	4	3	3	4	3	2	2	3
3	3	4	4	5	4	4	3	4	4	4	3	4	3	3	2
5	5	6	5	5	5	5	5	6	5	4	3	4	4	4	4
5	4	4	4	4	5	4	4	4	4	3	3	4	4	3	3
4	4	5	6	6	6	5	5	5	5	5	4	5	4	4	4
5	5	6	5	6	5	4	4	5	4	4	4	4	4	3	3
5	5	6	6	6	6	5	5	6	5	5	4	5	4	4	4
6	6	5	5	5	5	5	5	6	5	4	5	5	4	5	4

4	4	4	5	4	5	4	4	4	4	4	3	4	3	3	3
4	4	6	6	6	5	4	4	4	4	3	3	4	3	3	3
5	6	5	5	6	5	5	5	4	5	5	5	5	3	4	4
5	5	6	6	6	6	4	5	4	4	3	4	4	4	3	3
5	5	6	5	5	6	4	5	4	5	4	5	5	3	3	3
2	4	4	3	3	3	5	5	4	5	5	4	5	4	4	4
5	5	5	5	5	5	6	6	5	6	6	5	6	5	3	5
6	6	6	6	6	6	4	4	4	4	5	4	5	3	4	3
4	4	4	4	5	4	4	3	4	3	3	4	3	3	3	2
5	5	4	5	5	5	5	4	5	4	5	5	5	4	4	4
3	4	4	5	5	4	4	4	4	4	4	5	5	3	4	3
5	6	6	6	6	6	5	5	5	5	4	5	5	5	5	4
4	5	4	5	4	4	4	4	5	4	5	4	4	4	4	3
5	6	5	5	5	5	5	4	5	4	4	5	4	3	4	4
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4	4	5	5	4	5	5	4	5	4	5	5	5	4	5	4
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4	4	4	5	4	4	4	4	4	5	4	5	5	4	3	4
4	5	4	4	4	4	4	4	5	4	5	5	5	5	5	4
4	4	6	6	5	6	6	6	6	6	5	5	5	4	4	5
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4	5	4	4	5	5	4	4	4	4	5	5	5	4	4	5

4	4	4	4	4	4	4	4	4	4	4	5	4	4	3	3
5	6	5	5	6	5	5	5	5	5	4	4	4	4	3	3
4	3	4	4	4	4	5	5	5	4	5	6	5	5	4	5
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4	4	3	4	3	4	5	5	5	4	4	5	5	6	5	6
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4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	5
4	4	3	4	4	4	4	4	5	4	4	4	4	5	4	5
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4	4	3	5	4	5	4	4	4	4	4	4	4	4	5	5
4	4	4	4	3	4	4	4	4	4	4	4	4	4	3	3
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5	4	4	5	4	4	4	5	4	4	3	3	4	4	5	4
3	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5
4	4	4	4	3	4	4	5	4	5	4	4	3	5	5	4
4	4	3	4	5	5	4	4	4	4	4	4	4	5	4	4

Validity and Reliability Pilot Test

The statement instrument is valid if the r-count value is greater than r-table and the significance value is less than 0.05 r-table for 50 respondents DF-2 = 50-2 = 48 is 0.2787

Validity Pilot Test

Variable	Indicator	R Hitung	Significance	R Table	Taraf Significance	Desc
Social Value	SV1	0.808	0,000	0,279	0,050	Valid
	SV2	0.828	0,000	0,279	0,050	Valid
	SV3	0.862	0,000	0,279	0,050	Valid
Emotional Value	EV1	0.814	0,000	0,279	0,050	Valid
	EV2	0.787	0,000	0,279	0,050	Valid
	EV3	0.783	0,000	0,279	0,050	Valid
Subjective Norms	SN1	0.690	0,000	0,279	0,050	Valid
	SN2	0.760	0,000	0,279	0,050	Valid
	SN3	0.674	0,000	0,279	0,050	Valid
	SN4	0.805	0,000	0,279	0,050	Valid
Attitude	ATD1	0.826	0,000	0,279	0,050	Valid

	ATD2	0.784	0,000	0,279	0,050	Valid
	ATD3	0.796	0,000	0,279	0,050	Valid
Purchase Intention	PI1	0.816	0,000	0,279	0,050	Valid
	PI2	0.793	0,000	0,279	0,050	Valid
	PI3	0.806	0,000	0,279	0,050	Valid

Reliability Pilot Test

Variable	Cut off value	Score	Description
Social Value	0.6	.776	Reliable
Emotional Value	0.6	.708	Reliable
Subjective Norm	0.6	.713	Reliable
Attitude	0.6	.721	Reliable
Purchase Intention	0.6	.727	Reliable

Variable	Indicator	R Value	Significance	R Table	Level of Significant	Desc
	SV 1	0.808	0,000	0,279	0,050	Valid
Social Value	SV 2	0.828	0,000	0,279	0,050	Valid

	SV 3	0.862	0,000	0,279	0,050	Valid
Emotional Value	EV 1	0.814	0,000	0,279	0,050	Valid
	EV 2	0.787	0,000	0,279	0,050	Valid
	EV 3	0.783	0,000	0,279	0,050	Valid
Subjective Norm	SN 1	0.690	0,000	0,279	0,050	Valid
	SN 2	0.760	0,000	0,279	0,050	Valid
	SN 3	0.674	0,000	0,279	0,050	Valid
	SN 4	0.805	0,000	0,279	0,050	Valid
Attitude	ATD 1	0.826	0,000	0,279	0,050	Valid
	ATD 2	0.784	0,000	0,279	0,050	Valid
	ATD 3	0.796	0,000	0,279	0,050	Valid
Purchase Intention	PI 1	0.816	0,000	0,279	0,050	Valid
	PI 2	0.793	0,000	0,279	0,050	Valid
	PI 3	0.806	0,000	0,279	0,050	Valid

Descriptive Statistical Analysis Pilot Test

Variable: Social Value Pilot Test

Statistics

		SV1	SV2	SV3
N	Valid	50	50	50
	Missing	0	0	0
Mean		5.0400	5.1000	4.9800
Std. Error of Mean		.12441	.14639	.14705
Median		5.1395[a]	5.2564[a]	5.0882[a]
Mode		5.00	6.00	6.00
Std. Deviation		.87970	1.03510	1.03982
Variance		.774	1.071	1.081
Skewness		-2.141	-1.587	-1.207
Std. Error of Skewness		.337	.337	.337
Kurtosis		8.386	3.779	2.722
Std. Error of Kurtosis		.662	.662	.662
Range		5.00	5.00	5.00
Minimum		1.00	1.00	1.00
Maximum		6.00	6.00	6.00

Sum	252.00	255.00	249.00

a. Calculated from grouped data.

The result for this table concluded from the pilot test which 50 respondent were respond for this survey, the result that respondent agree that purchasing healthy product make a good impression on other the result was concluded on the mean wich was 5.0400, next on the SV 2 (Social Value 2) the respondent agree that purchasing Healthy Product would help their to feel accepted toward other which were 5.1000, and finally the respondent somewhat agree with the purchasing healthy products would give me social approval with characterized mean of 4.9800

Variable: Emotional Value Pilot Test

		EV1	EV2	EV3
N	Valid	50	50	50
	Missing	0	0	0
Mean		4.8800	5.3000	5.0600
Std. Error of Mean		.14182	.14357	.14402

Median	4.9394[a]	5.4634[a]	5.1892[a]
Mode	5.00	6.00	6.00
Std. Deviation	1.00285	1.01519	1.01840
Variance	1.006	1.031	1.037
Skewness	-1.142	-1.987	-1.452
Std. Error of Skewness	.337	.337	.337
Kurtosis	3.004	5.422	3.653
Std. Error of Kurtosis	.662	.662	.662
Range	5.00	5.00	5.00
Minimum	1.00	1.00	1.00
Maximum	6.00	6.00	6.00
Sum	244.00	265.00	253.00

Emotional value was important factor to decide whether the product consume/buy by preferred emotions and emotional states, the respondent somewhat agree on their enjoy purchasing healthy product with the mean of 4.8800, on the next question their feel relaxed after purchasing healthy product which consumer agree with the following mean is 5.3000, on the next point that stated their feel relaxed after purchasing healthy product the

respondent agree with the mean of 5.3000, on the final question purchase of healthy product would make their feel good respondent agree with the following mean of 5.0600

Variable: Subjective Norms Pilot Test

Statistics

		SN1	SN2	SN3	SN4
N	Valid	50	50	50	50
	Missing	0	0	0	0
Mean		4.7600	5.2400	5.0000	5.1000
Std. Error of Mean		.13266	.14725	.13702	.14357
Median		4.7632[a]	5.4103[a]	5.0833[a]	5.2368[a]
Mode		4.00[b]	6.00	5.00	6.00
Std. Deviation		.93808	1.04119	.96890	1.01519
Variance		.880	1.084	.939	1.031
Skewness		-1.037	-1.750	-1.402	-1.548
Std. Error of Skewness		.337	.337	.337	.337

Kurtosis	3.726	4.240	4.293	3.984
Std. Error of Kurtosis	.662	.662	.662	.662
Range	5.00	5.00	5.00	5.00
Minimum	1.00	1.00	1.00	1.00
Maximum	6.00	6.00	6.00	6.00
Sum	238.00	262.00	250.00	255.00

On the subjective norms hypothesis, the first question was most of the people who were important to their think that i should buy green products when i go to shopping respondent somewhat agree with the following mean is 4.7600, the second question people whose views that their value would prefer that i purchase healthy product the result respondent agree stand on mean is 5.2400, third question will be focused on most of the people who are important to their require me to purchase healthy products while purchasing respondent agree with the following mean of 5.0000, the last question that the clear view of their friends encourages me to buy healthy goods respondent agree with the following hypothesis is 5.1000.

Variable: Attitude Pilot Test

Statistics

		ATD1	ATD2	ATD3
N	Valid	50	50	50
	Missing	0	0	0
Mean		5.1200	5.5600	5.1000
Std. Error of Mean		.12662	.12829	.14070
Median		5.2143[a]	5.6889[a]	5.2162[a]
Mode		5.00	6.00	6.00
Std. Deviation		.89534	.90711	.99488
Variance		.802	.823	.990
Skewness		-2.021	-3.091	-1.503
Std. Error of Skewness		.337	.337	.337
Kurtosis		7.912	12.421	4.199
Std. Error of Kurtosis		.662	.662	.662
Range		5.00	5.00	5.00
Minimum		1.00	1.00	1.00
Maximum		6.00	6.00	6.00

Sum	256.00	278.00	255.00

For the next explanation, attitude factor consist of mean 5.1200, 5.5600, 5.1000. which for the overall that respondent feels agree with the following question of I think purchasing healthy product is a valuable behavior, I think purchasing healthy product is a positive behavior, and the last is i think purchasing healthy product is a beneficial behavior

Variable: Purchase Intention Pilot Test

		PI1	PI2	PI3
N	Valid	50	50	50
	Missing	0	0	0
Mean		4.7000	5.3800	4.9400
Std. Error of Mean		.14070	.14538	.15229
Median		4.7368[a]	5.5610[a]	5.0588[a]
Mode		5.00	6.00	6.00
Std. Deviation		.99488	1.02798	1.07684
Variance		.990	1.057	1.160

Skewness	-1.166	-2.129	-1.307
Std. Error of Skewness	.337	.337	.337
Kurtosis	3.249	5.699	2.800
Std. Error of Kurtosis	.662	.662	.662
Range	5.00	5.00	5.00
Minimum	1.00	1.00	1.00
Maximum	6.00	6.00	6.00
Sum	235.00	269.00	247.00

Final table shows that most of the customer feels attracted by the purchase intention factor, for the first is stated that their willingness to purchase the healthy food product is very high the respondent somewhat agree with the following mean of 4.7000, the second factor is overall, their glad to repurchase green food product because it is environmental friendly respondent agree with the mean of 5.3800, the last factor is their intention to rebuy healthy green food product because of environmental concern respondent somewhat agree with the following mean is 4.9400