

HEALTHY AND SUSTAINABLE FOOD CONSUMPTION: ORGANIC FOOD PURCHASE INTENTION THROUGH HEALTH CONSCIOUSNESS, PERCEIVED VALUE, AND CONSUMER ATTITUDE

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Abstract

The transition toward a healthy and sustainable food system requires a better understanding of the factors influencing consumers' organic food choices. This study examines the effects of health consciousness and perceived value on organic food purchase intention, with attitude as a mediating variable. A quantitative survey was conducted among 110 consumers in Surakarta, Indonesia, using purposive sampling. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results show that attitude significantly influences purchase intention. Health consciousness positively affects both attitude and purchase intention, while perceived value significantly influences attitude and purchase intention. Furthermore, attitude significantly mediates the relationships between health consciousness and purchase intention, as well as between perceived value and purchase intention. Importance-Performance Map Analysis identifies perceived value as the highest-priority area for improvement because it demonstrates high importance but relatively lower performance. The findings suggest that strategies to promote organic food consumption should strengthen consumers' perceptions of health, quality-of-life, emotional, and environmental benefits relative to price while maintaining positive attitudes toward organic products. By encouraging healthier and more sustainable consumption patterns, this study contributes to the achievement of SDG 3 (Good Health and Well-being), and SDG 12 (Responsible Consumption and Production).

Keywords: health consciousness; perceived value; attitude; purchase intention; organic food; SDGs.

INTRODUCTION

The national food system currently faces increasingly complex, multidimensional challenges, encompassing production security, consumption quality, environmental sustainability, and public health. Food security is no longer simply understood as the ability to meet food needs quantitatively; it must also ensure healthy, safe, and sustainable consumption patterns. In Indonesia, these challenges are becoming increasingly apparent with the increasing impacts of climate change, agricultural environmental degradation, and the high double burden of malnutrition.

Data shows that Indonesian food consumption patterns still do not reflect a healthy and balanced diet. Per capita fruit and vegetable consumption is recorded at only around 88–90 grams per day, far below WHO recommendations. This condition triggers a double burden of malnutrition, with Indonesia simultaneously facing stunting and an increasing prevalence of obesity, diabetes, and hypertension. This phenomenon emphasizes that improving the food system cannot be separated from changes in consumer behavior (Harianto, 2024).

On the other hand, public awareness of the importance of health is starting to show an increasing trend. Post-pandemic surveys indicate that more than 60% of Indonesian consumers admit to being more concerned about healthy eating (David & Alkausar, 2023). However, this increased awareness has not yet fully translated into healthier and more sustainable food purchasing decisions. One example is the consumption of organic food products, which, while showing market potential, is still limited to certain segments.

Organic food plays a strategic role in building a healthy and sustainable food system because it is produced using environmentally friendly practices, with minimal synthetic chemical inputs, and has the potential to reduce soil degradation and greenhouse gas emissions. Organic food has low pesticide residues and is considered safe,

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although its relatively higher price and uneven perception of value are factors inhibiting the adoption of organic food consumption among consumers. Consumer behavior consistently explains that health consciousness is a key psychological construct that encourages individuals to be more selective in choosing foods that are considered safe, nutritious, and have a positive impact on long-term health (Napitupulu et al., 2025a; Pan et al., 2025a; Wang et al., 2020). This health awareness does not always directly influence purchase intention, but often works through cognitive and affective mechanisms, especially perceived value and attitude towards organic food products (Kamboj et al., 2023; Li & Shan, 2025a; Munaqib et al., 2025; Yang et al., 2023). Perceived value reflects consumers' evaluation of functional, emotional, and health benefits relative to costs, which have been shown to play a significant role in forming positive attitudes and purchase intentions (Albornoz et al., 2024; Li & Shan, 2025a; Munaqib et al., 2025). Furthermore, attitude functions as an evaluative response that bridges health beliefs and behavioral decisions, as emphasized in various theoretical models such as the Theory of Planned Behavior and the S-O-R framework (Arslan, 2025; Singh et al., 2025).

Although many studies have confirmed the influence of health consciousness, perceived value, and attitude on organic food purchase intention (Pan et al., 2025a), most studies still focus on the context of consumers in large metropolitan cities (Budiarti et al., 2025) or developed countries (Laulita & Erlinda, 2022), and emphasize marketing aspects alone without explicitly linking them to the agenda of a healthy and sustainable food system (Leyva-Hernández et al., 2024; Singh et al., 2025). Furthermore, empirical findings show variations in the strength of influence and the mediating role of perceived value and attitude that are not yet fully consistent across regions and consumer characteristics (Escobar-Farfán et al., 2025). Research in Indonesia also tends to be fragmented, placing these variables partially and not yet integrating them within the strategic framework of food security, nutritional literacy, and sustainable consumption transitions (Andrini & Negeri Padang, 2025; Bazhan et al., 2024; Khan & Khan, 2025; Peruzzi et al., 2023).

LITERATURE REVIEW

Health consciousness

(Yang et al., 2023) define health consciousness as an individual's level of awareness and concern about their health condition and the health implications of lifestyle choices, including food consumption habits. Consumers with high health consciousness tend to be more active in seeking health information and choosing food products that are considered to support their health and well-being. In the context of food, health consciousness encourages consumers to pay attention to the content, safety, quality, and health benefits of the products they consume (Pan et al., 2025a).

Organic food is an alternative perceived as compliant with consumers' health orientation because its production process adheres to organic standards and limits the use of synthetic inputs. Therefore, consumers with a high level of health consciousness tend to place greater emphasis on organic food and consider it a health-promoting consumption choice. Previous research has shown that health consciousness is positively associated with organic food purchase intention (Napitupulu et al., 2025b; Wang et al., 2020; Yang et al., 2023).

Perceived Value

Perceived value is a consumer's evaluation of the overall benefits obtained from a product compared to the sacrifices made to obtain it. In the context of organic food, perceived value is not only formed from the functional benefits of the product, but also includes the health, quality, safety, emotional, and environmental benefits perceived by consumers. (Albornoz et al., 2024) showed that perceived value is an important factor in explaining consumer willingness to consume health-oriented food products, especially when consumers have a high level of health awareness.

For organic food products, perceived value becomes increasingly important because consumers generally face relatively higher prices compared to non-organic products. Consumers will tend to accept this price if the perceived benefits, especially health benefits and product quality, are perceived as commensurate with the costs incurred. Therefore, the greater the perceived benefits compared to the sacrifices consumers make, the higher the perceived value of organic food. Research by (Napitupulu et al., 2025b) shows that perceived value is an important factor in explaining organic food purchasing interest among urban consumers.

Attitude

Attitude is an individual's positive or negative evaluation of an object or behavior (Ajzen, 1991; Arslan, 2025). In the context of organic food consumption, attitude reflects the extent to which consumers view organic food as a good, beneficial, attractive, and suitable choice for consumption ((Leyva-Hernández et al., 2024). Attitudes are

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formed through the process of evaluating various information and consumer beliefs regarding the benefits, quality, safety, and value of a product (Arslan, 2025; Singh et al., 2025). In the Theory of Planned Behavior, attitude is one of the main determinants of behavioral intention formation, so that an increasingly positive attitude toward a product tends to increase consumers' tendency to purchase it (Ajzen, 1991)

Consumers with positive attitudes toward organic food tend to perceive that consuming these products provides health benefits and aligns with their personal values or goals (Yang et al., 2023). Research by (Leyva-Hernández et al., 2024) shows that attitude is an important factor in explaining organic food purchase intentions.

Purchase Intention

Purchase intention is a consumer's tendency or desire to purchase a product now or in the future (Kamboj et al., 2023; Munaqib et al., 2025). Purchase intention indicates a consumer's subjective likelihood of choosing a product after considering its benefits, values, attitudes, and the information received (Bazhan et al., 2024; Garg et al., 2024). In the context of organic food, purchase intention reflects consumers' willingness to select, consider, and purchase organic food products as part of their consumption patterns (Kamboj et al., 2023; Munaqib et al., 2025).

Interest in purchasing organic food can be influenced by various psychological factors, including health awareness, perceived value, attitude, knowledge, perceived quality, and trust in the product (Garg et al., 2024; Kamboj et al., 2023; Wang et al., 2020)

METHOD

This study used a quantitative approach with a survey method and Partial Least Squares–Structural Equation Modeling (PLS-SEM) analysis using SmartPLS. The study population was all organic food consumers in Surakarta City, with a sample of 110 respondents selected through purposive sampling based on the criteria of being ≥ 18 years old, having purchased/consumed organic food in the last six months or having an interest in healthy food, and residing in Surakarta. The research variables included Health Consciousness and Perceived Value as independent variables, Attitude as a mediating variable, and Purchase Intention as a dependent variable, which were measured using a 5-point Likert scale (Sugiyono, 2022). Data analysis included evaluation of the outer model through convergent validity and discriminant validity; evaluation of the inner model through R^2 , f^2 , Q^2 , and VIF; and hypothesis testing using bootstrapping based on t -statistic > 1.96 or p -value < 0.05 to test the direct, indirect, and total effects. Next, Importance-Performance Map Analysis (IPMA) is used to identify strategic priorities for increasing purchasing interest based on the level of importance and performance of each construct.

RESULTS AND DISCUSSION

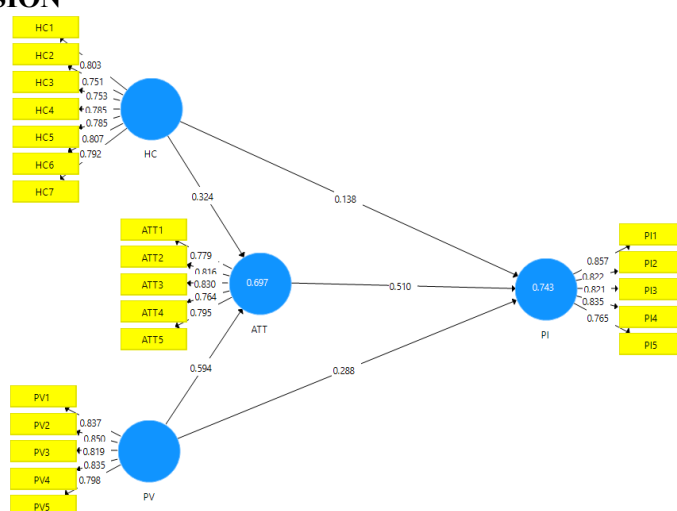


Figure 1. SEM-PLS Research Model

Hasil Outer Model

Convergent Validity Test

The results of the outer model evaluation through convergent validity and discriminant validity show that all indicators in the variables of Health Consciousness, Perceived Value, Attitude, and Purchase Intention have a loading factor between 0.751–0.857, so that all indicators meet the criteria for convergent validity (> 0.70). The AVE value of each construct has also met the minimum limit of 0.50, namely Health Consciousness of 0.612, Perceived Value

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0.685, Attitude 0.635, and Purchase Intention 0.673. Furthermore, the Cronbach's Alpha value is in the range of 0.856–0.894 and Composite Reliability of 0.897–0.917, all of which exceed the required limits. Thus, all constructs and indicators in the study are declared valid and reliable and suitable for further analysis using PLS-SEM.

Table 1. The performance of Outer Model Analysis

Variable	Indikator	Convergent Validity		Discriminant Validity	
		Loading Factor	AVE	Cronbach's Alpha	Composite reliability
Health Consciousness			0,612	0,894	0,917
	HC 1	0,803			
	HC 2	0,751			
	HC 3	0,753			
	HC 4	0,785			
	HC 5	0,785			
	HC 6	0,807			
Perceived Value	HC 7	0,792			
			0,685	0,885	0,916
	PV 1	0,837			
	PV 2	0,850			
	PV 3	0,819			
	PV 4	0,835			
Attitude	PV 5	0,798			
			0,635	0,856	0,897
	ATT 1	0,779			
	ATT 2	0,816			
	ATT 3	0,830			
	ATT 4	0,764			
Purchase Intention	ATT 5	0,795			
			0,673	0,878	0,911
	PI 1	0,857			
	PI 2	0,822			
	PI 3	0,821			
	PI 4	0,835			
	PI 5	0,765			

Discriminant Validity Test (Outer Loading Test)

The results of the discriminant validity test based on the cross loading value show that all indicators have the highest outer loading value on the construct that should be measured compared to the loading value on other constructs, so that each construct in the study is able to measure different concepts and the indicators better represent each construct compared to other constructs.

Table 2. The performance of Outer Loading Analysis

	ATT	HC	PI	PV
ATT1	0,779	0,458	0,608	0,646
ATT2	0,816	0,640	0,686	0,648
ATT3	0,830	0,565	0,705	0,685
ATT4	0,764	0,481	0,613	0,612
ATT5	0,795	0,604	0,706	0,578
HC1	0,488	0,803	0,457	0,433
HC2	0,540	0,751	0,497	0,557
HC3	0,474	0,753	0,484	0,432
HC4	0,556	0,785	0,550	0,468

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	ATT	HC	PI	PV
HC5	0,510	0,785	0,479	0,406
HC6	0,610	0,807	0,568	0,477
HC7	0,590	0,792	0,606	0,600
PI1	0,669	0,530	0,857	0,637
PI2	0,705	0,569	0,822	0,690
PI3	0,672	0,536	0,821	0,618
PI4	0,702	0,534	0,835	0,707
PI5	0,673	0,581	0,765	0,533
PV1	0,618	0,425	0,585	0,837
PV2	0,659	0,505	0,649	0,850
PV3	0,649	0,498	0,651	0,819
PV4	0,652	0,560	0,657	0,835
PV5	0,705	0,569	0,674	0,798

Structural Model Testing (Inner Model)

The inner model test is used to predict causality (cause-effect relationships) between latent variables. The inner model test consists of (1) R Square on endogenous constructs (Sekaran & Bougie, 2016). (2) Estimate for Path Coefficients with the Bootstrapping procedure; (3) Effect Size (F Square). Conducted to determine the goodness of the model; (4) Prediction relevance (Q square); (5) VIF.

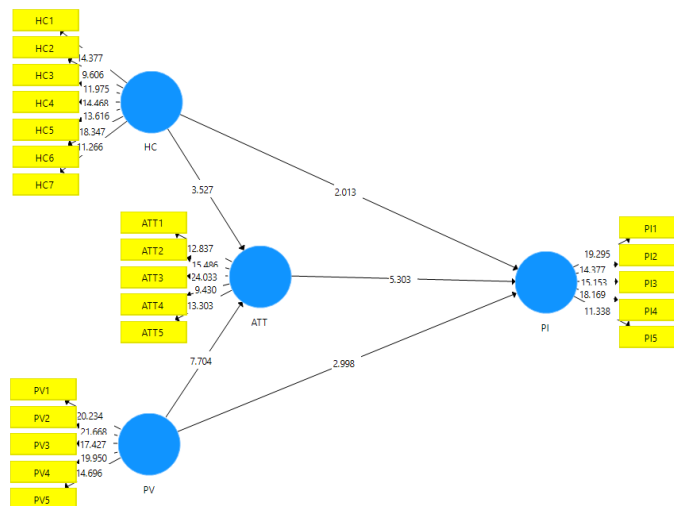


Figure 2. Coefficient Path Diagram

Table 3. The performance of Inner Model Analysis

Criteria	Construct	R ²	R ² Adjusted	F ²	VIF
R ²	Attitude (ATT)	0,697	0,691		
	Purchase Intention (PI)	0,743	0,735		
F ²	HC → ATT			0,213	
	HC → PI			0,037	
	PV → ATT			0,715	
	PV → PI			0,116	
	ATT → PI			0,307	
VIF	ATT1				1,785

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Criteria	Construct	R ²	R ² Adjusted	F ²	VIF
	ATT2				1,937
	ATT3				2,046
	ATT4				1,700
	ATT5				1,821
	HC1				2,359
	HC2				2,013
	HC3				1,849
	HC4				2,045
	HC5				2,264
	HC6				2,376
	HC7				2,273
	PI1				2,596
	PI2				2,215
	PI3				2,105
	PI4				2,160
	PI5				1,703
	PV1				2,596
	PV2				2,568
	PV3				2,082
	PV4				2,319
	PV5				1,826
Q ² Prediction relevance	$Q^2 = 1 - (1 - R1^2)(1 - R2^2) \dots (1 - Ra^2)$				
	$Q^2 = 1 - [(1 - 0,697)(1 - 0,743)]$				
	$Q^2 = 1 - (0,303 \times 0,257)$				
	$Q^2 = 1 - 0,077871$				
	$Q^2 = 0,922$ (kuat)				

The results of the inner model evaluation, the R² value on the Attitude construct of 0.697 with an adjusted R² of 0.697 indicates that 69.7% of the variation in consumer attitudes towards organic food can be explained by the Health Consciousness and Perceived Value variables, while the remaining 30.3% is explained by other factors outside the model. Meanwhile, the R² value of Purchase Intention of 0.743 with an adjusted R² of 0.735 indicates that Health Consciousness, Perceived Value, and Attitude are able to explain 74.3% of the variation in interest in purchasing organic food, while the remaining 25.7% is influenced by other factors outside the model.

Based on the effect size (f²) value, the influence of Health Consciousness on Attitude has a value of 0.213, which indicates a moderate effect, while the influence of Health Consciousness on Purchase Intention is 0.037, which indicates a small effect. The influence of Perceived Value on Attitude has a value of 0.715, which indicates a large effect and is the influence with the largest effect size in the model. Furthermore, the influence of Perceived Value on Purchase Intention is 0.116, indicating a small effect, while the influence of Attitude on Purchase Intention is 0.307, indicating a moderate effect. These results indicate that Perceived Value has the strongest contribution in shaping Attitude, while Attitude also has an important contribution in explaining Purchase Intention.

Multicollinearity testing based on VIF values showed that all indicators had VIF values between 1.700–2.596, so all values were below the general limit of 5.00. Thus, there was no indication of multicollinearity interfering with the research model and all indicators could be retained for further analysis.

Furthermore, the Q² (predictive relevance) value calculated based on the R² values of the two endogenous constructs yielded a value of 0.922. A Q² value greater than zero indicates the model's predictive relevance, while a value of 0.922 indicates strong predictive ability for the endogenous constructs of Attitude and Purchase Intention. Thus, the overall results of the inner model evaluation indicate that the research model has high explanatory power, does not experience multicollinearity problems, and has strong predictive ability.

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The next step is to explain the path coefficient based on the t-statistic and p-value using the bootstrapping method. The conditions for accepting the hypothesis are that the t-statistic must be >1.65 with a 95% confidence level or a p-value <0.05 (Hair, 2017).

Table 4. Path Coefficients and Specific Indirect Effects Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Note
H1: Attitude → Purchase Intention	0,510	5,303	0,000	Received
H2: Health Consciousness → Attitude	0,324	3,527	0,000	Received
H3: Health Consciousness → Purchase Intention	0,138	2,013	0,045	Received
H4: Perceived Value → Attitude	0,594	7,704	0,000	Received
H5: Perceived Value → Purchase Intention	0,288	2,998	0,003	Received
H6: Health Consciousness → Attitude → Purchase Intention	0,165	2,790	0,005	Received
H7: Perceived Value → Attitude → Purchase Intention	0,303	4,317	0,000	Received

Hypothesis 1 shows that Attitude has a positive and significant effect on Purchase Intention for organic food ($\beta = 0.510$; $t = 5.303$; $p < 0.001$). These results indicate that the more positive consumers' attitudes toward organic products, the stronger their interest in purchasing them. Positive attitudes are reflected in the assessment that organic products are a good choice, feelings of pleasure and comfort when consuming them, and the view that organic products are an important part of a healthy lifestyle. Thus, when consumers have a positive evaluation of organic food, they do not only view it as an ordinary food product, but as a choice that suits their needs and health values. This finding is in line with (Leyva-Hernández et al., 2024) who showed that attitude is an important determinant in forming purchase intentions for organic food. These results also support (Pan et al., 2025b) and (Andrini & Negeri Padang, 2025) who found that positive attitudes contribute to increased purchase intentions for healthy and organic foods.

Hypothesis 2 shows that Health Consciousness has a positive and significant effect on Attitude ($\beta = 0.324$; $t = 3.527$; $p < 0.001$). This indicates that the higher a consumer's health awareness, the more positive their attitude toward organic food. This awareness is reflected in attention to physical health, habits of thinking about health conditions, monitoring diet, seeking information about healthy foods, and carefulness in choosing food. Consumers who actively strive to maintain their health tend to assess organic products as choices that align with their health goals. Thus, health awareness forms the basis for forming positive evaluations of organic food because consumers associate consumption of these products with efforts to maintain health and adopt a healthy lifestyle. This finding supports (Pan et al., 2025b), (Li & Shan, 2025b) and (Yang et al., 2023) who showed a positive relationship between health consciousness and consumer evaluations or attitudes toward healthy and organic food.

Hypothesis 3 shows that Health Consciousness has a positive and significant effect on Purchase Intention ($\beta = 0.138$; $t = 2.013$; $p = 0.045$). These results indicate that consumers who are highly concerned about health tend to have a greater intention to purchase organic food. This awareness encourages consumers to seek information about healthy foods, make more careful food choices, and consider long-term health benefits. This is reflected in respondents' intention to purchase organic food due to the long-term health benefits and the perception that the product is safer to consume. Although the direct effect of health consciousness on purchase intention is relatively smaller than the influence of attitude, these results indicate that health consciousness remains an important factor in driving purchase intention. This finding is in line with (Wang et al., 2020), (Yang et al., 2023), and (Napitupulu et al., 2025b) who found that health consciousness is positively related to organic food purchase intention.

Hypothesis 4 shows that Perceived Value has a positive and significant effect on Attitude ($\beta = 0.594$; $t = 7.704$; $p < 0.001$). This effect is the strongest among the direct relationships with Attitude, indicating that consumers' perceptions of the benefits and value of organic food significantly determine the formation of their attitudes. Consumers tend to have more positive attitudes when they assess that the benefits of organic products are commensurate with the price paid, the product can improve quality of life, provide emotional satisfaction, and provide benefits to the environment. In other words, consumers consider not only price aspects, but also health,

emotional, quality of life, and environmental benefits when evaluating organic food. This finding is in line with (Albornoz et al., 2024) who emphasized the importance of perceived value in shaping consumers' willingness to consume healthy food products. These results also support (Napitupulu et al., 2025a) and (Leyva-Hernández et al., 2024) who showed that perceived value plays a role in shaping consumers' positive evaluations of organic food.

Hypothesis 5 shows that Perceived Value has a positive and significant effect on Purchase Intention ($\beta = 0.288$; $t = 2.998$; $p = 0.003$). These results indicate that the higher the value consumers perceive of organic products, the greater their tendency to purchase those products. When consumers perceive that the benefits of organic products are commensurate with the price paid, improve quality of life, provide emotional satisfaction, and provide benefits for the environment, they are more willing to choose and purchase organic products. These findings indicate that relatively higher prices for organic products are acceptable if consumers obtain benefits that are commensurate with the sacrifice. The results of this study are in line with (Napitupulu et al., 2025b), (Albornoz et al., 2024), and (Khan & Khan, 2025) which show that perceived benefits and health value play a role in increasing interest in purchasing organic food.

The sixth hypothesis indicates that Attitude positively and significantly mediates the relationship between Health Consciousness and Purchase Intention ($\beta = 0.165$; $t = 2.790$; $p = 0.005$). This finding suggests that health consciousness not only directly drives purchase intention but also works through the formation of positive attitudes toward organic food. Consumers who pay attention to their health, monitor their diet, seek out healthy food information, and strive to make healthy choices tend to have more positive evaluations of organic food. This positive attitude then increases the desire to purchase organic products regularly, choose them over non-organic products, and purchase them for long-term health benefits. Thus, attitude is an important mechanism that translates health awareness into purchasing behavior tendencies. These results are in line with (Pan et al., 2025b) who showed that attitude is a psychological mechanism in the relationship between health awareness and healthy food purchase intention, and (Andrini & Negeri Padang, 2025) who found the role of attitude as a mediator in the relationship between health awareness and organic food purchase intention.

The seventh hypothesis indicates that Attitude positively and significantly mediates the relationship between Perceived Value and Purchase Intention ($\beta = 0.303$; $t = 4.317$; $p < 0.001$). These results indicate that consumer perceptions of the value of organic products can increase purchase intention through the formation of positive attitudes. When consumers assess that the product price is commensurate with the benefits obtained, the product is able to improve quality of life, provide emotional satisfaction, and provide environmental benefits, consumers tend to have a more positive attitude towards organic food. This attitude then encourages consumers to intend to purchase regularly, choose organic products when available, and prefer them over non-organic products. These findings show that consumer perceived value does not stop at the evaluation of benefits, but is translated into purchase intention through an evaluative process in the form of attitudes. These results support (Albornoz et al., 2024; Leyva-Hernández et al., 2024) and (Munaqib et al., 2025) who demonstrated the importance of perceived value and attitude in explaining organic food purchase intention.

Importance-Performance Map Analysis (IPMA)

The horizontal axis shows importance based on total effects, while the vertical axis shows performance on a scale of 0–100. First, Attitude (ATT) has an importance of around 0.510 with a performance of around 80.665. This position indicates that Attitude is an important construct and has high performance in increasing Purchase Intention. Consumers already have a relatively positive attitude towards organic food, such as considering organic products as a good choice, feeling happy and comfortable consuming them, and considering them as part of a healthy lifestyle. Therefore, Attitude is a factor whose performance needs to be maintained.

Second, Health Consciousness (HC) has an importance of around 0.303 and a performance of around 82.119. This indicates that Health Consciousness has a relatively lower importance, but its performance level is actually the highest compared to other constructs. This means that consumers already have good health awareness, but increasing this awareness does not contribute as much as Attitude and Perceived Value to Purchase Intention. Thus, Health Consciousness can be categorized as a factor with high performance but relatively low importance, so it is not a top priority for improvement.

Third, Perceived Value (PV) has the highest importance, at around 0.591, but its performance is only around 77.864, which is the lowest performance among the three constructs. This position indicates that Perceived Value is a top priority for improvement. Consumers consider the value obtained from organic food very important in shaping purchasing intention, but the performance of this value perception is still relatively low. In other words, consumers

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do not fully feel that the benefits of organic food, whether health benefits, quality of life, emotional satisfaction, or environmental benefits are commensurate with the price or sacrifice incurred.

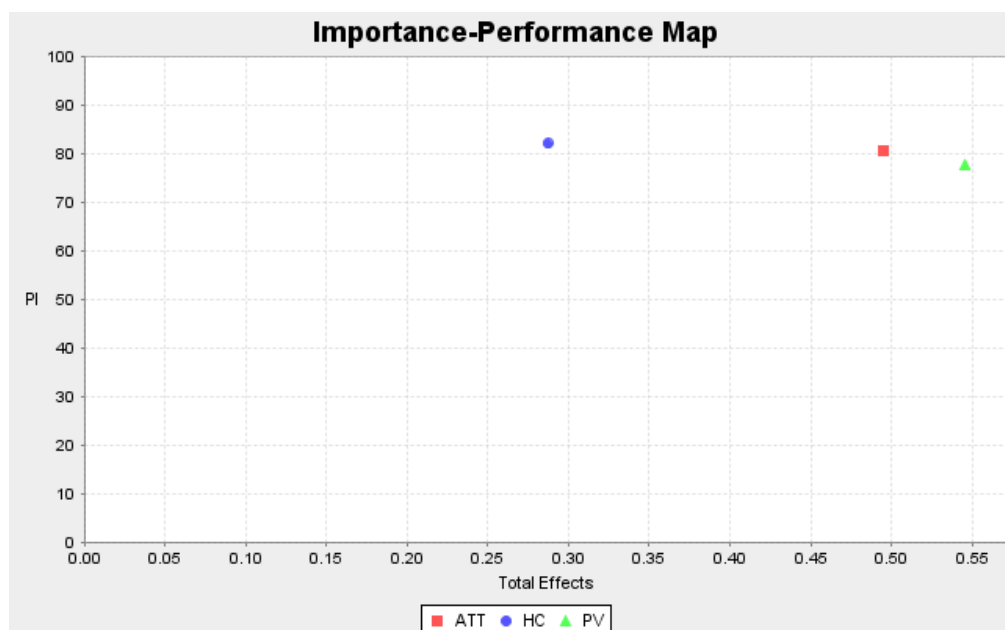


Figure 3. IPMA Analysis

CONCLUSION

The outer model evaluation results show that all indicators in the Health Consciousness, Perceived Value, Attitude, and Purchase Intention constructs meet the validity and reliability criteria, with loading factors of 0.751–0.857 and AVE of 0.612–0.685. The inner model results show that Health Consciousness and Perceived Value are able to explain 69.7% of the variation in Attitude, while Health Consciousness, Perceived Value, and Attitude explain 74.3% of the variation in Purchase Intention. All hypotheses H1–H7 are accepted, indicating that both main variables have a positive effect on Purchase Intention, both directly and through Attitude. The Q^2 value of 0.922 indicates a strong predictive ability of the model, while all VIFs are below 5 so there is no multicollinearity problem. The results of the Importance-Performance Map Analysis (IPMA) show that Perceived Value is the most important factor in increasing Purchase Intention with an importance of around 0.591, but has the lowest performance, which is around 77.864. This indicates that increasing consumer perceptions of the benefits and value of organic food needs to be a top priority, especially through strengthening perceptions regarding the suitability of price with health benefits, quality of life, emotional satisfaction, and environmental benefits. Meanwhile, Attitude has an importance of around 0.510 and a performance of 80.665 so it needs to be maintained, while Health Consciousness has an importance of around 0.303 and the highest performance of 82.119. Thus, strategies to increase interest in purchasing organic food should be more focused on increasing perceived value, while maintaining positive consumer attitudes towards organic food.

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