

## REFERENCES

- Ahmad, S. N. B., & Omar, A. (2018). Influence of perceived value and personal values on consumers repurchase intention of natural beauty product. *International Journal of Supply Chain Management*, 7(2), 116-125.
- Ahmad, S., Nadzri, N., Shaari, A., Yunus, S., & Musa, N. (2019). Perceived values and personal values: Which one explains the consumer's repurchase intention of eco-friendly home appliances product. *International Journal of Innovation, Creativity, and Change*, 6(4), 268-284.
- Ahyar, H., Maret, U.S., Andriani, H., Sukmana, D.J., Hardani, S.P., MS, N.H.A., GC, B., Helmina Andriani, M.S., Fardani, R.A., Ustiawaty, J. and Utami, E.F., (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif*. CV. Pustaka Ilmu Group.
- Ajzen, I. and Fishbein, M., 2005. The influence of attitudes on behaviour. In: Albarracín, D., Johnson, B. T and Zanna, M. P. (eds.): *The handbook of attitudes*, 173-221, Mahwah, NJ: Erlbaum.
- Alan, A. K., Dursun, I., Kabadayi, E. T., Aydin, K., & Anlagan, F. (2016). What Influences the Repurchase Intention for Luxury Brands?-The Relative Impacts of Luxury Value Dimensions. *International Business Research*, 9(5), 11. <https://doi.org/10.5539/ibr.v9n5p11>
- AOI. (2019). *Statistik Pertanian Organik Indonesia (SPOI) 2019*. [Internet]. [diakses pada 2021 sept 4]. available at <http://aoi.ngo/web/statistik-pertanian-organikindonesia-spoi-2019/>
- Asti, W. P., Handayani, P. W., & Azzahro, F. (2021). Influence of trust, perceived value, and attitude on customers' repurchase intention for e-grocery. *Journal of Food Products Marketing*, 27(3), 157-171.
- Aziz, M., Adnan, A., Afthanorhan, A., Foziah, H., Ishak, S., & Rashid, N. (2019). The influence of employer value proposition in talent demand towards talent shortage in the Malaysian Islamic banking institutions: A SEM approach. *Management Science Letters*, 9(6), 843-850.
- Baalbaki, I., Malhotra, N. K., & Nasr, N. (2021). *Marketing Research: An Applied Orientation*.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of tourism research*, 27(3), 785-804.
- Barkley, A. (2002). Organic food growth: Producer profits and corporate farming. In Presentation at the Risk and Profit Conference, Dept. of Agricultural Economics, Kansas State University, Manhattan, Kansas.
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 1173.

- Baudry, J., Allès, B., Péneau, S., Touvier, M., Méjean, C., Hercberg, S., Galan, P., Lairon, D. and Kesse-Guyot, E., (2017). Dietary intakes and diet quality according to levels of organic food consumption by French adults: Cross-sectional findings from the NutriNet-Santé Cohort Study. *Public Health Nutrition*, 20(4), 638–648. <https://doi.org/10.1017/S1368980016002718>
- Bechger, T., & Hox, J. (2014). An Introduction to Structural Equation Modeling. *Family Science Review*, 354-373.
- Becker, M.H., Maiman, L.A., Kirscht, J.P., Haefner, D.P. & Drachman, R.H. (1977) The health belief model and prediction of dietary compliance: a field experiment. *Journal of Health and Social Behaviour*, 18, 348–366.
- Cardozo, R. N. (1965). An experimental study of customer effort, expectation and satisfaction. *Journal of Marketing Research*, 2(3), 244-249. <http://dx.doi.org/10.2307/3150182>
- CEIC Data. Retrieved on 8<sup>th</sup> February 8, 2023. <https://www.ceicdata.com/id/indicator/indonesia/gdp-per-capita>
- Chang, S.-C.. & Chou, P.-Y. (2014). Evaluation of satisfaction and repurchase intention in online food group-buying, using Taiwan as an example. *British Food Journal*, 116(1) 44-61. <http://dx.doi.org/10.1108/BFJ-03-2012-0058>
- Chen, M. F. (2009). Attitude toward organic foods among Taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of a healthy lifestyle. *British food journal*.
- Choi, S. W., & Jin, Y. H. (2010). Effect of health-orientated menu for restaurant customers on LOHAS, herbal food, and customer satisfaction. *Culinary science and hospitality research*, 16(2), 96-109.
- Chu, K. M. (2018). Mediating influences of attitude on internal and external factors influencing consumers' intention to purchase organic foods in China. *Sustainability (Switzerland)*, 10 (12), 1–15.
- Durianto, dan Liana, C, (2004). Analisis efektivitas iklan televisi softener soft & fresh di Jakarta dan sekitarnya dengan menggunakan konsumen decision model, *Jurnal Ekonomi Perusahaan*, Vol.11 (no.1): 35-55
- David, W. & Ardiansyah. (2017) Organic agriculture in Indonesia: challenges and opportunities. *Organic Agriculture*, 7(3), 329– 338. Available from: <https://doi.org/10.1007/s13165-016-0160-8>
- De Toni, D., Eberle, L., Larentis, F., & Milan, G. S. (2018). Antecedents of perceived value and repurchase intention of organic food. *Journal of Food Products Marketing*, 24(4), 456-475.
- Deanna, U. (2020). 19 ways the beauty industry is responding to CoronaVirus. Retrieved from <https://www.cosmeticsdesign.com/Article/2020/03/18/19ways-the-beauty-industry-isresponding-to-CoronaVirus>

- Fakhrudin, A. (2019). Pengaruh Kewajaran Harga Dan Citra Perusahaan Terhadap Keputusan Pembelian Ulang Pada Penumpang Maskapai Citilink Indonesia. *Jurnal Manajemen Bisnis*, 10(1), 55-72.
- Farias, F. D., Eberle, L., Milan, G. S., De Toni, D., & Eckert, A. (2019). Determinants of organic food repurchase intention from the perspective of Brazilian consumers. *Journal of Food Products Marketing*, 25(9), 921-943.
- Ferdinand, A. (2006). Metode Penelitian Manajemen. Ed.2. Semarang: Badan Penerbit Universitas Diponegoro.
- FiBL and IFOAM – Organics International 2019: The World of Organic Agriculture: Statistics and Emerging Trends 2019. Helga Willer and Julia Lernoud, Research Institute of Organic Agriculture (FiBL), Frick, Switzerland.
- Garretson, J., Fisher, D., & Burton, S. (2002). Antecedents of private label attitude and national brand promotion attitude: similarities and differences. *Journal Of Retailing*, 78(2), 91- 99.
- Ghali, Z. Z. (2020). Effect of utilitarian and hedonic values on consumer willingness to buy and to pay for organic olive oil in Tunisia. *British Food Journal*.
- Ghozali, I. (2014). SEM Metode Alternatif dengan menggunakan Partial Least Squares (PLS). *Semarang: Badan Penerbit Universitas Diponegoro*.
- Ghozali, I. (2016). Aplikasi Analisis Multivariate dengan Program IBM SPSS 23 (8th ed.). Semarang: Badan Penerbit Universitas Diponegoro
- Ghozali, I., & Latan, H. (2015). Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris. *Semarang: Badan Penerbit UNDIP*.
- Giese, J. L., & Cote, J. A. (2000). Defining consumer satisfaction. *Academy of marketing science review*, 1(1), 1-22.
- Global Organic Trade Guide. Retrieved on 8<sup>th</sup> February 8, 2023. <https://globalorganictrade.com/country/indonesia>
- Gould, S. J. (1988). Consumer attitudes toward health and health care: A differential perspective. *Journal of Consumer Affairs*, 22(1), 96-118.
- Grankvist, G. & Biel, A. (2001) The importance of belief and purchase criteria in the choice of eco-labelled food products. *Journal of Environmental Psychology*, 21, 405–410.
- Gremler, D. D., & Gwinner, K. P. (2000). Customer-employee rapport in service relationships. *Journal of service research*, 3(1), 82-104.
- Grunert, K. G. (1995). Development and testing of a cross-culturally valid instrument: Food-related life style. *ACR North American Advances*.
- Grunert, K.G., Brunsø, K. and Bisp, S. (1997), “Food-related lifestyle: development of a cross-culturally valid instrument for market surveillance”, in Kahle, L.

- and Chiagouris, C. (Eds), Values, Lifestyles, and Psychographics, Lawrence Erlbaum Associates, Mahwah, NJ, pp. 337-54.
- Grunert, K. G., Bech-Larsen, T., & Bredahl, L. (2000). Three issues in consumer quality perception and acceptance of dairy products. *International Dairy Journal*, 10(8), 575-584.
- Gunzler, D., Chen, T., Wu, P., & Zhang, H. (2013). Introduction to Mediation Analysis with Structural Equation Modeling. Shanghai Archives of Psychiatry, Vol.25, No. 6, pp. 390-394
- Haghjou, M., Hayati, B., Pishbahar, E., Mohammad, R. R., & Dashti, G. (2013). FACTORS AFFECTING CONSUMERS' POTENTIAL WILLINGNESS TO PAY FOR ORGANIC FOOD PRODUCTS IN IRAN: CASE STUDY OF TABRIZ.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Canonical correlation: A supplement to multivariate data analysis. *Multivariate Data Analysis: A Global Perspective, 7th ed.*; Pearson Prentice Hall Publishing: Upper Saddle River, NJ, USA..
- Hair, J., Hult, G. M., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). SAGE Publication Ltd; Second Edition.
- Hallab, Z. A., Yoon, Y., & Uysal, M. (2003). Segmentation based on the healthy-living attitude: A market's travel behavior. *Journal of Hospitality and Leisure Marketing*, 10(3-4), 185-198
- Ham, M., Pap, A., & Bilandzic, K. (2016). Percieved barriers for buying organic food products. *Economic and Social Development: Book of Proceedings*, 162.
- Harianto, T., & Berlianto, M. P. (2022). Effect of Price, Health Consciousness, Food-Safety Concern, Prestige, Affordances, Visibility, Trust, and Customer Satisfaction on Repurchase Intention Online Food Delivery (OFD) To Customers in Jakarta. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 5(2).
- Harper, G. C. and Makatouni, A., 2002. Consumer perception of organic food production and farm animal welfare. *British Food Journal*, 104, 287-299.
- Hassan, S. H., Yee, L. W., & Ray, K. J. (2015). Purchasing intention towards organic food among generation Y in Malaysia.
- Hayes, A. F. (2009). Beyond Baron and Kenny: Statistical mediation analysis in the new millennium. *Communication monographs*, 76(4), 408-420.
- Hellier, P.K., Geursen, G.M., Carr, R.A. and Rickard, J.A. (2003), "Customer repurchase intention: A general structural equation model,, European Journal of Marketing, Vol. 37 No. 11/12, pp. 1762-1800. <https://doi.org/10.1108/03090560310495456>.

- Hermawan, I. (2019). *Metodologi Penelitian Pendidikan (Kualitatif, Kuantitatif dan Mixed Method)*. Cet.1. Kuningan: Hidayatul Quran Kuningan.
- Hicks, J. M., Behe, B. K., Page, T. J., Dennis, J. H., & Fernandez, R. T. (2005). (153) Delighted Consumers Buy Again. *HortScience*, *40*(4), 1063E-1064.
- Hong, H. (2009). Scale Development for Measuring Health Consciousness: Re-Conceptualization. Columbia, Missouri, United States: 12th Annual International Public Relations Research Conference, Holiday Inn University of Miami Coral Gables, Florida.
- Hossain, Pavel. (2006). "A Relational Study on Perceived Value, Brand Preference, Customer Satisfaction, and Repurchase Intention in Context of AKIJ Textile Mills Ltd in Bangladesh". Bangladesh: Independent University.  
[https://doi.org/10.1016/s0022-4359\(02\)00071-4](https://doi.org/10.1016/s0022-4359(02)00071-4)
- Huang, C. L., & Yuan, K. (2015). The influence of perceived value on repurchase intention: A leading 3C retailer in Taiwan as an example. *International Journal of Information Technology and Business Management*, *43*(1), 2304-2337.
- Hussein, A. (2015). Penelitian Bisnis dan Manajemen Menggunakan Partial Least Squares (PLS) dengan SmartPLS 3.0. Fakultas Ekonomi dan Bisnis Universitas Brawijaya.
- Hutami, N. D., Priyatama, A. N., & Satwika, P. A. (2020). Kepuasan Konsumen dan Intensi Pembelian Ulang Produk Kue Artis pada Mahasiswa. *Psikologika: Jurnal Pemikiran dan Penelitian Psikologi*, *25*(1), 73-84.
- Iacobucci, D. (2008). *Mediation Analysis (Quantitative Application in the Social Science)* Issues 156. SAGE Publications.
- In-Sil, P., Ji-Young, K., Soon-Jeong, C., & Hyun-Jung, P. (2015). The relationship between wellbeing tendency, health consciousness, and life satisfaction among local community dance program participants. *Procedia-Social and Behavioral Sciences*, *205*, 211-220.
- Jamrozy, U., & Lawonk, K. (2017). The multiple dimensions of consumption values in ecotourism. *International Journal of Culture, Tourism and Hospitality Research*, *11*(1), 18–34. <https://doi.org/10.1108/IJCTHR-09-2015-0114>
- Janadari, M. P. N., Sri Ramalu, S., Wei, C., & Abdullah, O. Y. (2016). Evaluation of measurment and structural model of the reflective model constructs in PLS–SEM. In *Proceedings of the 6th International Symposium—2016 South Eastern University of Sri Lanka (SEUSL)*, Oluvil, Sri Lanka (pp. 20-21).
- Jansri, W., & Marimuthu, M. (2015). Are consumers of luxury natural products concerned about environmental issues?. *Advances in Environmental Biology*, 82-86.

- Jaya, I. (2021). Penguatan Sistem Kesehatan dalam Pengendalian COVID-19. *Direktorat Jenderal Pencegahan Dan Pengendalian Penyakit*.
- Jayanti, R. K., & Burns, A. C. (1998). The antecedents of preventive health care behavior: An empirical study. *Journal of the academy of marketing science*, 26(1), 6-15.
- Jirawat, A. (2011). The Impact of Price Perception on Customer Loyalty in The Airline Context. *Journal of Business; Economics Research (JBER)*, 9(9), 37. <https://doi.org/10.19030/jber.v9i9.5646>
- Jogiyanto. (2011). Metodologi penelitian bisnis 4th ed. Yogyakarta: BPFE
- Joseph, Y., C.M, L.Y., Chiao Y.C & Tai, H.S. (2005), "Perceived Quality, Customer Satisfaction, and Customer Loyalty: The Case of Lexus in Taiwan." *Total Quality Management*, 16(6), pp. 707-719.
- Kang, J., Jun, J., & Arendt, S. W. (2015). Understanding customers' healthy food choices at casual dining restaurants: Using the Value–Attitude–Behavior model. *International Journal of Hospitality Management*, 48, 12-21.
- Kaul, D. (2017). Customer Relationship Management (CRM), Customer Satisfaction and Customer Lifetime Value in Retail. *Review Of Professional Management- A Journal Of New Delhi Institute of Management*, 15(2), 55. <https://doi.org/10.20968/rpm/2017/v15/i2/163914>
- Kemenkes, R. I. (2020). Keputusan Menteri Kesehatan Republik Indonesia Nomor HK. 01.07/MENKES/382/2020 Tentang Protokol kesehatan bagi masyarakat di tempat dan fasilitas umum dalam rangka pencegahan dan pengendalian corona virus disease 2019 (covid-19). *Indonesia: Kementerian Kesehatan RI. Retrived on June 22, 2022*.
- Kerlinger, F. K. (2006), *Foundations of Behavioral Research* (8th ed), Surjeet Publishers, London
- Khemthong, S., & Charnkit, P. (2022). A path analysis study of repurchase intention of food with health claim under the effect of food attributes. *Decision Science Letters*, 11(3), 263-272.
- Kirsty, C. (2019). Conscious Consumerism: Combining Psychodermatology with Skincare & More. *Beauty Packaging*. Retrieved from [https://www.beutypackaging.com/contents/view\\_online-exclusives/2019-12-02/conscious-consumerism-combining-psychodermatology-with-skincare-more/](https://www.beutypackaging.com/contents/view_online-exclusives/2019-12-02/conscious-consumerism-combining-psychodermatology-with-skincare-more/).
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50, 103-110.
- Kotler, P. (1999). *Marketing Management: Analysis Planning Implementation, and Control* (9th ed ed.). Upper Saddle River, NJ.: Prentice Hall.

- Kotler, P., & Armstrong, G. (2012). *Prinsip-Prinsip Pemasaran (Edisi Kedu)*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. London: Pearson Education.
- Kotler, Philip dan Gary Armstrong, 2008. (terj. Bob Sabran) *Prinsip-prinsip Pemasaran*. Jilid 1 dan 2 Jakarta: Erlangga
- Kraft, F. B., & Goodell, P. W. (1992). Identifying the health-conscious consumer. *Journal of Health Care Marketing*, 13(3), 18–25.
- Kumar, R. (2011). *Research Methodology: A Step-by-Step Guide for Beginners*. SAGE Publication Ltd; Third Edition.
- Kusuma, P. D., & Suryani, A. (2017). *Peran Customer Satisfaction Memediasi Pengaruh Marketing Mix Terhadap Repurchase Intention* (Doctoral dissertation, Udayana University).
- Kwok, L., Huang, Y.-K. and Hu, L. (2016). Green attributes of restaurants: What really matters to consumers? *International Journal of Hospitality Management*, 55, May, 107–117.
- Lai, W. T., and C. F. Chen. (2011). Behavioral intentions of public transit passengers-The roles of service quality, perceived value, satisfaction and involvement. *Transport Policy*, 18 (2), 318-325.
- Lam, A. Y., Lau, M. M., & Cheung, R. (2016). Modelling the relationship among green perceived value, green trust, satisfaction, and repurchase intention of green products. *Contemporary Management Research*, 12(1).
- Lee, H. J., & Yun, Z. S. (2015). Consumers' perceptions of organic food attributes and cognitive and affective attitudes as determinants of their purchase intentions toward organic food. *Food quality and preference*, 39, 259-267.
- Lee, J. H. (2017). Structural relationship among consumer attitude, usage motive, health-consciousness, satisfaction, and revisit intent pursuant to foodservice nutrition information labeling system. *Culinary science and hospitality research*, 23(5), 129-139.
- Lewin, J. E., & Johnston, W. J. (2008). The impact of supplier downsizing on performance, satisfaction over time, and repurchase intentions. *Journal of Business & Industrial Marketing*.
- Lismanizar, & Utami, S. (2018). Pengaruh Keamanan Pangan, Kesadaran Kesehatan, Nilai Yang Dirasakan Dan Harga Terhadap Niat Beli Makanan Cepat Saji Pada Konsumen KFC Di Kota Banda Aceh. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 3(2), 85-95.
- Lockie, S., Lyons, K., Lawrence, G. & Mummery, K. (2002) Eating green: motivations behind organic food consumption in Australia. *Sociologia Ruralis*, 42, 23–40.

- Loeb, S., Dynarski, S., McFarland, D., Morris, P., Reardon, S., & Reber, S. (2017). Descriptive Analysis in Education: A Guide for Researchers. NCEE 2017-4023. *National Center for Education Evaluation and Regional Assistance*.
- Magnusson, M.K., Avrola, A., Hursti Koivisto, U.K., Aberg, L. & Sjoden, P.O. (2003) Choice of organic foods is related to perceived consequences for human health and to environmentally friendly behaviour. *Appetite*, 40, 109–117.
- Malhorta, N. K. (2010). *Marketing Research: An Applied Orientation*. Pearson Education, Inc., Publishing as Prentice Hall. 6th ed.
- Malik, Saifullah. (2012). “Customer Satisfaction, Perceived Service Quality and Mediating Role of Perceived Value”. *International Journal of Marketing Studies*, 4(1).
- Margaretha, A. (2008). Customer Satisfaction Pengaruhnya Terhadap Brand Preference Dan Repurchase Intention Private Brand. *Jurnal Riset Ekonomi dan Bisnis*, 8(2), 58-68.
- Marwanto, B., Welsa, H., & Kurniawan, I. S. (2022). Pengaruh Kualitas Produk dan Persepsi Harga Terhadap Kepuasan dan Dampaknya Terhadap Minat Beli Ulang (pada Konsumen Produk Sayuran Cv Tani Organik Merapi Pakem Sleman). *Jurnal Kolaboratif Sains*, 5(2), 120-128.
- Michaelidou, N., & Hassan, L. M. (2008). The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food. *International journal of consumer studies*, 32(2), 163-170.
- Mohajan, H. K. (2017). Two criteria for good measurements in research: Validity and reliability. *Annals of Spiru Haret University. Economic Series*, 17(4), 59-82.
- Moliner, M. A., Sánchez, J., Rodríguez, R. M., & Callarisa, L. (2007). Relationship quality with a travel agency: The influence of the postpurchase perceived value of a tourism package. *Tourism and Hospitality Research*, 7(3-4), 194-211.
- Mørk, T., Bech-Larsen, T., Grunert, K. G., & Tsalis, G. (2017). Determinants of citizen acceptance of environmental policy regulating consumption in public settings: Organic food in public institutions. *Journal of Cleaner Production*, 148, 407–414. <https://doi.org/10.1016/j.jclepro.2017.01.139>
- Narimawati, U., Sarwono, J., Affandi, H., & Priadana, H. S. (2020). *Ragam Analisis dalam Metode Penelitian ( Untuk Penulisan Skripsi, Tesis, dan Disertasi)*. Ed.1. Yogyakarta: ANDI.
- NASTI, N., & LUBIS, A. H. (2021). *PERILAKU KONSUMSI BERAS ORGANIK DI INDONESIA*. CV. AZKA PUSTAKA.
- Newsom, J.T., McFarland, B.H., Kaplan, M.S., Huguet, N. & Zani, B. (2005) The health consciousness myth: implications of the near independence of major



- health behaviours in the North American population. *Social Science and Medicine*, 60, 433–437.
- Norfarah, Koo, & Siti-Nabiha. (2018). Private Label Brand Purchase Intention: A Malaysian Study. *Global Business and Management Research: An International Journal*, 10
- Nugraha, R., & Wiguna, L. D. (2021). THE INFLUENCE OF PRODUCT QUALITY, PERCEIVED VALUE, PRICE FAIRNESS, EWOM, AND SATISFACTION TOWARDS REPURCHASE INTENTION AT XING FUTANG. *JIMFE (Jurnal Ilmiah Manajemen Fakultas Ekonomi)*, 7(1), 89-98.
- O. Pappas, I., G. Pateli, A., N. Giannakos, M., & Chrissikopoulos, V. (2014). Moderating effects of online shopping experience on customer satisfaction and repurchase intentions. *International Journal of Retail & Distribution Management*, 42(3), 187–204. <https://doi.org/10.1108/IJRDM-03-2012-0034>
- Okoli, A. C. (2017). Disarmament, Demobilization and Reintegration (DDR) in Rwanda, 1997- 2008: A desk exegesis and agenda for Praxis. *International Journal of Emerging Trends in Social Sciences*, 1(1), 1-8.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of marketing research*, 17(4), 460-469.
- Oliver, R. L. (1997). *Customer satisfaction. A behavioral perspective on the consumer*. New York: McGraw-Hill.
- Oliver, R. L. (2014). *Satisfaction: A behavioral perspective on the consumer*. Routledge.
- Padel, S., & Foster, C. (2005). Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food. *British food journal*, 107(8), 606-625.
- Peter, J. Paul dan Jerry C Olson. 2002. *Perilaku konsumen dan strategi pemasaran*. Terjemahan. Jakarta: Erlangga
- Plank, R.E. & Gould, S.J. (1990) Health consciousness, scientific orientation and wellness; an examination of the determinants of wellness attitudes and behaviours. *Health Marketing Quarterly*, 7, 65–83.
- Pratikno, A., Prastiwi, A., & Ramahwati, S. (2020). Strategi dalam Pengujian Hipotesis Rata-rata Dua Variable. *OSF Preprints*, (3).
- Prayoni, I. A., & Respati, N. N. R. (2020). *Peran Kepuasan Konsumen Memediasi Hubungan Kualitas Produk dan Persepsi Harga Dengan Keputusan Pembelian Ulang* (Doctoral dissertation, Udayana University).
- Purwasmita, I. M., & Sutaryat, I. A. (2014). *Padi Sri Organik Indonesia* (Edisi Revisi). Penebar Swadaya Grup.

- Rifai, A. (2015). Partial Least Square-Structural Equation Modeling (PLS-SEM) Untuk Mengukur Ekspektasi Pengguna Repositori Lembaga (Pilot Studi di UIN Syarif Hidayatullah Jakarta). *Al-Maktabah*, Vol.14, 56-65.
- Sadida, N. (2018). Hubungan antara health consciousness dengan employee well-being pada karyawan di DKI Jakarta. *Journal of Psychological Science and Profession*, 2(3), 216-221.
- Sahota, A. (2014). The global market for organic food & drink. In H. Willer, & J. Lernoud (Eds.), *The world of organic agriculture – Statistics & emerging trends 2014*. FiBL-IFOAM report (pp. 127–131). Bonn, Germany: Research Institute of Organic Agriculture (FiBL), Frick, and International Federation of Organic Agriculture Movements (IFOAM).
- Sánchez, M., Grande, I., Gil, J. M., & Gracia, A. (2001). Segment differences in organic product willingness to pay: contingent valuation and conjoint analysis. *Revista Española de Estudios Agrosociales y Pesqueros (España)*.
- Santoso, I., & Fitriani, R. (2016). Green packaging, green product, green advertising, persepsi, dan minat beli konsumen. *Jurnal Ilmu Keluarga & Konsumen*, 9(2), 147-158.
- Satriandhini, M., Wulandari, S. Z., & Suwandari, L. (2020). The effect of perceived value and service quality on repurchase intention through go-food consumer satisfaction: a study on the millennial generation. *ICORE*, 5(1).
- Savitri, I. A. (2018). PENGARUH CITRA MEREK, KUALITAS PRODUK DAN PERSEPSI HARGA TERHADAP KEPUASAN DAN NIAT BELI ULANG. *E Jurnal Manajemen*, Vol 7 No 10 <https://ojs.unud.ac.id/index.php/Manajemen/article/view/40281> Diakses tanggal 3 Juli 2019.
- Schifferstein, H.N.J. & Oude Ophuis, P.A.M. (1998) Health-related determinants of organic food consumption in the Netherlands. *Food Quality and Preference*, 9, 119–133. [https://doi.org/10.1016/s0950-3293\(97\)00044-x](https://doi.org/10.1016/s0950-3293(97)00044-x)
- Schiffman, K & L.L. Kanuk. (2008). Perilaku konsumen. Edisi Ketujuh. Terjemahan: zoelkifli Kasip. Jakarta: PT Indeks.
- Sekaran, Uma. 2011. *Research Methods for Business*. Edisi I dan II. Jakarta: Salemba Empat.
- Setiawan, W., & Safitri, K. (2019). Pengaruh Kualitas Produk Dan Harga Terhadap Minat Beli Ulang Beras Batang Gadis Di Agen S. Riyadi Melalui Kepuasan Konsumen Sebagai Variabel Intervening. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 3(3), 223-231.
- Shaharudin, M. R., Junika Pani, J., Wan Mansor, S., Jamel Elias, S., & Maruak Sadek, D. (2010). Purchase Intention of Organic Food in Malaysia: A Religious Overview. *International Journal of Marketing Studies*, 2 (1). doi: <https://doi.org/10.5539/ijms.v2n1p96>

- Sharma, A., Moon, J., Strohbehn, C. (2014). Restaurant's decision to purchase local foods: Influence of value chain activities. *International Journal of Hospitality Management*, 39, 130–143
- Sriwaranun, Y., Gan, C., Lee, M., & Cohen, D. A. (2015). Consumers' willingness to pay for organic products in Thailand. *International Journal of Social Economics*.
- Statistik Pertanian Organik Indonesia (SPOI). (2019). Statistik Pertanian Organik Indonesia 2019. Aliansi Organik Indonesia. Bogor
- Strassner, C., Cavoski, I., Di Cagno, R., Kahl, J., Kesse-Guyot, E., Lairon, D., ... Stolze, M. (2015). How the Organic Food System Supports Sustainable Diets and Translates These into Practice. *Frontiers in Nutrition*, 2, 19. <https://doi.org/10.3389/fnut.2015.00019>
- Sudaryono. (2019). Metodologi Penelitian : Kuantitatif, Kualitatif, dan Mix Method. Ed.2.Cet.3. Depok: Rajawali Pers.
- Sugiyono, D. (2018). Metode penelitian kuantitatif, kualitatif dan R & D/Sugiyono. *Bandung: Alfabeta*, 15(2010).
- Sugiyono. (2020). Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Method). *Bandung: Alfabeta*
- Suh, B. W., Eves, A., & Lumbers, M. (2015). Developing a model of organic food choice behavior. *Social Behavior and Personality: an international journal*, 43(2), 217-230.
- Sulistiyana, P., Mulyo, J. H., & Jamhari, J. (2014). Konsumsi Beras Organik Pada Tingkat Rumah Tangga Di Kota Yogyakarta. *Agro Ekonomi*, 25(1).
- Supranto, M. A. (2011). Pengukuran Tingkat Kepuasan Pelanggan Untuk Meningkatkan Pangsa Pasar. *Jakarta: PT. Rineka Cipta*.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/s0022-4359\(01\)00041-0](https://doi.org/10.1016/s0022-4359(01)00041-0)
- Taherdoost, H. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. *International Journal of Academic Research in Management*, Vol.5,No.3, 28-36.
- Tan, H. (2019). Pengaruh perceived value terhadap repurchase intention melalui customer satisfaction sebagai variabel intervening pada pada shopee. *Agora*, 7(1).
- Tarkiainen, A. and Sundqvist, S., 2005. Subjective norms attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, 107(11), 808
- Thanki, H., Shah, S., Oza, A., Vizureanu, P., & Burduhos-Nergis, D. D. (2022). Sustainable Consumption: Will They Buy It Again? Factors Influencing the Intention to Repurchase Organic Food Grain. *Foods*, 11(19), 3046.

- Thio, S. (2012). Persepsi konsumen terhadap makanan organik di Surabaya. *Jurnal Manajemen Perhotelan*, 4(1), 18-27.
- Tjiptono, F. (2014). Pemasaran jasa – prinsip, penerapan, dan penelitian. Yogyakarta: Andi Offset.
- Torjusen, H., Lieblein, G., Wandel, M. and Francis, C. A. (2001). Food system orientation and quality perception among consumers and producers of organic food in Hedmark County Norway. *Food Quality and Preference*, 12, 207–216.
- TRAN, T. A., PHAM, N. T., PHAM, K. V., & NGUYEN, L. C. T. (2020). The roles of health consciousness and service quality toward customer purchase decision. *The Journal of Asian Finance, Economics and Business*, 7(8), 345-351.
- Tuncer, İ., Unusan, C., & Cobanoglu, C. (2021). Service quality, perceived value and customer satisfaction on behavioral intention in restaurants: An integrated structural model. *Journal of Quality Assurance in Hospitality & Tourism*, 22(4), 447-475.
- Vittersø, G., & Tangeland, T. (2015). The role of consumers in transitions towards sustainable food consumption. the case of organic food in Norway. *Journal of Cleaner Production*, 92, 91–99. <https://doi.org/10.1016/j.jclepro.2014.12.055>
- Wilkie, W.L (1990), “Consumer Behavior”, 2nd ed., John Wiley & Sons. New York
- Willer, H., Schlatter, B., Trávníček, J., Kemper, L., & Lernoud, J. FiBL & IFOAM–Organics international: The world of organic agriculture. Statistics and emerging trends 2022. Research institute of organic agriculture FiBL and IFOAM–Organics international.
- Wong, K. K. K. (2013). Partial least squares structural equation modeling (PLS-SEM) techniques using SmartPLS. *Marketing Bulletin*, 24(1), 1-32.
- Yulisetiari, D., Subagio, A., Paramu, H., & Irawan, B. (2017). Customer repurchase intention and satisfaction in online shopping.
- Zanoli, R., & Naspetti, S. (2002). Consumer motivations in the purchase of organic food: A means-end approach. *British food journal*.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(April), 31-46. <http://dx.doi.org/10.2307/1251929>
- Zeng, F., Zuohao, H., Rong, C., & Zhilin, Y. (2009). Determinants of online service satisfaction and their impacts on behavioral intentions. *Total Quality Management & Business Excellence*, 20(9), 953–969. <https://doi.org/10.1080/14783360903181719>