



**ANALYSIS OF FACTORS INFLUENCING CONSUMER DECISIONS IN
PURCHASE INTENTION ORGANIC AGRICULTURAL PRODUCTS IN GREATER
JAKARTA**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Pertanian**

By:

SITI HASNAK ADAWIYAH

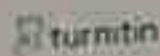
026202200008

**FACULTY OF BUSINESS
AGRIBUSINESS STUDY PROGRAM**

CIKARANG

AUGUST, 2025

AI SCORE CHECK



Page 2 of 119 - AI Writing Overview

Submission ID: 0146C307-8175-B0942

*% detected as AI

AI detection includes the possibility of false positives. Although some text in this submission is likely AI-generated, scores below the 20% threshold are not flagged because they have a higher likelihood of false positives.

Feedback to your students

It is essential to understand the limitations of AI detection before making decisions about a student's work. This resource provides best practices about Turnitin AI detection capabilities before using the tool.

Disclaimer

The Turnitin AI detection tool is a probabilistic tool, not a definitive one. It is not intended to be used as the sole basis for academic integrity decisions. It is a tool to assist in the identification of potential AI-generated text. The tool's results are not a guarantee of AI-generated text. The tool's results are not a guarantee of AI-generated text. The tool's results are not a guarantee of AI-generated text.

Frequently Asked Questions

How should I interpret Turnitin's AI writing percentage and false positives?

The percentage shown in the AI writing report is the amount of qualifying text within the submission that Turnitin's AI writing detection model determined is as either likely AI-generated text from a large-language model or likely AI-generated text that was likely created using an AI paraphrase tool or word spinner.

False positives (incorrectly flagging human-written text as AI-generated) are a possibility in AI models.

AI detection scores under 20%, which we do not surface in new reports, have a higher likelihood of false positives. To reduce the likelihood of misinterpretation, the 20% or higher threshold is attributed and is indicated with an asterisk in the reports (%*).

The AI writing percentage should not be the sole basis to determine whether misconduct has occurred. The reviewer/instructor should use the percentage as a prompt to start a formative conversation with their student and/or use it to enhance the submitted assignment in accordance with their school's policies.

What does "qualifying text" mean?

Our model only processes qualifying text in the form of long-form writing. Long-form writing means individual sentences contained in paragraphs that make up a longer piece of written work, such as an essay, a dissertation, or an article, etc. Qualifying text that has been determined to be likely AI-generated will be highlighted in cyan in the submission, and likely AI-paraphrased will be highlighted in purple.

Non-qualifying text, such as bullet points, numbered bibliographies, etc., will not be processed and can create disparity between the submission highlights and the percentage shown.



siti hasnak adawiyah

Thesis Siti Hasnak Adawiyah

Thesis Submitter

Document Details

Submission ID

0146C307-8175-B0942

111 Pages

Submission Date

Oct 2, 2025, 11:10 AM GMT+7

29,612 Words

138,061 Characters

Download Date

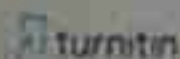
Oct 2, 2025, 11:22 AM GMT+7

File Name

Thesis File Siti Hasnak Adawiyah (02021011).docx

File Size

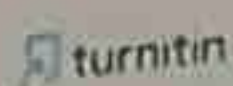
150 KB



Page 2 of 119 - AI Writing Page

Submission ID: 0146C307-8175-B0942

PLAGIARISM REPORT



Page 2 of 11 - Integrity Overview

Submission ID: 3618115209342

15% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

Filtered from the Report

- Bibliography
- Quoted Text

Match Groups

- 372 Not Cited or Quoted 14%
Matches with neither in-text citation nor quotation marks
- 15 Missing Quotations 1%
Matches that are still very similar to source material
- 0 Missing Citation 0%
Matches that have quotation marks, but no in-text citation
- 0 Cited and Quoted 0%
Matches with in-text citation present, but no quotation marks

Top Sources

- 7% Internet sources
- 8% Publications
- 13% Submitted works (Student Papers)

siti hasnak adawiyah

Thesis Siti Hasnak Adawiyah

Thesis Business

Document Details

Submission ID:
3618115209342

111 Pages

Submission Date:
Oct 2, 2025, 11:10 AM GMT+7

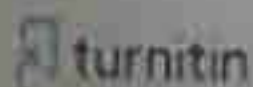
29,512 Words

Download Date:
Oct 2, 2025, 11:26 AM GMT+7

136,061 Characters

File Name:
Thesis File Siti Hasnak Adawiyah (EDITED) [1].docx

File Size:
150 MB



Page 1 of 11 - Cover Page

Submission ID: 3618115209342

ABSTRACT

Siti Hasnak Adawiyah 026202200008. 2025. **Analysis Of Factors Influencing Consumers Decisions In Purchase Intention Organic Agricultural Products In Greater Jakarta.** Supervised by Agus Fernando, S.P, M.M, Ph.D, Faculty of Business, President University, Cikarang.

PURPOSE – This study aims to analyze and empirically test the determinants influencing organic product purchasing decisions. This study focuses on consumers in Indonesia's major metropolitan area (JABODETABEK) and specifically examines the influence of Health Awareness, Environmental Concern, Price Perception, Product Availability, and Government Policy.

DESIGN/METHODOLOGY/APPROACH – This study uses a quantitative approach with a structured questionnaire survey. Primary data were collected from a sample of 405 respondents, predominantly female, of productive age (18-50 years), and with a middle income. The primary data analysis technique used was multiple linear regression analysis to test the hypotheses, supported by Cronbach's Alpha reliability testing to ensure instrument consistency.

FINDINGS – The analysis results indicate that the proposed regression model is robust and able to explain 79.4% of the variation in purchasing decisions (Adjusted R Square = 0.794). Partial hypothesis testing (t-test) demonstrated that Health Awareness, Product Availability, and Government Policy had a positive and significant influence on purchasing decisions. Conversely, Environmental Concern and Price Perception factors surprisingly did not show a significant influence. However, this finding is clouded by a crucial methodological issue: the instruments for measuring Environmental Concern ($\alpha = 0.479$) and Government Policy ($\alpha = 0.495$) proved unreliable.

ORIGINALITY/VALUE – This study provides empirical clarity regarding the hierarchy of motivating factors for organic product purchases in Indonesia's growing urban market. Its primary originality lies in the finding that personal benefits (health) and practical factors (availability) significantly outweigh altruistic (environmental) and economic (price) considerations for this consumer segment. In addition, this study critically highlights the importance of instrument validity, where unreliable results can lead to biased and potentially erroneous conclusions, providing valuable methodological lessons.

TABLE OF CONTENTS

THESIS APPROVAL PAGE	Error! Bookmark not defined.
RECOMMENDATION LETTER	Error! Bookmark not defined.
STATEMENT OF ORIGINALITY	Error! Bookmark not defined.
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	Error! Bookmark not defined.
ADVISOR APPROVAL FOR PUBLICATION	Error! Bookmark not defined.
PLAGIARISM REPORT	v
AI SCORE CHECK	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS	ix
TABLE OF FIGURES	xii
TABLE OF TABLES	xiii
ABSTRACT	xiv
CHAPTER I INTRODUCTIONS	1
1.1 Background	1
1.2 Problem Statement	4
1.3 Research Questions	4
1.4 Research Objectives	5
1.5 Research Significant	5
1.5.1 Academic Benefits	5
1.5.2 Practical Benefits	5
CHAPTER II LITERATURE REVIEW	6
2.1 Defining Of Organic Products	6
2.2 Theory of Planned Behavior (TPB)	6
2.2 Consumer Behavior in Purchasing Organic Products	7
2.3 Factors Influencing Consumer Decisions in Purchasing Organic Agricultural Products	8
2.3.1 Consumer Awareness and Knowledge	8
2.3.2 Price and Perceived Value	8
2.3.3 Health and Environmental Motivation	9
2.3.4 Product Availability	9
2.3.5 Social and Cultural Influences	9
2.4 Basic Concepts and Principles of Organic Agriculture	9
2.4.1 Definition and Scope	10
2.4.2 Key Principles of Organic Farming	10
2.4.3 Key Methods and Practices	11

2.4.4 Certification Standards and Process	11
2.5 Research Gap	12
2.6 Conceptual Framework	12
CHAPTER III RESEARCH METHOD	13
3.1 Basic Research Methods	13
3.2 Research Model and Hypotheses	14
3.3 Operational Definition of Variables	14
3.4 Location and Time of Research	15
3.4 Population and Sample	15
3.5 Data Collection Technique	16
3.6 Research Instrument	18
3.6.1 Respondent Demographic Data	18
3.6.2 Research-related questions	18
3.6.3 Questionnaire Grid	18
3.7 Data Analysis Technique	19
3.7.1 Initial Data Processing	19
CHAPTER IV RESULT AND DISCUSSIONS	21
4.1 Respondent Characteristics	21
4.1.1 Respondent Characteristics Based on Domicile	21
4.1.2 Respondent Characteristics Based on Age	21
4.1.3 Respondent Characteristics Based on Gender	21
4.1.4 Respondent Characteristics Based on Salary	22
4.1.5 Purchasing Preferences by Product Type	22
4.1.5.2 Organic Fruit Purchasing Preferences	23
4.2 Descriptive Analysis	23
4.2.1 Cross-tabulation & Chi-square	24
4.3 Spearman Correlation	25
4.4 Kruskal Wallis H Test	26
4.5 Linear Regression Buyer Decision	26
4.6 Reliability	27
4.7 Discussion	29
CHAPTER V CONCLUSION	33
5.1 Conclusion	33
5.2 Implications	34
5.3 Research Limitations	34

5.4 Research Limitations	35
REFERENCES	36
FIGURES	52
TABLE	62
APPENDICES	68
Appendix 1 Questionnaire	68
Appendix 2 Screening Questions	68
Appendix 3 Survey Questions	69
X1 Health Awareness	69
X2 Environmental Concern	69
X3 Price Perception	69
X4 Product Availability	70
X5 Government Policy	70
Y Buyer Decisions	70
Appendix 4 Respondent Profile	70
Appendix 5 Respondent Answers	85
ABOUT THE AUTHOR	96

TABLE OF TABLES

Table 2.5 Research Gap	62
Table 3.3 Operation Definition Of Variable	63
Table 3.6.3 Questionnaire Grid	64

TABLE OF FIGURES

Figure 1.1 Consumer Choices for Fresh Organic Food	52
Figure 2.6 Conceptual Framework	52
Figure 4.1.1 Frequency Table of Domicile	53
Figure 4.1.2 Frequency Table of Age	53
Figure 4.1.3 Frequency Table of Gender	53
Figure 4.1.4 Frequency Table of Salary	54
Figure 4.1.5 Frequency Purchasing Organic Product	54
Figure 4.2 Descriptive Analysis	56
Figure 4.4 Kruskal Wallis H Test	57
Figure 4.5 Model Adequacy Test (ANOVA)	58
Figure 4.3.1 Spearman Correlation (Health Awareness)	57
Figure 4.3.2 Spearman Correlation (Environmental Concern)	57
Figure 4.5.2 Coefficient of Determination (Model Summary)	58
Figure 4.5.3 Partial Hypothesis Test (Coefficients Table)	58
Figure 4.6.1 Reliability of Buyer Decision	58
Figure 4.6.2 Reliability of Health Awareness	59
Figure 4.6.3 Reliability of Environmental Concern	59
Figure 4.6.4 Reliability of Price Perception	60
Figure 4.6.5 Reliability of Product Availability	60
Figure 4.6.6 Reliability of Government Policy	61
Figure 4.2 Descriptive Analysis	56
Figure 4.4 Kruskal Wallis H Test	57
Figure 4.5 Model Adequacy Test (ANOVA)	58