
Is The Theory of Planned Behavior Relevant to Measures Factors That Influence Women In Klaten District to Buy Srinuk Organic Food Brand?

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doi: 10.51505/IJEBMR.2023.7206

URL: <https://doi.org/10.51505/IJEBMR.2023.7206>

Received: January 23, 2023

Accepted: February 03, 2023

Online Published: February 07, 2023

Abstract

This study aims to conduct a multivariate test of the dependent variable on women's behaviour of buying organic food which are influenced by three independent variables, namely perceived behavioral control, knowledge, and subjective norm. The research object as the sample is women costumers in Delanggu, Wonosari and Polanharjo District Klaten Indonesia who buy Srinuk organic rice and organic food brand around 100 respondents with purposive sampling. The data analysis in this study is in the form of respondent description tests, validity and reliability tests of items, and variable regression tests which are useful for providing an image of perception in the society's mind regarding the proof of buying behaviour model for organic food. Multivariate quantitative test used AMOS Software. The test results found that the perceived behavior control and subjective norm variables influence buying behaviour, while one variable, namely knowledge has no significant effect. From the research findings of the model evidence, a strategy is needed for stakeholders to develop marketing strategies towards the competitive advantage of organic food towards the increase of public consumption with more favourable products and market developments. At a later stage, it is possible to conduct experimental research.

Keywords: *planned behavior, women, buying behavior, Srinuk- Organic food*

1. Introduction

The educated middle class market in Indonesia has experienced significant growth and revolution in the last fifteen years. This revolution can be seen from the rapid growth of the banking sector, women entrepreneurs, product and service innovation, the rapid development of the LAZIS institution, the increasing use of the hijab, the market for halal cosmetics, food and various beverages, medicines with halal labels, sharia hotels and organic food is a serious concern for middle class consumers in Indonesia today.

There are interesting behaviors related to the behavior of urban middle class consumers in Indonesia. The more prosperous and smart they are, the more religious they will be (Cabtree, 2015). The increase in religiosity appears not only in prayer rituals, but also in the consumption of products and services. They place the behavior of buying both products and services, organic food and *thoyiban* halal goods as an integral part of worship. *Thoyyiban* means good and not harmful to the body. Consuming *thoyyib* halal food is part of worship activities. Organic food is healthy food, free of chemicals, safe and does not damage the body's organs in the sense that it has a *thoyyiban* value category.

Competition is a necessity and must be found in every company. Rojolele rice brand is rice that has been known for a long time to have a fluffier, delicious, fragrant taste and is liked by the majority of consumers. Currently there is competition for rice that does not originate from Delanggu but claims to be Delanggu rice through labels and packaging. The Klaten Regency Government in collaboration with the Faculty of Agriculture of Gajah Mada University created an innovative organic rice with the Srinuk brand, which the planting process is carried out in an eco-friendly manner, according to quality standards for processing superior organic products. Based on the background as a reference, the formulation of the problem is drawn "Are the variables forming the behavior of buying organic food for female consumers in Delanggu Wonosari and Polanharjo District Klaten influenced by perceived behavior control, knowledge and subjective norms?"

In general, this study aims to determine the behavior model of buying organic food. Specifically, it aims to determine the perceptions of female consumers towards Srinuk organic food brand whether it is influenced by the three antecedents as a shaper of behavior. The novelty of this research modifies the attitude model in the theory of Planned Behavior by applying research to female gender respondents in Polanharjo, Wonosari and Delanggu Klaten District. This research is expected to be useful for the development of a multivariate model of consumer buying behavior on Srinuk organic food brand using a marketing management science approach. This research is expected to be useful among practitioners of the organic food industry related to the science of consumer behavior.

Various benefits are obtained from this research including the application of marketing management science models. The Klaten Regency government is currently trying to popularize Srinuk brand organic rice. Research findings can prove a learning model for the science of consumer behavior for organic rice products and superior quality organic food from Klaten. Klaten Regency is a Regency which is rich in natural wealth, clean water sources, has the potential for the growth of superior plant seeds and organic food product innovations, so this research activity supports the vision of Widya Dharma University towards a university with character towards national prosperity and multicultural.

The more advanced the regional economy in Klaten Regency will encourage the increase of community economic growth towards national welfare and reduce poverty in society of Klaten Regency. The output of this research will include: 1) a behavioral model for buying Srinuk organic food brand is identified 2) a mechanism for preparing a marketing strategy for selling organic food products is identified.

2. Literature Review

Theory of Planned Behavior

There is a Theory of Planned Behavior explaining that an individual's behavior with primary involvement requires a sense of confidence and evaluation for growing attitudes, subjective norms and behavioral control with intention variables as mediation with the influence of various factors that can motivate buying behavior. The decision to consume organic food (healthy diet) is a behavior carried out by individuals with high involvement indicators because buying decision activities will involve internal factors such as perception, personality, intention, learning and attitude. External factors such as family, friends, neighbors also influence. These factors are known as the subjective norms. The next process in Theory of Planned Behavior (TPB) is perceived behavioral control (self-efficacy), namely the condition that the individual believes the action is easy or difficult to do after understanding the various risk factors or obstacles that arise when the individual decides to take the action. In other words, it is simpler, whether the individual is willing and able or willing but unable (Ajzen, 2008).

Assael (2001) explained that attitude is a tendency in individuals that can be learned to respond to objects simultaneously, either through likes or dislikes. Wilson & Kickul (2007) explained that attitude is affection or feeling towards a stimulus. Based on these two definitions, attitude can be concluded as a learned tendency to respond or receive responses to objects consistently. Attitudes both in liking and disliking are formed in a person through a long process.

Baron and Byrne (2003) explained that subjective norms are a person's perception of other parties that will support or not support an action. Hogg and Vaughan (2005) explained that subjective norms are beliefs that are owned by other people. Feldman (1995) explained that subjective norms are perceptions related to social pressure in carrying out certain behaviors.

Ajzen (1991) explained that the theory of Planned Behavior is not an exclusive model for predicting intentions or behavior, but is flexible to be expanded by adding predictors which are able to explain significant variances of intentions. Some researchers have expanded the Theory of Planned Behavior which was carried out by Taylor and Todd in the early stages. The two researchers agreed that TPB did not include variables such as moral obligations, habits and self-identity which could better predict behavioral intentions and could become theoretical gaps in future research (Taylor & Todd, 1995). Research findings indicate that there are indicators of variables that can be developed and are relevant to be applied to other objects of observation. By looking at the development of TPB, this study tries to modify the model on buying behavior, especially Srinuk organic food brand.

Based on the theory review stated above, a hypothesis is proposed:

Ha: Perceived behavior control, knowledge and subjective norms have a positive and significant effect on people's behavior to consume Srinuk organic food brand

3. Research Methodology

a. Model Framework

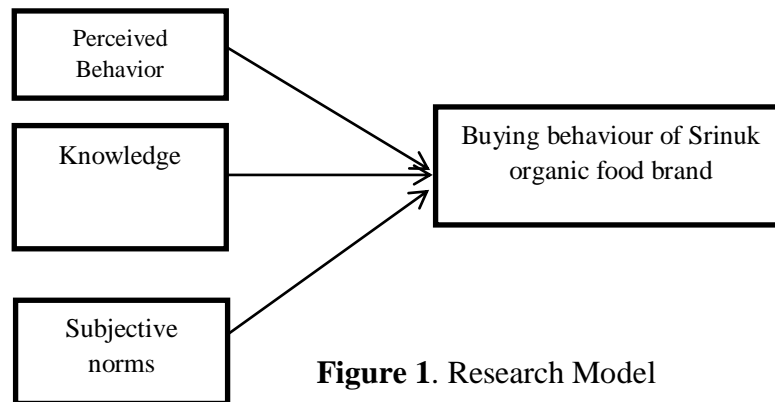


Figure 1. Research Model

b. Working Framework

From the model framework, the description of buying behavior of organic food consumers is influenced by three independent variables, namely Perceived Behavior Control, knowledge and subjective norms. Operationalization of the questionnaire attribute model used for self efficacy variables includes believing that organic food provides health benefits, organic food is safe, organic food is not durable, natural organic food is consumed by the family (Wijaya and Suprpto, 2012). Subjective norms include consuming organic food as a family recommendation, recommendations from friends or reference groups, social media recommendations and spouse recommendations (Wijaya and Hidayat, 2011) knowledge includes self-report, the ability to understand information media related to organic food, and understands the signs or characteristics of organic food (Manalu, 2020) Buying behavior is measured by the decision to buy Srinuk organic food, spending some money on health-diet and recommending other parties to eat organic food (Ajzen, 2008).

c. Population, Sample and Data Collection

The population is all objects/subjects that have unique characteristics determined by researchers to be able to be studied and conclusions can be drawn (Singarimbun, 1985). The population in this research is all consumers of Srinuk organic food brand in Delanggu Wonosari and Polanharjo Klaten Regency. The sample is an element of the population. Researchers can take samples for research even though the conclusions from research results will apply to the population. The sample taken from the research must represent all the characteristics found in the population where the conclusion will generally apply. If the sample does not represent the characteristics of the population, then the research conclusions will be biased (Santoso, 2007). In determining the number of respondents because the population size cannot be known with certainty, the Bernoulli method is used. The sampling technique used in this study is a non-probability sampling technique through accidental sampling, a coincidence-based sampling method, any population members met by the researcher and these individuals are willing to be used as respondents. In this research activity, if it is seen that respondents are met by chance as a source of informants, then organic food consumer respondents can be used as primary data.

The number of samples is 100 according to Ferdinand (2014) related to the number of one variable, at least 25 respondents. Because this research used four variables, the number of 100 respondents was considered sufficient. Quantitative tests were carried out including descriptions of primary data, validity and reliability tests as well as regression and correlation multivariate tests. Statistical test tool used the AMOS software.

4. Results

a. Characteristics of Respondents

The characteristics of the respondents are used to see the profile of the respondents in the study. From the research findings, it was obtained data that the majority of respondents were adults aged 24 to 58 years, domiciled in Polanharjo, Delanggu and Wonosari Klaten District, the income received by the middle income group was 3 million to 8 million. This means that organic food consumers in Klaten Regency are starting to be favored by adults, rural domiciles and those with middle income

b. Validity test

Validity test is used in research to measure the attributes in the questionnaire items capable of measuring what should be measured. Validity test measurements in research can show the amount of variance of the attributes extracted by the latent variables/constructs studied. The variance extract value according to the statistician's agreement is 0.50. Complete validity test results are presented in Table 1.

Table 1. Validity test (n=100)

No	Variables	Variance extract
1.	Perceived Behavior Control	0.81
2.	Knowledge	0.73
3.	Subjective Norms	0.85
4.	Organic food buying behavior	0.78

Source: 2022 primary data

From the results of the validity test in the table above, information on the variance extract values for all research variables has met the required criteria. So it can be concluded that the total variance of the attributes extracted by the latent construct is able to measure what is commonly measured.

c. Reliability Test

The reliability test is carried out to determine the extent to which a consistent measuring instrument makes measurements, meaning that measurement is reliable or consistent. In this study the reliability test used the value of the reliability construct. The minimum reliability value of the latent variable indicator that is accepted according to the statistician's agreement is 0.70. The complete reliability test is presented in Table 2 below.

Table 2. Reliability Test ((n=100)

No	Variables	Reliability
1.	Perceived Behavior Control	0.71
2.	Knowledge	0.83
3.	Subjective Norms	0.75
4.	Organic Food buying behavior	0.88

Source: 2022 primary data

From the results of the reliability test, it was obtained information on the reliability construct value for each latent variable above 0.7. This concludes that each question attribute in the questionnaire is trusted to be tested by the model in the next stage.

d. Data Analysis

The results of the SEM model goodness of fit test are described in table 3 below.

Table 3 Properness Test of Full Model (n=100)

No.	Goodness of Fit Indeks	Cut off values	Result	Model Evaluation
1.	Chi square	small < 385.05	367.97	Good
2.	Probability	>0.05	0.000	Not good
3.	RMSEA	<0.08	0.055	Good
4.	GFI	>0.90	0.914	Good
5.	AGFI	>0.90	0.921	Good
6.	CMIN/DF	<2.00	1.587	Good
7.	TLI	>0.95	0.971	Good
8.	CFI	>0.95	0.975	Good

Based on the properness test of the causal relationship model of the independent variable perceived behavior control, knowledge and subjective norms on healthy-diet buying behavior, it is concluded that the model is appropriate or fit with the data. This can be seen from the significance level of the chi-square value and other goodness of fit index values.

e. Hypothesis Test

Hypothesis testing in research refers to the value of Critical Ratio (CR) of a causal relationship. The complete research hypothesis test is presented in table 4.

Table 4 Hypothesis Test (n=100)

No		Std Est	Est	SE	CR	P
1.	Perceived BC -> Organic Food buying behavior	0.671	0.882	0.309	5.457	0.003
2.	Knowledge -> Organic Food buying behavior	0.455	0.579	0.322	3.440	0.724
3.	Subjective norms -> Organic F buying Behavior	0.387	0.346	0.215	3.150	0.040

Source: 2022 primary data

Hypothesis Test 1

The estimation parameter to test the effect of perceived behavior control on organic food buying behavior obtained a CR value of 5.457 with a probability value of 0.003. Because the probability value is < 0.05, it is concluded that perceived behavior control has a significant effect on organic food buying behavior.

Hypothesis Test 2

The estimation parameter to test the effect of knowledge on organic food buying behavior obtained a CR value of 3.440 with a probability of 0.724. Because the probability value is > 0.05, it is concluded that knowledge has no significant effect on organic food buying behavior.

Hypothesis Test 3

The estimation parameter to test the effect of subjective norms on organic food buying behavior obtained a CR value of 3.150 with a probability of 0.040. Because the probability value is < 0.05, it is concluded that subjective norms have a significant effect on organic food buying behavior.

f. Discussion

The positive influence of perceived behavior control and subjective norms on buying behavior is in accordance with the research (Susanti et al, 2018). Knowledge has no effect on buying behavior according to research (Manalu, 2020). The perceived behavior control of positive influence means that women in Klaten Regency have a perception/ efficacy in their minds that a Srinuk Organic food brand is a kind of food that fulfills the elements of optimal health. The Covid-19 pandemic has been raging for more than two years in Klaten Regency. The optimal deterrent power to deal with viruses is to eat healthy, nutritious foods so that the body has immunity.

Knowledge has no effect on buying behavior, which means that women in Klaten Regency currently do not have enough knowledge through efforts to obtain correct information regarding a healthy diet. Women in Delanggu Wonosari and Polanharjo District Klaten in rural are not yet literate in information technology either through print media, electronic media, especially currently related to social media. Adequacy of information encourages their knowledge to increase organic food purchasing behavior.

Subjective norms have a significant effect on buying behavior which means that women in Klaten Regency have independence in choosing organic food. They have family, friends, reference groups and related parties who can encourage to increase the buying behavior. Women in Delanggu Wonosari and Polanharjo District Klaten currently more trust to the attitudes and references that have been formed from each individual as well as the achievement of learning

more deeply the benefits of a Srinuk Organic Food brand which leads to increased buying behavior.

5. Conclusion

The results of the study conclude that the two independent variables of perceived behavior control and subjective norms have a significant effect on Srinuk Organic Food brand buying behavior. One independent variable of knowledge has no significant effect. Women in Klaten Regency have more trust in the perceived behavior control that have been formed in each individual and in the reference group. The reference group, in this case the family, colleagues, husband, functions as a driving force for the increase of buying behavior.

Srinuk Organic Food brand producing business institutions in Klaten Regency must continue to strive to improve product and packaging quality to further encourage society confidence in buying products so that consumer satisfaction increases. Stakeholders must continue to encourage producers to actively exhibit organic food brand products so that society knowledge regarding healthy-diets increases. Currently, the role and function of purchasing through reference groups increase, especially through online social media. Therefore, quality improvement, knowledge activation and the influence of subjective norms are expected to continue to increase society awareness and increase actual buying behavior towards Srinuk organic food brand.

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