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**Submission date:** 17-Apr-2024 09:27AM (UTC+0700)

**Submission ID:** 2292855308

**File name:** Revisi.docx (653K)

**Word count:** 8014

**Character count:** 47151

# Exploration of Perceived Behavioral Control and Intention to Purchase to Increase Actual Behavior

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## Abstract

This study aims to determine whether perceived behavioral control and intention to purchase can increase actual behavior towards product purchases in generations Y and Z using the theory of planned behavior (TPB). This research uses a quantitative approach with a purposive sampling technique. The data type used is primary data, with collection techniques using questionnaires distributed to 215 respondents. This research uses Structural Equation Modeling (SEM) analysis with AMOS 24 Graphics software. The findings of this study indicate that utilitarian value, hedonic value, and trust have a significant positive effect on intention to purchase, subjective norms has a significant positive effect on perceived behavioral control, and intention to purchase has a significant positive effect on actual behavior. Few findings in this study are that perceived behavioral control has a significant positive effect on the intention to purchase, and the subjective norms has a significant negative effect on the intention to purchase. This research can be useful for companies in optimizing marketing strategies by maintaining brand image, product innovation, and creating good perceptions with consumers. This study has a variable update, namely perceived behavioral control.

## Article Info

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**JEL Classification:**  
D22; M30; M31

**Keyword:**  
Actual Behavior;  
Intention to Purchase;  
Perceived Behavioral Control

## 1. INTRODUCTION

The European Food Information Council states that economic, physical, biological, social, and psychological factors can influence consumer decisions in choosing the food and beverage industry to fulfill primary needs (Chen & Voigt, 2020). This industry is experiencing rapid development, and of course, business competition is increasingly competitive. Complexity often occurs in product quality and safety. Therefore, production is carried out to comprehensively handle the complexity of food needs, including safety and product certification (Liang & Lim, 2021). The sector continues to experience a continuous increase in the economy (Pu et al., 2023). This research explored the value and product quality factors influencing purchasing decisions (Ge et al., 2021).

One of the industries engaged in the food and beverage sector is coffee products. Researchers conducted mini research to determine the subjects and objects of research. Respondents in this study were dominated by generations Y and Z, aged 15-40 years. According to the databox, generations Y and Z are the consumers who consume the most contemporary drinks, around 47% aged 25-29 years and 45% aged 15-19 years (Annur, 2022). Coffee products are very popular with the public, so the results of mini research on Starbucks products are ranked the highest, followed by Excelso products in second place. According to Databoks, Indonesia is the world's largest coffee consumer, ranked sixth (Santika, 2023).



The element of novelty in this study uses the variable perceived behavioral control. A person's belief in being able to control perceived behavior in the presence of encouragement factors will influence and determine a person's behavior (Chrisniyanti & Fah, 2022). In the context of this study, someone who has high control over their behavior will make it easier to determine their choice of product purchase decisions.

**Table 1.** Research Gap

Variable	(Nguyen et al., 2021)	(Sulaiman et al., 2020)	(Zayed et al., 2022)	(Carrion & Martinez, 2023)
SN - ITP	Insignificant			
SN - ITP		Significant		
PBC - ITP			Insignificant	
PBC - ITP				Significant

Source: Secondary Data

In previous studies, more research results between variables were still needed. Empirically, research on the influence between subjective norms and purchase intentions has been conducted by (Nguyen et al., 2021) found that subjective norms do not influence purchase intention. In contrast, research conducted by (Sulaiman et al., 2020). Demonstrates a significant positive influence correlation between subjective norms and purchase intention. The results of other research (Zayed et al., 2022) show that perceived behavioral control does not influence purchase intention. The results of research differences (Carrion & Martinez, 2023) demonstrate that perceived behavioral control exerts a significant positive impact on purchase intention.

The results of previous studies still have gaps in findings and need to show a high consistency in the findings. Therefore, the authors conducted further research on the impact of each variable's association with the notion of planned behavior. Therefore, the primary objective of this research is to thoroughly examine and reevaluate the impact of each variable. The objective of this study is to ascertain the impact of a positive and substantial correlation between variables.

### Literature Review

This study model is based on the theory of planned behavior. The theory in this research is applicable to the specific issues and factors that will be examined. There is a positive correlation between the strength of a person's intention to engage in an action and the likelihood of that behavior being executed. According to this hypothesis, a person's strong intention to engage in a specific conduct increases the likelihood of that behavior actually happening (Ajzen, 2020). This theory is used to underline a person's intention and behavior in explaining the behavior of a person (Armitage & Conner, 2001).

### Utilitarian Value (UV)

The utilitarian value aspect refers to each individual goals, realistic, rational, and perceptions (Ho et al., 2020). The utility value of the product is known as a potential goal and plays an important role in consumers' perceived value (Iftikhar et al., 2020). According to (Nystrand & Olsen, 2020), buying organic food will get the best quality and benefits for consumers. The perceived benefits of organic food can motivate people to maintain a healthy lifestyle, encouraging consumer buying decisions (Sadiq et al., 2021). This value emphasizes the usefulness or benefits of products that prioritize daily needs. Consumers with utility values must fulfill their daily needs by paying attention to the premium quality of the coffee product. Realistic decision-making based on this value is the most important aspect for consumers to provide accurate information regarding the ingredients in the coffee brand that are safe for consumption.

### Hedonic Value (HV)

Hedonic value focuses on a product's pleasure, aesthetics, attractiveness, and symbolism (Omigie et al., 2020). According to research (Alam et al., 2020), consumers who experience emotional experiences on an object show loyalty to the product. Understanding the meaning of value in hedonics is dominated by comfort related to sensory elements (Kautish et al., 2022). The pleasure consumers feel when buying luxury goods is a key factor in high hedonic value (Saygili & Yalc, 2022). The consumption experience is for an underlying reason that the product has a good taste and brings satisfaction. Consumers with hedonic values focus on the attractiveness of a product. Even though the product offered has a premium price, they will still be interested in buying because they want to try it.

### **Trust (T)**

Product reliability is consumers' belief that a reputable brand can meet their needs (Neumann et al., 2021). Trust is relevant to the information provided so that the decision-making process will occur (Carfora et al., 2021). Consumer trust is a significant factor in consumer behavior (Lavuri et al., 2022). Consumers believe organic food labeling involves a trusted production process (Liang & Lim, 2021). In this study, trust is the intention to trust the brand based on available information. Trust plays a crucial role in influencing customer decision-making and therefore affecting their intents to make a buy. Consumers who trust the product tend to accept purchases driven by certain factors.

### **Subjective Norms (SN)**

The opinions of others that greatly influence individual decisions are called subjective norms (Mamun et al., 2020). Social pressure affects consumer behavioral intentions, which shows that subjective norms are a positive driver (Qi & Ploeger, 2021a). The perception that others agree to behave strengthens the relationship between subjective norms and individual behavior (Ashraf, 2021). When someone starts a trip to a place, they will see the point of view expressed by references from someone who has visited the location and the information obtained (Ramadhanti & Marsasi, 2023). Subjective norms in this study refer to the influence of other people's opinions before making decisions. Recommendations and offers from others determine how consumers will determine behavior because they feel that the information obtained about coffee products is more relevant. The perceptions of others, especially family and friends, are considered the most important for deciding purchasing behavior for the selected coffee product.

### **Perceived Behavioral Control (PBC)**

Perceived behavioral control refers to an individual's evaluation of the level of ease or difficulty in carrying out specific behaviors (Boobalan et al., 2021). Perceived behavioral control comes from individuals' perceptions of their ability to regulate their behavior, which includes their assessment of the existence of supports or inhibits the adoption of certain activities (Chaturvedi et al., 2020). Perceived behavioral control is a reliable indicator of a person's tendency to participate in consumption activities (Qi & Ploeger, 2021). Self-efficacy is the perception a one has regarding their capability to successfully conduct specific tasks, sometimes referred to as behavioral control (Le & Nguyen, 2022). Consumers who can control their behavior will find it easier to make purchasing decisions. The ability and availability of resources owned are factors for taking action to purchase coffee products.

### **Intention to Purchase (ITP)**

Purchase intention refers to a person's desire to take action (Carrion & Arias, 2022). Purchase intention pertains to the degree to which buyers exhibit a willingness to acquire a thing (Shim et al., 2021). Purchase intention refers to a consumer's deliberate decision to acquire a specific goods (Chae et al., 2020). Demographic factors can influence consumer purchase intentions, especially in one's income (Marsasi & Yuanita, 2023). In this study, the intention to buy is the consumer's attitude toward a product. Purchase intention is the willingness of consumers to buy because of their interest in coffee products.

### **Actual Behavior (AB)**

The determinants of purchasing behavior are based on the theory of planned behavior (Rahman et al., 2020). A strong correlation exists between a person's intention to obtain a product and the likelihood of engaging in actual purchasing behavior (Leonidou et al., 2020). A person's positive attitude towards a product only sometimes leads to actual purchasing behavior (Gundala & Singh, 2021). Three main factors related to actual behavior include intention, attitude, and perceived behavioral control (Dalila et al., 2020). A positive attitude stating that coffee products have full bodily benefits only sometimes leads to actual behavioral decisions. Actual behavior also includes how consumers will continue to buy the selected coffee product and not switch to another brand so that consumers can become loyal customers of the coffee product.

### **The Effect of Utilitarian Value on Intention to Purchase**

Chen et al. (2020) stated that utility value is significantly positively related to purchase intention. The study shows that product quality and benefits positively influence purchase value (Guo & Li, 2022) stated that utility value has a positive influence on consumer purchase intentions. Research Nayak et al. (2022) found a significant positive relationship between utility value and purchase intention.

H1: There is a positive influence of Utilitarian Value on Intention to Purchase

### **The Effect of Hedonic Value on Intention to Purchase**

Research findings Zhang et al. (2021) identified a significant positive effect of hedonic value on the intention to purchase products. Findings from Lee et al. (2023) hedonic value significantly positively affects purchase intention. Research Ho et al. (2022) shows that hedonic value provides pleasure and comfort, and perceived value has a positive effect on purchase intention, so there is a significant positive effect on hedonic value on the intention to buy products.

H2: There is a positive influence of Hedonic Value on Intention to Purchase

### **The Effect of Trust on Intention to Purchase**

Trust influences organic food choices, such as product certification labels and the health benefits provided. Roh et al. (2022) found a significant positive relationship between trust and intention to buy. Findings Ding et al. (2022) show a significant positive effect on purchase intention and trust in the quality of food certification. Findings Watanabe et al. (2020) show that perceived emotional value influences predicting consumer trust and product purchase intentions. Farhan & Marsasi (2023) This study shows that the brand image owned by the company will increase consumer confidence to consume certain products.

H3: There is a positive influence on Trust on Intention to Purchase.

### **The Effect of Subjective Norms on Intention to Purchase**

Findings from research Gungaphul et al. (2022) showed that consumers tended to spend a higher price on organic food, largely driven by taste and health considerations. The findings of Ahmed et al. (2021) identified that subjective norms positively affect purchase intention. Research Pacho (2020) consumers believe that the recommendations given greatly influence organic purchases because other people can influence purchasing decisions.

H4: There is a positive influence on Subjective Norms on Intention to Purchase.

### **The Effect of Subjective Norms on Perceived Behavioral Control**

Research Braksiek et al. (2021) presents empirical findings that confirm the relevance of the theory of planned behavior in understanding intentions to perform actions that benefit the environment. Karimi & Saghaleini (2021) found that subjective norms have a

positive effect on perceived behavioral control. Research Wongsachia et al. (2022) shows that the effect of subjective norms on perceived behavioral control is acceptable.

H5: There is a positive influence of Subjective Norms on Perceived Behavioral Control.

#### The Effect of Perceived Behavioral Control on Intention to Purchase

Research Dangi et al. (2020) shows that consumer perceived behavioral control is the most significant driver of purchase intention. Results from research Li & Jaharuddin (2020) found that perceived behavioral control positively affects purchase intention. Research Prakash et al. (2023) shows that self-control in consuming organic food will indirectly affect individuals.

H6: There is a positive influence on Perceived Behavioral Control on Intention to Purchase

#### The Effect of Intention to Purchase on Actual Behavior

Research Fleseriu et al. (2020) shows a high correlation between purchase intention and consumer behavior. Buying organic food allows consumers to show their identity as consumers who care about the environment so that it can be used to explain these findings Saleki et al. (2020). Research shows that characteristics such as food safety, health awareness, and price significantly impact consumers' intention to buy organic food and lead to actual purchases (Al-Harbi & Badawi, 2022).

H7: There is a positive influence on Intention to Purchase on Actual behavior.

This research model explains how theory can be linked to the variables identified in this study. The following is a model of the variables in the study.

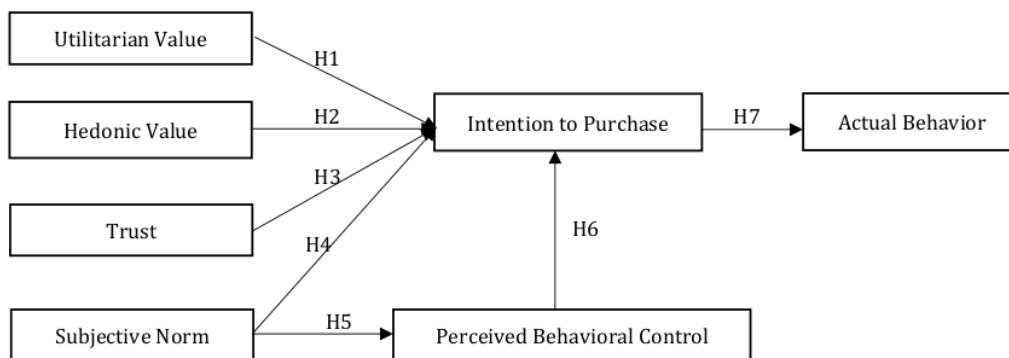


Figure 1. Research Model  
Source: Researcher's Work

## 2. METHODS

The quantitative approach method will be used in this research. Quantitative research can be measured using instruments, resulting in measurable numerical data analyzed by statistical processes. This method is used to examine the hypothesis of the relationship between variables and theory (Creswell & Creswell, 2022). This study uses a nonprobability sampling method because the number of samples is relatively large, so it uses a purposive sampling technique, which means selecting samples based on the relevance of the data that has been provided (Creswell & Creswell, 2022). The purpose of the purposive sampling technique is to examine the population that represents certain characteristics because this sample has good quality related to the population obtained based on data and is very important for research. The reason for using purposive sampling is that the researcher has

determined the characteristics of respondents who are selectively chosen based on the information obtained and can provide the information needed per the research objectives.

Research subjects refer to groups or individuals who have characteristics in a study based on data information that has been provided. The subjects to be analyzed in this study are generation Y and Z, who have bought coffee products. The object of this research is coffee products. The determination of the location targeted by this research is the six regions with the most generations Y and Z in Indonesia. The population in this study is teenagers and adults who have bought the product. A small portion of the population selected for the study is known as a sample (Hair et al., 2019). The sample of this research is consumers who have purchased the product, especially from generations Y and Z who live in Bandung, Jakarta, Surabaya, Sleman, and Balikpapan.

This research collects the type of data using primary data. A group, respondent, individual, and primary data sources can be discussed regarding certain topics made by researchers to express opinions related to the problem under study (Sekaran & Bougie, 2016). This research will use questionnaires as a method of collecting data. Questionnaires can be distributed in several ways, such as using electronic devices and conducting surveys in person (Sekaran & Bougie, 2016). Researchers fully use Google Forms in the creation and distribution of questionnaires distributed through social media.

The study employs structural equation modelling for data analysis. Structural Equation Modelling (SEM) is a statistical method that integrates factor analysis and multiple regression to analyse the relationships between latent constructs and observed variables. It enables researchers to investigate the interconnections among various variables. The primary research data is analysed using IBM SPSS 27 software and AMOS 24 Graphics. The SEM testing process consists of numerous stages, including the validity test, reliability test, confirmatory factor analysis (CFA) test, normality test, outlier test, and measurement model test, structural model test, goodness of fit test, and hypothesis testing.

### 3. RESULT AND DISCUSSION

#### Validity and Reliability Test

Researchers processed the data using IBM SPSS Statistics 27 software, the sample tested was 215 respondents. The validity test results are accepted if the pearson correlation value is  $\geq 0.5$ .

Table 2. Validity Test Results

Variables	Indicator	Pearson Correlation	Validity
Utilitarian Value	UV2: I find the packaging design of this coffee brand attractive	0.642**	Valid
	UV3: I think this coffee brand has premium quality	0.712**	Valid
	UV4: I found the caffeine content of this coffee brand	0.693**	Valid
	UV5: I buy this coffee brand to fulfill my culinary needs	0.748**	Valid
	UV7: I will buy this coffee brand because of the promotion offered	0.748**	Valid
Hedonic Value	HV1: I buy this brand of coffee to promote a better mood	0.708**	Valid
	HV2: I buy this brand of coffee to relieve stress	0.693**	Valid
	HV4: I choose this coffee brand to improve my social status	0.672**	Valid
	HV5: I believe this coffee brand can bring satisfaction	0.579**	Valid
	HV6: I find this coffee brand relaxing	0.750**	Valid
	HV7: I feel good when I buy this coffee brand	0.652**	Valid
	Q1: I always trust this coffee brand	0.586**	Valid

Trust	Q2: I have never been disappointed when buying this brand of coffee	0.713**	Valid
	T3: I trust the products offered by this coffee brand	0.715**	Valid
	T5: I am not worried about the ingredients used in this coffee brand.	0.661**	Valid
	Q6: I believe this coffee brand sells products that are safe to consume	0.635**	Valid
	T7: I will rely on this coffee brand when I have free time	0.570**	Valid
Subjective Norm	SN1: I agree that recommendations from coworkers have an influence on my choice of this coffee brand.	0.807**	Valid
	SN3: I bought this coffee brand based on the recommendation of someone close to me	0.773**	Valid
	SN4: I bought this coffee brand because I got a good recommendation from a friend.	0.767**	Valid
	SN5: I consider recommendations from people close to me to influence my choice of this coffee brand.	0.696**	Valid
	SN7: I think recommendations from the surrounding community have an influence on the choice of this coffee brand	0.752**	Valid
Perceived Behavioral Control	PBC1: I have the money to buy this brand of coffee	0.722*	Valid
	PBC2: I can confidently buy this coffee brand	0.770*	Valid
	PBC4: I would still buy this coffee brand even if it does not offer sales promotions	0.780**	Valid
	PBC5: I will buy this brand of coffee when on a diet	0.613**	Valid
	PBC7: I decided independently to choose this coffee brand	0.651**	Valid
Intention to Purchase	ITP1: I would recommend to friends, neighbors, or relatives to buy this brand of coffee	0.603**	Valid
	ITP3: I intend to buy this coffee brand	0.734**	Valid
	ITP4: I try to buy this brand of coffee because it tastes good	0.719**	Valid
	ITP5: I feel confident to choose this coffee brand	0.701**	Valid
	ITP6: I will buy this coffee brand in the near future	0.737**	Valid
	ITP7: I agree to buy this coffee brand in the future	0.516**	Valid
	Actual Behavior	AB1: I plan to use my customer membership on purchases of this coffee brand to get promo prices	0.698**
AB2: I regularly buy this brand of coffee		0.660**	Valid
AB3: I have no problem paying a premium price for this coffee brand		0.688**	Valid
AB4: I often buy this brand of coffee		0.709**	Valid
AB5: I make sure this coffee brand does not contain preservatives		0.671**	Valid
AB6: I keep buying this brand of coffee over other brands		0.522**	Valid
AB7: I will be a loyal customer of this coffee brand		0.648**	Valid

Source: Data Processed (2023)

The results of table 2. state that all variables are declared valid because they have a pearson correlation value  $\leq 0.5$ . Testing at the next stage will pay attention to canceled indicators that cannot be used, so the remaining indicators in this study are 40. Researchers



used IBM SPSS Statistics 27 software for reliability test measurements, and the sample tested was 215 respondents. A variable can be said to be reliable if it gets a Cronbach alpha value  $\geq 0.70$ , then the variable is considered feasible.

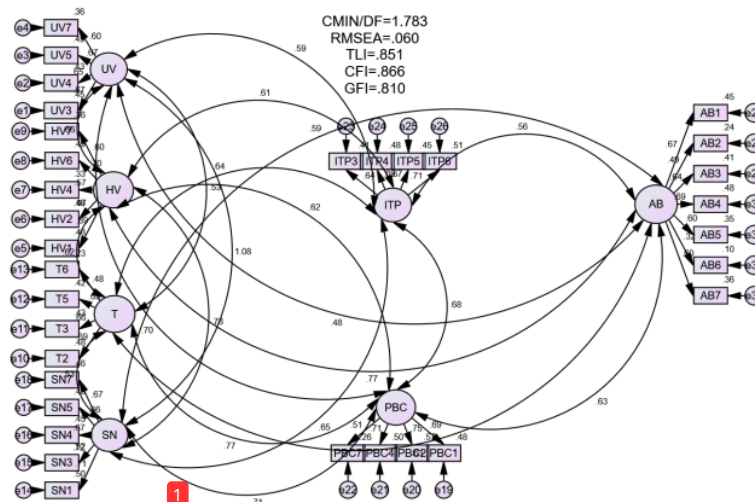
**Table 3.** Reliability Test Results

No.	Variables	Cronbach's Alpha Value	Description
1.	Utilitarian Value (UV)	0.749	Reliable
2.	Hedonic Value (HV)	0.778	Reliable
3.	Trust (T)	0.717	Reliable
4.	Subjective Norm (SN)	0.817	Reliable
5.	Perceived Behavioral Control (PBC)	0.747	Reliable
6.	Intention to Purchase (ITP)	0.752	Reliable
7.	Actual Behavior (AB)	0.780	Reliable

Source: Data Processed (2023)

### Measurement Model Test

The measurement model test uses AMOS 24 Graphic software. Measurement is done by connecting the correlation represented by a two-way curved arrow that connects each research variable (Hair et al., 2019).



**Figure 2.** Measurement Model Test Results

Source: Data Processed (2023)

The results of Figure 2. show that 30 indicators are declared valid and have a loading factor value  $\geq 0.5$ . Three indicators, namely T6, AB2, and AB6, have a loading factor value  $\leq 0.5$ , so they will be dropped because they do not meet the criteria. The measurement model must also consider index values such as Goodness of Fit (GoF). CMIN/DF and RMSEA are in the good fit category, while GFI, TLI, and CFI are in the marginal fit category.

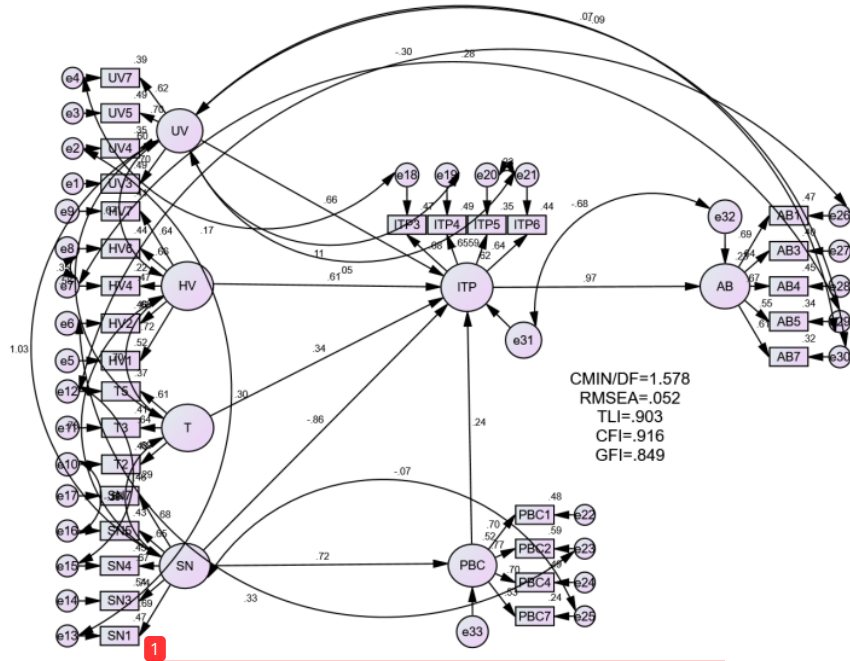
**Table 4.** Goodness of Fit (GoF) Results

No.	Index	Criteria	Results	Description
1.	CMIN/DF	$\leq 2,00$	1,783	Good Fit
2.	RMSEA	$\leq 0,08$	0,060	Good Fit
3.	GFI	0,8 - 0,9	0,810	Marginal Fit
4.	TLI	0,8 - 0,9	0,851	Marginal Fit
5.	CFI	0,8 - 0,9	0,866	Marginal Fit

Source: Data Processed (2023)

**Structural Model Test (Modification Indices)**

Arrows connect exogenous variables, and endogenous variables are given error variance terms (Hair et al., 2019). Modification indices are used to identify goodness of fit, correlations between variables that need to be evaluated and free parameter estimates that can harm some of the proposed theories so that they can meet the criteria (Hair et al., 2019). The modification index can be seen from the AMOS output recommendations through the highest value, and then between errors and variables can be connected with two-way arrows.



**Figure 3. Structural Model Test Results (Modification Indices)**  
Source: Data Processed (2023)

Figure 3. this is the modified structural model. The next stage is to examine the fit between the actual data and the structural model measured using the goodness of fit (GOF) assessment index.

**Table 5. Structural Model Goodness of Fit Test Results**

No.	Index	Criteria	Results	Description
1.	CMIN/DF	≤ 2,00	1,578	Good Fit
2.	RMSEA	≤ 0,08	0,052	Good Fit
3.	GFI	0,8 - 0,9	0,849	Marginal Fit
4.	TLI	0,8 - 0,9	0,903	Good Fit
5.	CFI	0,8 - 0,9	0,916	Good Fit

Source: Data Processed (2023)

Based on the results of table 5. shows that all the results of this research model index meet the criteria and are acceptable.

### Hypothesis Test (Modification Indices)

Hypothesis testing is carried out to ensure the effect of the relationship that occurs between the relationship between one variable and another using AMOS 24 software. The hypothesis can be supported if it meets the criteria. The following are the results of the second hypothesis testing stage after modifying the structural model.

**Table 6.** Hypothesis Test Results (Modification Indices)

Hypothesis	Path	Std. Estimate	C.R.	P	Std. Reg. Weights	Description
H1 (+)	UV - ITP	0,660	2,008	0,045	0,664	H1 Supported
H2 (+)	HV - ITP	0,586	3,607	***	0,614	H2 Supported
H3 (+)	T - ITP	0,358	2,310	0,021	0,342	H3 Supported
H4 (-)	SN - ITP	-0,782	-2,226	0,026	-0,863	H4 Supported
H5 (+)	SN - PBC	0,729	7,267	***	0,719	H5 Supported
H6 (+)	PBC - ITP	0,214	2,449	0,014	0,239	H6 Supported
H7 (+)	ITP - A <sub>3</sub>	0,918	6,700	***	0,967	H7 Supported

Source: Data Processed (2023)

Table 6. explains the results of hypothesis testing, it is known that these results show that all hypotheses are supported because the hypothesis has a P value  $\leq 0.05$ . The results of this hypothesis test have a standardized estimated value to show the effect or hypothesis relationship between variables in the study. The hypothesis results show six hypotheses have a positive and significant relationship, while 1 hypothesis shows negative and significant relationship results.

Based on table 6 the utilitarian value hypothesis test on intention to purchase yields accepted results, as indicated by the p-value of 0.045, which is below the significance level of 0.05. This demonstrates that the hypothesis can be considered statistically significant in a positive manner. The hypothesis of hedonic value's impact on intention to purchase is supported, as the p-value of 0.000 is less than the significance level of 0.05, indicating a statistically significant relationship. The trust hypothesis on intention to purchase is supported as the p-value of 0.021 is below the significance level of 0.05, showing a statistically significant relationship. The subjective norms hypothesis about intention to purchase is supported, as the p-value of 0.026 is less than the significance level of 0.05. This indicates a substantial negative relationship between the hypothesis and the intention to purchase. The subjective norms hypothesis about perceived behavioural control is supported due to the p-value of 0.000, which is below the significance level of 0.05. This indicates a statistically significant positive relationship between the variables. The hypothesis regarding the influence of perceived behavioural control on intention to purchase is supported, as the p-value of 0.014 is below the significance level of 0.05. This suggests that there is a statistically significant positive relationship between perceived behavioural control and intention to purchase. The hypothesis on actual behaviour is accepted based on the intention to purchase, as the p-value of 0.000 is below the significance level of 0.05, indicating a statistically significant result.

### Discussion

#### The Effect of Utilitarian Value on Intention to Purchase

The results show that utility value significantly positively affects purchase intention. This supports the findings in previous research, namely that utility value provides benefits to consumers regarding the purchase of organic products (Chen et al., 2020). The results of this study support previous research that the concept of utility value is related to pragmatic elements, which include factors such as price and product knowledge (Guo & Li, 2022). In previous research conducted by (Nayak et al., 2022), criteria such as confidence in terms of fit and benefits contained in the utility value of clothing products have a considerable influence on purchase intentions. The utility value provided helps consumers cover aspects such as flavor quality, caffeine content or other benefits that directly benefit consumers.

Based on the findings of the research results, the higher the utility value of a product, the stronger the consumer will be to purchase the product.

#### **5 The Effect of Hedonic Value on Intention to Purchase**

The results show that hedonic value has a significant positive effect on purchase intention. This supports the findings in previous research, namely that hedonic value affects product purchase intention (Zhang et al., 2021). Previous research explained that hedonic value positively affects pleasure, satisfaction, and comfort, so it impacts purchase intention (Lee et al., 2023). The results of previous research explain that the tendency of consumers in Bangladesh to buy ethically produced products can affect purchase intentions (Ho et al., 2022). Positively, the hedonic value consumers get from these products can improve mood and relieve stress, which consumers obtain. Based on the findings of the hypothesis results, it can be concluded that the higher the hedonic value of the product, the stronger the consumer will be to purchase the product.

#### **5 The Effect of Trust on Intention to Purchase**

The results show that trust has a significant positive effect on purchase intention. This supports the findings in previous studies, namely, the attitude of trust felt by consumers influences the choice of organic food consumption because they believe in the certification label of organic food products sold safely (Roh et al., 2022). Previous research also identified Chinese consumers' purchase intention trust in food as having a significant effect on purchase intention (Ding et al., 2022). The results of previous research found that consumer trust will affect purchase intentions in Brazil's organic food sector (Watanabe et al., 2020). Consumer purchase intentions can be influenced by their trust due to product safety, especially regarding the ingredients used. These results show consumers feel confident in the product can influence their buying decisions. From the findings of the hypothesis results, it can be concluded that the higher the level of consumer confidence in the product, the stronger the consumer will be in making a purchase.

#### **7 The Effect of Subjective Norms on Intention to Purchase**

The results show that subjective norms significantly negatively affect perceived behavioral control. This supports the findings in previous research, namely that the higher the influence of subjective norms, the lower the intention to participate in green tourism. Hence, the results found between these variables become significantly negative (Ibnou-Laaroussi et al., 2020). Previous research also identified the influence of subjective norms, which is negatively significant on consumer purchase intentions (Nekmahmud et al., 2020). Consumers may tend to avoid buying products with a negative reputation or stereotype in society or certain groups. Consumers may feel that buying a product that is disapproved of by others could lead to social consequences or ambiguity, thus hindering their intention to make a purchase. Based on the findings, the higher the influence of subjective norms, the lower the consumer's purchase intention.

#### **The Effect of Subjective Norms on Perceived Behavioral Control**

The results show that subjective norms significantly positively affect perceived behavioral control. This supports the findings in previous studies, namely attitudes towards certain behaviors, subjective standards, and perceived behavioral control affect individual intentions to participate in environmentally friendly actions (Braksiek et al., 2021). Other previous research found that subjective norms can influence consumers in controlling perceived behavior to positively impact it (Karimi & Saghaleini, 2021). The results of the findings Wongsachia et al. (2022) show that the subjective norms attitudes of others towards health-conscious dietary habits can predict purchasing decisions. Subjective norms refer to other people's opinions about consumer behavior towards a product, thus having a beneficial impact on the perceived ability to regulate one's behavior towards the product.

The conclusion is that the higher the influence of subjective norms, the stronger it is to take individual behavioral actions toward the product choice.

#### **The Effect of Perceived Behavioral Control on Intention to Purchase**

The results show that perceived behavioral control has a significant positive effect on purchase intention. This supports the findings in previous research, namely the relationship between behavioral control and consumer purchase intentions in purchasing organic food (Dangi et al., 2020). Previous results also found that cultural factors and consumer behavior in everyday life can influence consumer purchase intentions for products (Li & Jaharuddin, 2020). Research Prakash et al. (2023) shows that self-control in consuming organic food will indirectly affect individuals' purchase intentions positively. If consumers perceive a high level of control over their purchasing behavior with products, this indicates confidence in their ability to make decisions and influence their behavior. These results help consumers feel that the level of behavioral control ability can influence consumers to make product purchase decisions. Based on the findings, the higher the behavioral control consumers feel, the stronger it is to purchase these products.

#### **The Effect of Intention to Purchase on Actual Behavior**

The results show that perceived purchase intention has a significant positive effect on actual behavior. This supports the findings in previous research, which proves a high correlation between purchase intentions and actual consumer behavior (Fleseriu et al., 2020). Previous research also found a significant positive relationship. Buying organic food allows consumers to show their identity as consumers who care about the environment, and it can be used to explain this finding (Saleki et al., 2020). The results of previous research explain that the variables tested are positively related to influencing consumers' initial purchase intentions on purchasing behavior that should occur (Al-Harbi & Badawi, 2020). The conclusion that can be drawn is that consumers' tendency to buy products substantially influences their actual purchasing behavior on these products. The conclusion is that the higher the purchase intention on the product, the stronger it is to carry out the actual behavior.

## **4. CONCLUSION**

Based on the analysis and discussion of the findings of research conducted on 215 respondents, the findings of this study indicate that utilitarian value, hedonic value, and trust have a significant positive effect on intention to purchase, subjective norms has a significant positive effect on perceived behavioral control, and intention to purchase has a significant positive effect on actual behavior. New findings in this study are that perceived behavioral control has a significant positive effect on the intention to purchase, and the subjective norms has a significant negative effect on the intention to purchase. Applying the theory of planned behavior to product purchases can contribute to this theory. This research can assist in developing a theory of planned behavior that considers specific contexts. This study's theory of planned behavior explains that various external and internal factors drive a person's behavioral decisions and intentions. This relates to consumers who have a positive attitude towards product quality and have the control or ability to make product purchases.

In future research, it is expected to provide novelty to the object to be studied with the same topic in this study. One example of an industry with this value is the fashion industry, which is increasingly popular and always develops following the times. This aims to make it easier for future researchers to make this research used by business people in the future and become a reference point for subsequent researchers in the long term. Future research can determine the theory used in this study with the theory of reasoned action (TRA) on the same topic. It is expected to add and replace new variables if you want to research the same

topic using attitude variables. This research is also expected to provide insight to company managers who can make a major contribution to the progress of marketing strategies. Managers can prioritize their efforts to improve products that match consumer preferences. By understanding more about consumer preferences, managers can develop more efficient marketing techniques. This can involve advertising campaigns or special promotions to optimize brand appeal and thus increase long-term customer retention. Companies can market products that provide exclusive discounts, support environmentally friendly businesses, offer a wide selection of products that match consumer preferences, and improve access to convenience when purchasing. The research findings are expected to improve marketing management strategies in companies to increase purchase intention and actual purchase decision-making.

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