

**THE ROLE OF CONSUMER ATTITUDE IN MEDIATING THE EFFECT OF PRICE PERCEPTION
AND FOOD SAFETY CONCERN ON PURCHASE INTENTION OF HEALTHY FOOD
(A Study on Cafe Loka Consumers in Gianyar Regency)**

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Abstract: The growing trend of a healthy lifestyle has led many people around the world to adopt healthier eating habits. Amidst the increasingly intense competition in the culinary industry, Café Loka has positioned itself as a dining destination offering healthy food as its main menu attraction. This study aims to explain the mediating role of consumer attitude in the relationship between price perception and food safety concern toward purchase intention of healthy food. The research was conducted in Gianyar Regency with a sample of 112 respondents, using questionnaires distributed offline. The sample was selected using purposive sampling. The data were analyzed using path analysis with SPSS 25.0. The results showed that price perception has a negative and significant effect on purchase intention, while food safety concern has a positive and significant effect on purchase intention. Both price perception and food safety concern also have a positive and significant effect on consumer attitude, and consumer attitude positively and significantly affects purchase intention. Moreover, consumer attitude mediates the effect of price perception and food safety concern on purchase intention. The implication of this research is that Café Loka needs to strengthen consumers' positive perception of pricing and maintain the quality of healthy food offered in order to shape positive consumer attitudes and encourage purchase intention.

Keywords: price perception, food safety concern, consumer attitude, purchase intention

1. INTRODUCTION

The culinary business in Bali has experienced rapid growth in line with the development of the tourism sector and changes in the lifestyle of its society. Traditional Balinese cuisine, once known for its rich spices and strong local atmosphere, has now undergone a transformation. The increasing number of tourists has led to a growing demand for diverse international cuisines with modern concepts (Ramadan et al., 2018). Bali now offers not only traditional food but also a wide variety of international dishes and contemporary culinary experiences. The rapid development of the food and beverage industry in Bali has driven the emergence of various eateries. The increasing number of restaurants and dining establishments in Bali Province has intensified competition among culinary entrepreneurs (CNBC Indonesia, 2024).

Competition in the culinary sector compels business actors to continuously develop innovations in terms of menu, concept, and service (Zaman et al., 2023). Companies must strive to create distinctive and unique identities that set them apart from competitors in order to survive and grow in today's increasingly competitive market. It is essential for businesses to stay attuned to consumer trends and preferences while maintaining the quality of their products and services to attract and retain customers (Linda et al., 2021).

This phenomenon necessitates the development of appropriate business strategies that enable culinary entrepreneurs to remain resilient and competitive.

The intense competition in Bali's culinary industry is inseparable from its status as an international tourist destination attracting millions of visitors annually. In response to this influx, culinary business owners are racing to present unique restaurant and café concepts that not only deliver distinctive flavors but also emphasize healthy lifestyles and memorable dining experiences. The following table presents the number of restaurants and eateries distributed across Bali Province from 2021 to 2023.

According to data from BPS Bali Province (2023), Gianyar Regency recorded the highest number of restaurants and eateries in the province. In 2023, a total of 1,223 restaurants were established in Gianyar Regency alone. The table below presents the number of restaurants and eateries in Gianyar Regency from 2019 to 2023.

Healthy eating has become a global trend embraced by a significant portion of the population (Rachman & Kusdibyo, 2022). Statista (2023) reported that the global market for functional and natural health foods was valued at USD 23.5 billion in 2023 and is projected to grow to USD 38.5 billion by 2033. This high market value reflects a growing global consumer intention to purchase healthy food products.

Alongside increasing consumer awareness of the culinary industry, there has been a shift in how people consume food and live their lives, influencing their demand for quality food products (Yıkmiş et al., 2024). Food is no longer viewed merely as a means to satisfy hunger and provide necessary nutrients, but also as a tool to prevent nutrition-related diseases and enhance consumers' physical and mental well-being (Lazaroiu et al., 2019). This perspective drives healthy food providers to create products that are not only tasty but also beneficial to consumers' health (Mustikawati et al., 2021).

Café Loka is a dining establishment that specializes in healthy food as its main offering. Officially opened in August 2023 and located in Sebatu, Tegallalang, Café Loka enjoys a strategic location surrounded by rice field views and a calm, relaxing atmosphere. As a newly established business, Café Loka is still experiencing fluctuating revenue and has yet to build a stable customer base. Thus, it is crucial for Café Loka to increase consumer interest in purchasing its healthy food products and to remain competitive among other cafés in the area.

Café Loka is not the only eatery offering healthy food as its main attraction. It faces direct competition from other well-established cafés such as Sayuri Healing Food, Moksa Ubud, and Alchemy Bali. These competitors are widely recognized for their organic and plant-based food offerings and consistently maintain higher customer visit rates than Café Loka. This is evidenced by customer reviews on platforms such as Google Maps and social media, as well as the high volume of daily visitors. These patterns indicate that consumer preferences for healthy food in Gianyar are well-formed and present a promising opportunity. However, as a new entrant, Café Loka needs to understand the factors influencing consumers' purchase intentions in order to compete effectively in the same market.

Interviews with Café Loka's owner revealed that daily customer visits remain relatively low, averaging only 5 to 10 people per day, with an estimated total of 4,550 visitors since opening. The owner stated that 60% of these customers prefer purchasing regular food rather than healthy food. Sales data support this observation, showing a clear imbalance between sales of regular and healthy food items, with healthy food sales failing to meet

the desired targets. This suggests that Café Loka's visitors are more inclined to purchase regular food despite healthy food being the café's signature offering.

Café Loka's healthy food menu includes tomato flatbread toast, croissant scrambled eggs, Greek salad, Caesar salad, tomato soup, pumpkin soup, Japanese tofu steak, and poke bowl—all made with organic fruits and vegetables, low in calories, high in protein, and served in balanced portions. However, the café also serves regular food, defined as everyday meals consumed by the general public without a specific focus on health or calorie content but fulfilling basic nutritional needs. Café Loka's regular food offerings include special fried rice, crispy chicken wings, hot spicy chicken wings, chicken fingers, fish and chips, chicken satay, Indian chicken curry, spaghetti, beef kebab, and grilled chicken.

The low visitor turnout and underwhelming sales performance of healthy food at Café Loka underscore the need to improve strategies aimed at increasing the attractiveness and sales of healthy food products. To do this, Café Loka must understand why more customers prefer regular food over its signature healthy offerings. One key approach is to analyze consumer purchase intention. Purchase intention plays a crucial role in marketing activities (Yohana & Suasana, 2020), as today's consumers seek products whose prices reflect the benefits they expect to receive.

Purchase intention refers to a person's internal motivation to buy a product or service, often driven by exposure to relevant information (Utami & Nurlinda, 2023). It indicates the likelihood that a consumer will choose to purchase a product based on interest or perceived value (Naseri et al., 2021). Assessing purchase intention can help business owners better understand market dynamics and position their products or services accordingly (Yohana & Suasana, 2020). The better a business understands consumers' purchase intentions, the more successful its marketing strategies are likely to be (Halim et al., 2021). Consumers' price perceptions significantly influence their decisions to purchase healthy food (Limantara, 2017). Price perception is based on how consumers interpret an offer and is a key factor affecting purchase intention (Cahyarani, 2018). When consumers perceive healthy food prices as too high relative to their benefits, purchase intention decreases. Conversely, if consumers view the prices as fair and aligned with quality and benefits, purchase intention increases (Pratiwi & Isa, 2024). Additionally, consumers are increasingly attentive to food content and safety (Mustikawati et al., 2021).

Perception is how individuals interpret the world around them (Kurniasari, 2021). Price represents the value sacrificed to obtain a good or service (Rouf & Mandala, 2023), and consumer price perception refers to how consumers evaluate price levels (high, low, fair), which in turn strongly affects purchase intention (Rentanubun, 2023). A fair perceived price can directly enhance purchase intention, increase perceived value, and reduce perceived risk—ultimately stimulating consumer purchases (Rouf & Mandala, 2023). When consumers perceive the price as reasonable, they are more likely to form positive opinions and feel motivated to buy the product.

Previous research by Surajana & Suprpti (2018) found that price perception significantly influences purchase intention for healthy food. Similar findings were reported by Rizky & Firdausy (2020). However, Kurniasari (2021) found that price perception may not significantly influence purchase intention, particularly when consumers prioritize factors like quality and benefits.

Another factor influencing purchase intention is food safety concern. This reflects consumers' apprehension about food ingredients and production methods (Iqbal et al.,

2021). Frequent food safety incidents have heightened consumer awareness and concern (Hsu et al., 2019). As a result, many consumers seek safer foods with guaranteed quality—food safety is now a key reason for choosing healthy food (Ramadhan & Utami, 2019). Consumers often assess food safety based on additives and chemicals present in vegetables, fruits, and food management practices (Hsu et al., 2019).

Food safety concern focuses on the risks consumers associate with consuming specific products (Mustikawati et al., 2021). Today's consumers are increasingly attentive to hygiene and nutritional content. When consumers consider food safety important, they are more likely to choose healthy foods, which enhances purchase intention (Ramadhan & Utami, 2019). Consumers who prioritize food safety tend to seek safe, pure, and natural food to avoid harmful substances (Rosalin et al., 2022).

Research by Pattanapomgthorn et al. (2020) and Iqbal et al. (2021) demonstrated a significant relationship between food safety concern and purchase intention. However, Hsu et al. (2019) and Nagaraj (2021) found no such significant relationship.

This research gap highlights the need for a mediating variable—consumer attitude—which this study proposes to examine. Consumer attitude is a key determinant of purchase intention (Wibowo et al., 2022). This aligns with findings by Sarabia-Andreu & Sarabia-Sánchez (2018), who state that attitude positively affects the intention to purchase healthy food.

Consumer attitude reflects an individual's overall evaluation of an object, which can be a tangible product, intangible service, or abstract idea (Kaur & Hundal, 2017). It consists of three components: cognitive (beliefs about the object), affective (emotions toward the object), and behavioral (anticipated future actions) (Iqbal et al., 2021). For example, consumers aware of the harmful effects of conventional food (cognitive) may support healthy food movements (affective) and intend to consume healthy products (behavioral) (Nagaraj, 2020).

Studies by Singh & Verma (2017) and Kurniasari (2021) suggest that consumer attitude significantly mediates the relationship between price perception and purchase intention. Similarly, Iqbal et al. (2021) found that food safety concern, when mediated by consumer attitude, significantly influences healthy food purchase intention. These findings confirm that consumer attitude is an appropriate mediating variable for the relationship between price perception, food safety concern, and purchase intention. Given this phenomenon and the existing research gap, this study aims to integrate consumer attitude as a mediating variable to provide solutions and recommendations for increasing consumer purchase intention of healthy food products.

2. METHOD

This study employed a quantitative approach with an associative design to analyze the influence of price perception and food safety concern on consumers' purchase intention, with consumer attitude as a mediating variable. The research was conducted in Gianyar Regency, which was chosen for its high market potential and status as a popular culinary tourism hub. The sample consisted of 112 respondents selected through purposive sampling, with criteria including: residing in Gianyar, having purchased products from Café Loka, but never having tried the healthy food menu offered (Sugiyono, 2021; BPS, 2024).

The variables in this study included independent variables (price perception and food safety concern), a mediating variable (consumer attitude), and a dependent variable (purchase intention). Data collection was conducted using a questionnaire, which was tested for validity and reliability with satisfactory results, and measured using a Likert

scale. Primary data were collected directly from respondents' answers, while secondary data were obtained from sources such as BPS, scientific journals, and online media to support the background and analysis (Lismanizar & Utami, 2018; Rahyuda, 2019).

The data analysis techniques included descriptive statistics, classical assumption tests (normality, multicollinearity, and heteroscedasticity), and path analysis to assess both direct and indirect relationships among variables. Additionally, the Sobel test and Variance Accounted For (VAF) were used to evaluate the mediating variable's effectiveness. Data were processed using SPSS to obtain path coefficients and significance values, both simultaneously and partially. This approach aimed to gain a deeper understanding of consumers' psychological mechanisms in considering the purchase of healthy food products at Café Loka (Utama, 2016; Sugiyono, 2021).

3. RESULTS AND DISCUSSION

Inferential Data Analysis

Classical assumption test

1) Normality test

Table 1. Normality Test (One-Sample Kolmogorov-Smirnov)

Substructural 1	0.111
Substructural 2	0.200

Source: Processed primary data, 2025

Table 1 presents the results of the normality test using the One-Sample Kolmogorov-Smirnov method. The Asymp. Sig. (2-tailed) values for both substructures were greater than the alpha level of 0.05, indicating that the data used in this study are normally distributed. Therefore, it can be concluded that the model meets the assumption of normality.

2) Multicollinearity test

Table 2. Multicollinearity Test (Tolerance and Variance Inflation Factor)

Model		Colinearity Statistics	
		Tolerance	VIF
Substructure 2	Price perception(X1)	0.340	2,940
	Food safety concern(X2)	0.320	3,122
	Consumer attitude(M)	0.266	3,759

Source: Processed primary data,

Table 2 shows that there are no independent variables that have a tolerance value of less than 0.10 and there are also no independent variables that have a VIF value of more than 10. Thus, it can be implemented that the regression model is free from multicollinearity symptoms.

3) Heteroscedasticity test (Glejser test)

Table 3. Heteroscedasticity Test (Glejser Test)

Equality	Model	t	Sig.
Substructure 1	Price perception	-1,436	0.154
	Food safety concern	0.91	0.928

Substructure 2	Price perception	1,623	0.107
	Food safety concern	-1,467	0.145
	Consumer attitude	-0.456	0.650

Source: Processed primary data, 2025

Table 3 shows that each model has significance values greater than 0.05. This indicates that the independent variables used in this study do not significantly affect the dependent variable, namely absolute error. Therefore, it can be concluded that the study is free from heteroscedasticity symptoms.

Path analysis

This study employed path analysis to examine the causal relationships between the independent variables—price perception and food safety concern—on the dependent variables—consumer attitude and purchase intention. Additionally, this study investigated the mediating role of consumer attitude in the relationship between price perception and food safety concern with purchase intention.

1) Hypotheses and structural equations

- (a) The variable price perception (X₁) has a significant effect on purchase intention (Y).
- (b) The variable food safety concern (X₂) has a significant effect on purchase intention (Y).
- (c) The variable price perception (X₁) has a significant effect on consumer attitude (M).
- (d) The variable food safety concern (X₂) has a significant effect on consumer attitude (M).
- (e) The variable consumer attitude (M) has a significant effect on purchase intention (Y).
- (f) The variable price perception (X₁) affects purchase intention (Y) through consumer attitude (M).
- (g) The variable food safety concern (X₂) affects purchase intention (Y) through consumer attitude (M)).

a) Sub-Structural Equation 1

$$M = \beta_3 X_1 + \beta_4 X_2 + e_1 \dots \dots \dots (1)$$

b) Sub-Structural Equation 2

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_5 M + e_2 \dots \dots \dots (2)$$

Note:

X₁ = Price perception

X₂ = food safety concern

Y = Purchase intention

M = Consumer attitude

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$ = Variable Regression Coefficients

e = error

This study calculates the influence of price perception and food safety concern on consumer attitude using SPSS 25.0 for Windows. The results of the first structural equation can be seen in Table 4.

Table 4. Path Analysis Results in Sub-Structural 1

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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	B	Std. Error	Beta		
(Constant)	0.996	0.657		1,518	0.132
Price perception (X1)	0.264	0.050	0.384	5,299	0,000
Food safety concern(X2)	0.584	0.080	0.531	7,324	0,000
R Square	0.722				
Adjusted R Square	0.717				

Source: Processed primary data, 2025

Based on the results of the path analysis in Table 4, the structural equation formed is as follows:

$$M = \beta_3 X_1 + \beta_4 X_2 + e_1$$

$$M = 0,384X_1 + 0,531X_2$$

This structural equation can be interpreted as follows: the price perception variable has a coefficient of 0.384, indicating that price perception has a positive direction of influence on consumer attitude. This means that if price perception increases, consumer attitude also increases. The food safety concern variable has a coefficient of 0.531, which means food safety concern also has a positive direction of influence on consumer attitude. In other words, as food safety concern increases, consumer attitude also increases.

The structural equation formed based on the results of the path analysis in Table 5 is as follows:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_5 M + e_2$$

$$Y = -0,274X_1 + 0,387X_2 + 0,714M$$

The price perception variable has a coefficient of -0.274 , which means price perception has a negative direction of influence on purchase intention. This indicates that when price perception increases, purchase intention decreases. The food safety concern variable has a coefficient of 0.387, meaning that it has a positive influence on purchase intention; as food safety concern increases, so does purchase intention. The consumer attitude variable has a coefficient of 0.714, indicating that consumer attitude has a positive influence on purchase intention; thus, an increase in consumer attitude leads to an increase in purchase intention.

The regression coefficient of the price perception variable has a negative value with a t-test significance value less than 0.05, indicating that price perception has a significant negative effect on purchase intention. The regression coefficients for the food safety concern and consumer attitude variables are positive, with t-test significance values less than 0.05. This indicates that both variables have a significant positive effect on purchase intention. The magnitude of the influence of the independent variables on the dependent variable, as shown by the total determination value (R Square), is 0.728, meaning that 72.8% of the variation in purchase intention is influenced by variations in price perception, food safety concern, and consumer attitude, while the remaining 27.2% is explained by other factors not included in the model. This study calculated the influence of price

perception, food safety concern, and consumer attitude on purchase intention using SPSS 25.0 for Windows. The results of the second structural equation are presented in Table 5 below.

Table 5. Path Analysis Results in Sub-Structural Model 2

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	-0.310	0.929		-0.333	0.740
Price perception(X1)	-0.265	0.078	-0.274	-3,391	0.001
Food safety concern(X2)	0.599	0.136	0.387	4,395	0,000
Consumer attitude(M)	1,005	0.134	0.714	7,497	0,000
R Square	0.728				
Adjusted R Square	0.720				

Source: Processed primary data, 2025

2) Path coefficient diagram

(1) Direct effects

Direct effects occur when a variable influences another variable without mediation.

- The direct effect of price perception on purchase intention is -0.274
- The direct effect of food safety concern on purchase intention is 0.387
- The direct effect of price perception on consumer attitude is 0.384
- The direct effect of food safety concern on consumer attitude is 0.531
- The direct effect of consumer attitude on purchase intention is 0.714

(2) Indirect effects

Indirect effects occur when a mediating variable intervenes in the relationship between two variables.

- The indirect effect of price perception (X1) on purchase intention (Y) through consumer attitude (M) is: $-0.274 \times 0.714 = -0.195$
- The indirect effect of food safety concern (X2) on purchase intention (Y) through consumer attitude (M) is: $0.387 \times 0.531 = 0.205$

(3) Total effects

To understand the total effect, it can be calculated by adding:

- The influence of price perception (X1) on purchase intention (Y) of -0.274 and the influence of price perception (X1) on purchase intention (Y) through consumer attitude (M) of -0.195 , resulting in a total effect of: $-0.274 + (-0.195) = -0.469$
- The influence of food safety concern (X2) on purchase intention (Y) of 0.387 and the influence of food safety concern (X2) on purchase intention (Y) through consumer attitude (M) of 0.205 , resulting in a total effect of: $0.387 + 0.205 = 0.592$.

The next step is to test the coefficient of determination (R^2) and error variables. In this test, the coefficient of determination values for Substructural 1 and Substructural 2 can be seen, as well as the error value of each structure with the aim of constructing the final path diagram model. The calculation results of the error variable values in each structure are as follows:

$$e_i = \sqrt{1 - R_i^2}$$

$$e_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,722} = 0,527$$

$$e_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,728} = 0,521$$

The calculation of the error influence (e) yields a result of 0.527 for the error in Structure 1 (e_1), and 0.521 for the error in Structure 2 (e_2). The next stage is to calculate the total coefficient of determination, which is performed as follows.

$$R^2m = 1 - (e_1)^2(e_2)^2$$

$$R^2m = 1 - (0,527)^2(0,521)^2$$

$$R^2m = 1 - (0,277)(0,271)$$

$$R^2m = 1 - 0,075 = 0,925$$

From the calculation of the total coefficient of determination, a value of 0.925 is obtained. Thus, it can be concluded that 92.5 percent of the purchase intention variable on healthy food at Café Loka in Gianyar Regency is influenced by price perception, food safety concern, and consumer attitude, while the remaining 7.5 percent is influenced by other factors that are not included in the research model or are outside the scope of the study. Based on the explanation regarding the structural equations, the coefficient values from the path analysis can be presented through the standardized beta coefficients for each relationship between variables. The coefficient values of each variable are illustrated in Figure 1 below.

Figure 1. Path Analysis Model

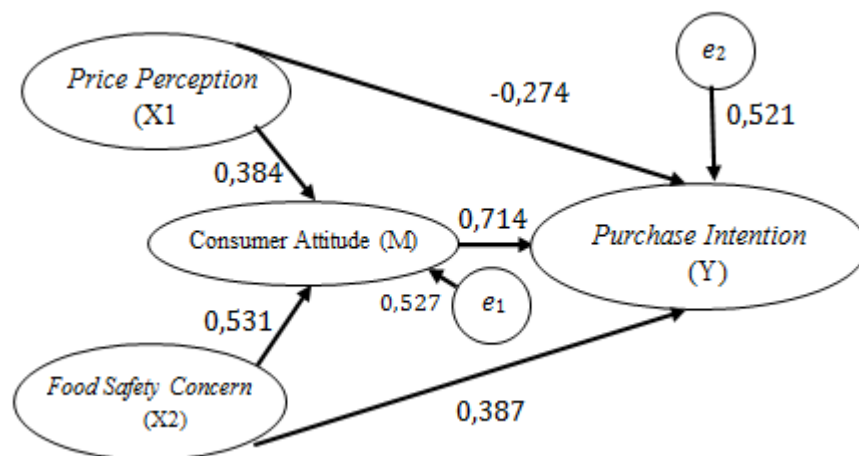


Figure 1 illustrates the magnitude of the effects of the variables price perception and food safety concern on the variables consumer attitude and purchase intention, as well as the magnitude of the effect of consumer attitude on purchase intention. Each effect value is derived from the standardized beta coefficients, along with the error term values for each structural equation.

3) Simultaneous Path Coefficient Calculation (Model testing)

The criteria for model testing are as follows:

If $\text{Sig} > 0.05$ then H_0 is accepted and H_1 is rejected

If $\text{Sig} \leq 0.05$ then H_0 is rejected and H_1 is accepted

H_0 There is no significant effect of price perception, food safety concern, and consumer attitude on purchase intention.

H1: There is a significant effect of price perception, food safety concern, and consumer attitude on purchase intention.

Based on the results of the substructural path analysis 2, the calculated F-value is 96.342 with a significance level of 0.000. Since the model test Sig. value is $0.000 \leq 0.05$, H_0 is rejected and H_1 is accepted. This indicates that price perception, food safety concern, and consumer attitude have a simultaneous and significant effect on purchase intention. Therefore, individual testing can be performed.

4) Individual Path Coefficient Testing

(1) The effect of price perception on purchase intention

H_0 : Price perception has no significant effect on purchase intention

H_1 : Price perception has a significant effect on purchase intention

Table 5 shows that price perception has a Sig. value of 0.001 and a standardized beta coefficient of -0.274, indicating a negative direction. This demonstrates that price perception has a negative and significant effect on purchase intention. In other words, when consumers perceive prices to be high, their purchase intention may decrease. Therefore, H_0 is rejected and H_1 is accepted.

(2)) The effect of food safety concern on purchase intention

H_0 : Food safety concern has no significant effect on purchase intention

H_2 Food safety concern has a significant effect on purchase intention

Table 5 shows that food safety concern has a standardized beta coefficient of 0.387 in a positive direction, with a Sig. value of 0.000. Thus, H_2 is accepted because the Sig. value is $0.000 \leq 0.05$ and the effect is positive. Therefore, food safety concern has a significant effect on purchase intention. In other words, the higher the food safety concern, the greater the purchase intention toward healthy food products at Café Loka in Gianyar Regency, confirming the second hypothesis.

(3) The effect of price perception on consumer attitude

H_0 : Price perception has no significant effect on consumer attitude

H_3 : Price perception has a significant effect on consumer attitude

Table 5 indicates that price perception has a standardized beta coefficient of 0.384 in a positive direction, with a Sig. value of 0.000. Therefore, H_3 is accepted because the Sig. value is $0.000 \leq 0.05$ and the effect is positive. Thus, price perception significantly affects consumer attitude. In other words, the higher the price perception, the better the consumer attitude toward healthy food products at Café Loka in Gianyar Regency. Hence, the third hypothesis is accepted.

(4) The effect of food safety concern on consume attitudes

H_0 : Food safety concern has no significant effect on consumer attitude.

H_4 : Food safety concern has a significant effect on consumer attitudes.

Table 5 shows that food safety concern has a standardized beta coefficient of 0.531 in a positive direction, with a Sig. value of 0.000. Therefore, H_4 is accepted because the Sig. value is $0.000 \leq 0.05$ and the effect is positive. Thus, food safety concern has a significant effect on consumer attitude. In other words, the greater the concern for food safety, the better the consumer attitude toward healthy food products at Café Loka in Gianyar Regency. Hence, the fourth hypothesis is accepted.

(5) The effect of consumer attitude on purchase intention

H₀: Consumer attitude has no significant effect on purchase intention

H₅: Consumer attitude has a significant effect on purchase intention

Table 5 shows that consumer attitude has a standardized beta coefficient of 0.714 in a positive direction, with a Sig. value of 0.000. Therefore, H₅ is accepted because the Sig. value is $0.000 \leq 0.05$ and the effect is positive. This indicates that consumer attitude has a positive and significant effect on purchase intention. In other words, the more favorable the consumer attitude, the stronger the purchase intention toward healthy food products at Café Loka in Gianyar Regency. Thus, the fifth hypothesis is accepted.

5) Summarizing Conclusions

Based on the above calculations, the direct effects, indirect effects, and total effects of each structural equation are summarized in Table 6.

Table 6. Direct and Indirect Effects of Price Perception (X₁) and Food Safety Concern (X₂) on Consumer Attitude (M) and Purchase Intention (Y)

Influence of variables	Direct Influence	Indirect influence through M	Total influence	Significant	Results
X ₁ →M	0.384		0.384	0,000	Significant
X ₂ →M	0.531		0.531	0,000	Significant
X ₁ →Y	-0.274	-0.195	-0.469	0.001	Significant
X ₂ →Y	0.387	0.205	0.592	0,000	Significant
M→Y	0.714		0.714	0,000	Significant

Source: Processed primary data, 2025

Table 6 presents a summary of the values for each direct, indirect, and total path effect between variables, along with the error terms for each structural equation derived through path analysis techniques. The values in Table 6 can be elaborated as follows:

(1) The effect of price perception on purchase intention

A study conducted on consumers of Café Loka in Gianyar Regency regarding the effect of price perception on purchase intention found that price perception has a direct effect on purchase intention of -0.274.

(2) The effect of food safety concern on purchase intention

A study conducted on consumers of Café Loka in Gianyar Regency regarding the effect of food safety concern on purchase intention found that food safety concern has a direct effect on purchase intention of 0.387.

(3) The effect of price perception on consumer attitude

A study conducted on consumers of Café Loka in Gianyar Regency regarding the effect of price perception on consumer attitude found that price perception has a direct effect on consumer attitude of 0.384.

(4) The effect of food safety concern on consumer attitudes

A study conducted on consumers of Café Loka in Gianyar Regency regarding the effect of food safety concern on consumer attitude found that food safety concern has a direct effect on consumer attitude of 0.531.

(5) The effect of consumer attitude on purchase intention

A study conducted on consumers of Café Loka in Gianyar Regency regarding the effect of consumer attitude on purchase intention found that consumer attitude has a direct effect on purchase intention of 0.714.

- (6) The mediating role of consumer attitude in the effect of price perception on purchase intention

A study conducted on consumers of Café Loka in Gianyar Regency regarding the mediating role of consumer attitude in the effect of price perception on purchase intention found that price perception has an indirect effect of -0.195 on purchase intention through consumer attitude. The total effect of price perception on purchase intention via consumer attitude is -0.469. This indicates that, in absolute terms, the total effect of price perception on purchase intention through consumer attitude is greater than the direct effect of price perception on purchase intention without the mediation of consumer attitude.

- (7) The mediating role of consumer attitude in the effect of food safety concern on purchase intention

A study conducted on consumers of Café Loka in Gianyar Regency regarding the mediating role of consumer attitude in the effect of food safety concern on purchase intention found that food safety concern has an indirect effect of 0.205 on purchase intention through consumer attitude. The total effect of food safety concern on purchase intention via consumer attitude is 0.592. This indicates that the total effect of food safety concern on purchase intention through consumer attitude is greater than the direct effect of food safety concern on purchase intention without the mediation of consumer attitude.

Sobel test

The hypothesis testing for mediation can be conducted using the Sobel test. This test examines the strength of the indirect effect of the variables price perception (X_1) and food safety concern (X_2) on purchase intention (Y) through the mediating variable consumer attitude (M). The steps for conducting mediation analysis using the Sobel test are as follows:

- 1)) Formulation of Hypotheses

- a) H_0 : Consumer attitude (M) does not serve as a mediating variable in the relationship between price perception (X_1) and food safety concern (X_2) and purchase intention (Y).
- b) H_1 : Consumer attitude (M) serves as a mediating variable in the relationship between price perception (X_1) and food safety concern (X_2) and purchase intention (Y)

- 2) Determining the Level of Significance

In the Sobel Test, a significance level of 0.05 is used to determine whether a variable can be considered significant or not. To make a decision in hypothesis testing, this is done by comparing the p-value and alpha (0.05) or by comparing the calculated z-value with the z-table value. At the 5% significance level, the critical value is 1.96, with the following decision rules:

- a) If $Z_{\text{calculated}} < 1.96$, then H_0 is accepted, indicating that consumer attitude does not serve as a mediating variable.
- b) If $Z_{\text{calculated}} > 1.96$, then H_0 is rejected, indicating that consumer attitude does serve as a mediating variable.

- 3) Statistical Test Calculation

The standard errors of coefficients a and b are denoted as Sa and Sb, respectively. The standard error of the indirect effect (Sab) is calculated using the following formula:

$$S_{ab} = \sqrt{b^2 \cdot Sa^2 + a^2 \cdot Sb^2 + Sa^2 \cdot Sb^2}$$

To test the significance of the indirect effect, the z-value of the ab coefficient is calculated using the following formula:

$$Z = \frac{ab}{S_{ab}}$$

(1) The Effect of Price Perception on Purchase Intention Mediated by Consumer Attitude.

$$S_{ab} = \sqrt{b^2 \cdot Sa^2 + a^2 \cdot Sb^2 + Sa^2 \cdot Sb^2}$$

$$S_{ab} = \sqrt{(1,005)^2(0,050)^2 + (0,264)^2(0,134)^2 + (0,050)^2(0,134)^2}$$

$$S_{ab} = \sqrt{0,0038}$$

$$S_{ab} = 0,0618$$

$$Z = \frac{ab}{S_{ab}}$$

$$Z = \frac{(0,264)(1,005)}{0,0618}$$

$$Z = \frac{0,265}{0,0618} = 4,29$$

The result of the Sobel test shows that the Z-value is 4.29 > 1.96, indicating that the variable price perception significantly affects purchase intention through the mediation of consumer attitude. Thus, consumer attitude serves as a mediating variable in the relationship between price perception and purchase intention for healthy food products at Café Loka in Gianyar Regency. Therefore, the sixth hypothesis is accepted.

(2) The Effect of Food Safety Concern on Purchase Intention Mediated by Consumer attitude

$$S_{ab} = \sqrt{b^2 \cdot Sa^2 + a^2 \cdot Sb^2 + Sa^2 \cdot Sb^2}$$

$$S_{ab} = \sqrt{(1,005)^2(0,080)^2 + (0,584)^2(0,134)^2 + (0,080)^2(0,134)^2}$$

$$S_{ab} = \sqrt{0,0127031}$$

$$S_{ab} = 0,112$$

$$Z = \frac{ab}{S_{ab}}$$

$$Z = \frac{(0,584)(1,005)}{0,112}$$

$$Z = \frac{0,586}{0,0618} = 5,23$$

The result of the Sobel test shows that the Z-value is 5.23 > 1.96, indicating that the variable food safety concern has an effect on purchase intention through the mediation of consumer attitude. Thus, consumer attitude serves as a mediating variable in the relationship between food safety concern and purchase intention for healthy food products at Café Loka in Gianyar Regency, and therefore the seventh hypothesis is accepted.

VAF Test

The mediation effect indicates the relationship between independent and dependent variables through an intermediary or mediating variable. The influence of the independent variable on the dependent variable does not occur directly but through a transformation process represented by the mediating variable. VAF serves as a measure of how much the mediating variable is able to absorb the previously significant direct effect from the model without mediation.

$$VAF = \frac{\text{Indirect Effect}}{\text{Direct Effect} + \text{Indirect Effect}}$$

The basis for decision-making based on the VAF value is as follows:

- 1) Full mediation, if the VAF value $\geq 80\%$
- 2) Partial mediation, if the value is $20\% \leq VAF \leq 80\%$
- 3) No mediation), if the VAF value is $\leq 20\%$

(1) VAF Testing of Consumer Attitude Mediating the Effect of Price Perception on Purchase intention

$$VAF = \frac{\text{Indirect Effect}}{\text{Direct Effect} + \text{Indirect Effect}}$$

$$VAF = \frac{-0,195}{-0,274 + -0,195} = 0,41$$

The result of the Variance Accounted For (VAF) test shows a value of 41 percent, indicating that consumer attitude serves as a mediating variable in the relationship between price perception and purchase intention. This result falls into the category of partial mediation, where the mediating variable explains part of the effect, while the direct relationship between variables remains significant.

(2) VAF Testing of Consumer Attitude Mediating the Effect of Food Safety Concern on purchase intention

$$VAF = \frac{\text{Indirect Effect}}{\text{Direct Effect} + \text{Indirect Effect}}$$

$$VAF = \frac{0,205}{0,387 + 0,205} = 0,34$$

The result of the Variance Accounted For (VAF) test shows a value of 34 percent, indicating that consumer attitude serves as a mediating variable in the relationship between food safety concern and purchase intention. This result falls into the category of partial mediation, where the mediating variable explains part of the effect, while the direct relationship between variables remains significant.

Research Findings Discussion

The Effect of Price Perception on Purchase intention

The magnitude of the effect of price perception on purchase intention is -0.274 with a significance value of 0.001, which is less than the standard significance level ($0.001 < 0.05$). This indicates that price perception has a negative and significant effect on purchase intention. In other words, when consumers perceive prices as high, their intention to purchase healthy food products at Café Loka decreases. This study suggests that the high price perception of healthy food products at Café Loka causes consumers to feel that the products are less affordable and more expensive compared to similar healthy food products, thereby reducing purchase intention. This finding is supported by respondent responses on the price perception variable, where most respondents feel that the prices of healthy food products at Café Loka are quite high compared to similar products. Respondents stated that they consider the price aspect before deciding to purchase, even though they acknowledge the quality and benefits of Café Loka's healthy food products. This could be due to respondents' relatively low monthly income, as shown by 43.8 percent of respondents having a monthly income between IDR 2 and 4 million. As stated by Priya and Jaidev (2022), for consumers with limited income, high prices may reduce their willingness to purchase healthy food.

This finding is in line with previous studies by Katt and Meixner (2020), which showed that price perception has a negative and significant effect on purchase intention. Research by Sari et al. (2022) and Priya and Jaidev (2022) also confirms that price perception

negatively and significantly influences purchase intention, reinforcing empirical evidence in this context.

The Effect of Food Safety Concern on Purchase intention

The magnitude of the effect of food safety concern on purchase intention is 0.387, with a significance value of 0.000, which is less than the significance level used ($0.000 < 0.05$). This indicates that food safety concern has a positive and significant effect on purchase intention. In other words, the higher the consumer's concern about food safety, the higher their intention to purchase a product. This study reveals that Café Loka's consumers pay great attention to the safety of the food they consume, and their purchase intention for healthy food is relatively high. This is evidenced by the food safety concern indicator, where most respondents stated that they avoid foods containing chemical or artificial additives and always pay attention to the quality and safety of the food they consume. Respondents' answers show that their level of concern about food safety greatly affects their intention to buy healthy food from Café Loka, as they believe these products are safe.

This finding aligns with Pham et al. (2019), who revealed that food safety concern has a positive and significant effect on purchase intention. It also supports the findings of Molinillo et al. (2020), Nagaraj (2020), and Mustikawati et al. (2021), who stated that food safety concern has a positive and significant influence on purchase intention.

The Effect of Price Perception on Consumer attitude

The magnitude of the effect of price perception on consumer attitude is 0.384, with a significance value of 0.000, which is less than the significance level used ($0.000 < 0.05$). This figure indicates that price perception has a positive and significant effect on consumer attitude. In other words, the more positive consumers' perception of the price of healthy food offered, the more positive their attitude toward the product. This study shows that healthy food offered by Café Loka is considered to be reasonably priced based on the quality provided, leading consumers to feel that the products are worth purchasing. This is evidenced by respondents' answers on the price perception variable, where most respondents rated the price of healthy food products at Café Loka as appropriate for the quality and benefits received.

This result aligns with research conducted by Singh and Verma (2017), which found that price perception has a positive and significant effect on consumer attitude. Consumers are willing to buy a product if the price is perceived as fair and reasonable, ultimately forming a positive attitude. This is also consistent with studies by Kurniasari (2021) and Fitria and Nugroho (2023), which confirmed that price perception positively and significantly affects consumer attitude.

The Effect of Food Safety Concern on Consumer attitudes

The magnitude of the effect of food safety concern on consumer attitude is 0.531, with a significance value of 0.000, which is less than the significance level used ($0.000 < 0.05$). This value indicates that food safety concern has a positive and significant effect on consumer attitude. This means the higher the consumer's concern about the safety of the food they consume, the more positive their attitude toward the product. In this study, most respondents showed high awareness of the quality and safety of the food they consume. This is evidenced by their responses to the food safety concern variable, where most respondents stated that they avoid food containing artificial additives. This positive attitude is also reflected in the consumer attitude variable, where respondents felt benefited when purchasing healthy food.

This result is consistent with Pham et al. (2019), who stated that food safety concern positively and significantly affects consumer attitude. It shows that when consumers have high concerns about food safety, it can shape their positive attitude toward buying healthy food. The findings are also in line with studies conducted by Hsu et al. (2019) and Iqbal et al. (2021), who found that food safety concern positively influences consumer attitude.

The Effect of Consumer Attitude on Purchase intention

The magnitude of the effect of consumer attitude on purchase intention is 0.714, with a significance value of 0.000, which is less than the significance level used ($0.000 < 0.05$). This value indicates that consumer attitude has a positive and significant effect on purchase intention. In other words, the more positive the consumer's attitude toward purchasing healthy food, the higher their purchase intention for the product. In this study, it is shown that Café Loka consumers have a positive attitude toward the healthy food offered, which is followed by high purchase intention. This is supported by respondent answers on the consumer attitude variable, where most respondents showed supportive attitudes toward purchasing healthy food. This positive attitude influenced consumers' purchase intentions, as reflected in their strong intention to buy healthy food at Café Loka. Most respondents felt they benefited from consuming healthy food and believed that healthy food provides important health benefits.

This finding is consistent with the research conducted by Dangi et al. (2020), which found that consumer attitude positively and significantly affects purchase intention. It indicates that when consumers have a positive attitude toward healthy food products, their purchase intention increases as well. This is also supported by Cahyarani (2018), Zaremozhzabieh et al. (2020), and Kurdi et al. (2022), who revealed that consumer attitude positively and significantly influences purchase intention.

The Effect of Price Perception on Purchase Intention Mediated by Consumer mediation

Based on the Sobel Test results, the tabulated Z-value is $4.29 > 1.96$, which means that the consumer attitude variable significantly mediates the relationship between price perception and purchase intention. The VAF value of 41 percent also indicates that consumer attitude acts as a partial mediator in the relationship between price perception and purchase intention. This means that the better the consumer's perception of a product's price, the more positive their attitude toward the product, which in turn increases their intention to purchase. In this study, it is explained that consumers had a fairly positive price perception of Café Loka's healthy food products, followed by positive consumer attitudes and high purchase intention. This is evidenced by responses to the price perception variable, where most respondents believed that the quality and benefits received were in line with the price of Café Loka's healthy food products; responses to the consumer attitude variable, where most respondents felt they benefited and gained value from purchasing healthy food; and responses to the purchase intention variable, where most respondents expressed interest in seeking information about Café Loka's healthy food.

This finding is consistent with research by Singh and Verma (2017), which found that consumer attitude plays an important role in mediating the relationship between price perception and purchase intention. It means that consumers' perceptions of a product's price can influence their attitude, which in turn shapes purchase intention. Kurniasari (2021) also stated that consumer attitude contributes positively in mediating the effect of price perception on purchase intention. Similar results were found by Ermiati et al. (2021),

who concluded that consumer attitude significantly mediates the effect of price perception on purchase intention.

The Effect of Food Safety Concern on Purchase Intention Mediated by Consumer mediation

Based on the Sobel Test results, the tabulated Z-value is $5.23 > 1.96$, indicating that the consumer attitude variable significantly mediates the relationship between food safety concern and purchase intention. The VAF value of 34 percent also indicates that consumer attitude acts as a partial mediator in this relationship. This means that the higher the consumer's concern about food safety, the more positive their attitude toward healthy food products, which increases their purchase intention. In this study, it is explained that consumers had high levels of food safety concern, followed by positive consumer attitudes and strong purchase intentions. This is supported by responses to the food safety concern variable, where most respondents avoided foods containing artificial additives and paid attention to food quality; responses to the consumer attitude variable, where most respondents felt they benefited and gained value from purchasing healthy food; and responses to the purchase intention variable, where most respondents expressed interest in seeking information about healthy food at Café Loka.

This finding aligns with the research conducted by Pham et al. (2019), which found a positive relationship between consumer attitude mediating food safety concern and purchase intention. It implies that the level of concern consumers have regarding the safety of the food they consume can influence their attitude and their purchase intention. The same was revealed by Iqbal et al. (2022), who concluded that consumer attitude plays an important role in mediating the relationship between food safety concern and purchase intention.

CONCLUSION

Based on the results of the research that have been explained, the conclusions related to this study can be presented as follows:

- 1) Price perception has a negative and significant effect on purchase intention of healthy food products at Café Loka in Gianyar Regency. This illustrates that when consumers have a high price perception, their intention to buy the product decreases.
- 2) Food safety concern has a positive and significant effect on purchase intention of healthy food products at Café Loka in Gianyar Regency. This illustrates that when consumer concern for food safety is high, their intention to buy the product increases.
- 3) Price perception has a positive and significant effect on consumer attitude toward healthy food products at Café Loka in Gianyar Regency. This illustrates that when consumers have a good price perception, it can form a positive consumer attitude toward purchasing the product.
- 4) Food safety concern has a positive and significant effect on consumer attitude toward healthy food products at Café Loka in Gianyar Regency. This illustrates that when consumer concern for food safety is high, it can form a positive consumer attitude toward purchasing the product.
- 5) This study also found that a positive and significant consumer attitude can encourage an increase in consumers' purchase intention of healthy food products at Café Loka. When consumers have a positive attitude toward purchasing the product, it can also increase their confidence to make a purchase.

- 6) Consumer attitude partially mediates the effect of price perception on purchase intention of healthy food products at Café Loka. This means that part of the effect of price perception on purchase intention is channeled through the formation of a positive consumer attitude, although there is also a direct effect from price perception on purchase intention.
- 7) Consumer attitude partially mediates the effect of food safety concern on purchase intention of healthy food products at Café Loka. This means that part of the effect of food safety concern on purchase intention is channeled through the formation of a positive consumer attitude, although there is also a direct effect from food safety concern on purchase intention.

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