

ABSTRACT

Organic food products are products that are free of excess pesticide residues. Many benefits are obtained in consuming organic food products. This can be seen with the increasing number of people in Indonesia and abroad choosing to consume organic food products to run healthy living programs.

This research was conducted to find out and analyze the effect of nutritional content, natural content, ecological welfare, and price through the utilitarian attitude towards the intention of organic food products. This study use a quantitative method with a type of descriptive and causal research. Sampling is done by incidental sampling method. Respondents in this study were 100 random people. The data analysis technique used is descriptive analysis and SEM analysis.

The results of this study state that only nutritional content has an effect on the utilitarian attitudes. And utilitarian attitudes affect the intention. It shows that nutritional content has the main stimuli factor for Intention as a response of respondents through utilitarian attitudes as organisms or determinants for respondents in choosing organic food products as the right choice for consumption.

Keywords: Intention, Organic Food, Perception, S-O-R, Utilitarian

