

ABSTRACT

The COVID-19 pandemic has made people aware of the importance of eating healthy foods to boost their immunity. The emergence of various health problems makes people increasingly aware of the dangers that arise from the use of agricultural chemicals; therefore, people are becoming wiser about using organic food ingredients, which are believed to be safe for their health.

The growth of organic food products in the world continues to surge from year to year, including in Indonesia, which is supported by an increase in people's purchasing power reaching 15-20 percent. This diet of organic food products is increasing along with public concern for environmental sustainability. The high demand for organic products is increasing, along with public concern for environmental sustainability. The high demand for organic products in Indonesia that occurred during the COVID-19 pandemic, especially for agricultural products, has not been met by adequate land. This study aims to rank the factors and sub-criteria considered when making organic purchasing decisions that result in an understanding of consumer behavior. This research method is a quantitative study using the fuzzy AHP technique, involving 350 respondents. The method of data collection is done by distributing questionnaires using a Likert scale with the factors considered, namely trust, behavioral intentions, consumer perceived effectiveness, subjective norms, personal perceived relevance, price, consumer knowledge, and attitudes.

Base on the results of data analysis, it was found that price, trust and consumer knowledge are the three main factors that influence purchasing decisions related to organic food consumption behavior, while consumer perceived effectiveness and subjective norms ranked the lowest among all factors considered. So this research is expected to help business develop key policies to accelerate the demand for organic food in the market and expand local sales.

Keywords: purchase behavior, organic food, purchase decision, price, trust attitude, fuzzy AHP