FACTORS AFFECTING CONSUMER LOYALTY OF ORGANIC PRODUCTS IN THE JABODETABEK REGION

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Abstract

Public awareness of the importance of health is beginning to develop. Eating patterns with the consumption of organic products are increasingly rising along with the public's concern for environmental sustainability. A lifestyle that includes consuming organic products has also become a choice for the community, driven by the desire for a healthy life. Many factors influence the consumer loyalty of organic products, both internal and external factors. The purpose of this research is to analyze how health awareness, social networks, and product quality affect consumer loyalty of organic products. This study uses the convenience sampling technique. Primary data were obtained through the distribution of questionnaires both online and offline to respondents who consume organic products in Jabodetabek. As many as 250 respondents filled out and returned the distributed questionnaires. Data were analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM). Data analysis was conducted using descriptive and inferential statistical techniques to determine the influence between variables through hypothesis testing in accordance with the constructed model framework. The research results show that health awareness, social networks, and consumer loyalty have an impact on the actual purchase of organic products.

Keywords: Health Awareness, Social Network, Product Quality, Consumer Loyalty

1. INTRODUCTION

The consumption of organic products worldwide continues to increase every year, including in Indonesia with a growth of 15–20 percent. (Kemlu, 2021). The increase in organic product consumption is driven by several factors, including rising purchasing power, public concern for environmental sustainability, and healthy lifestyle choices. Rice, fruits, vegetables, chicken, eggs, milk, yogurt, and plantation products (honey, coffee, and vanilla) are all types of organic products that are easily available in Indonesia.

The largest consumption of organic products is in DKI Jakarta. (alinea.id, 2021). Organic products in Indonesia account for 0.03% of global demand, with per capita expenditure of US$0.06 in 2021. Considering the growth in demand for organic products up to 2021 and the development of the economy in Indonesia, the potential for organic products is very positive in the long term, resulting in an estimated Compounded Annual Growth Rate of 6.1% for the period 2021-2026 (Organic Trade Association, 2022).

Survey conducted by Licorice (2020) shows that organic products are quite popular in Indonesia, and the number of people consuming organic food continues to increase. According to the Indonesian Organic Agriculture Survey, the number of organic food producers in Indonesia increased by about 56% in 2015. More than 50% of respondents stated that they consume organic products because they are good for the body, healthy, safe, and help preserve the environment. Organic products are a healthy source for the community (Khan et al., 2022; Yeo, Tan, Tsang, Tam, and San, 2022) because the products are produced through processes that do not use synthetic fertilizers, pesticides, or raise animals without medications or antibiotics. (Seyfang, 2006). Agricultural companies that produce organic products have conducted various promotions to attract more consumers who consume organic products. Information about products grown in environmentally friendly places is easily found through social networks. (Andersen 2007) Organic farming produces natural products without pollution and is processed according to organic farming production regulations and standards worldwide. (Li dan Cui, 2021).

The trend of a healthy lifestyle is also reflected in Indonesia, but the number of consumers purchasing organic products has not met expectations. The consumption of organic products can be encouraged through a good understanding of consumer behavior. Various factors that influence the actual purchase of organic products include health awareness, social networks, and the quality of organic products. Understanding these factors can benefit producers and marketers of organic products in order to improve services and sales as well as develop the market for organic products.

Health awareness is important in shaping consumer attitudes towards organic products and encouraging consumer loyalty of organic products. Consumers believe that organic products contain higher levels of nutrients than non-organic products, which have lower levels of magnesium, phosphorus, vitamin C, iron, nitrates, and pesticide residues. (Hill dan Lynchehaun, 2002). Encouraging consumers to have a positive attitude towards organic products is very important, especially considering the level of health awareness in their daily activities (Yadav, 2016; Wang, 2019). Health awareness refers to consumers' understanding of health status, changes in health status, and the emphasis placed on health requirements. Therefore, health awareness is crucial in shaping consumers' attitudes towards organic products and promoting the actual purchase of organic products.

The use of social networking sites has become a means to obtain and disseminate information about organic products (Danner and Menapace, 2020). Social networks can accelerate and prompt consumers to share their opinions and freely express their views on buying and consuming organic products. Consumers often share information about goods, social conditions, events, diets, and health-related issues (Puerta et al., 2020) through social networks, which can encourage the consumption of organic products as part of a healthy lifestyle (Katsal, 2015). Social networks influence consumer loyalty of organic products (Daniswara et al.). (2020).

Product quality is important in shaping consumer attitudes towards organic products and encouraging consumer loyalty of organic products. High-quality organic products serve as a motivator for consumers to adopt a positive attitude towards organic products, not only based on product attributes but also on the concepts of health and quality. Kuster and Vila (2017) identify key aspects in selecting high-quality organic products, including lifestyle factors that are often used to describe how consumers make informed decisions. The behavior of consuming quality products allows an individual to achieve a complete overall condition of physical, mental, and social health and be less prone to diseases (World Health Organization, 2007), thus product quality is important in shaping consumer attitudes towards organic products and encouraging the consumer loyalty of organic products.

Consumer Loyalty is the formation of attitudes and behavior patterns of a consumer in the purchase and use of products resulting from previous experiences. Consumer loyalty is a reliable measure that can be relied upon to determine consumer consumer loyalty and enhance purchases with consistent buying behavior. (Griffin, 1995 dalam Aunalal et al., 2017). Oliver (1993) defines Consumer Loyalty as a commitment to thoroughly maintain by making repeat purchases or resubscribing periodically in the future. although circumstances change and marketing efforts have the potential to cover attitude changes. The concept of

consumer loyalty is much more related to behavior than attitude. Consumer loyalty can be determined by exploring if consumers consider themselves loyal customers, as well as if they consider the service or product to be the best choice for them. (Kim dan Niehm, 2009). In addition to consumer loyalty attitudes, consumer loyalty is measured by the number of customers who remain with their service providers (Zeithaml, Berry, and Parasuraman, 1996). Consumer loyalty behavior refers to how someone behaves, such as liking a particular product or service and the intention to repurchase that product. Consumer loyalty is also referred to as the psychological and emotional condition of customers and their desire to repurchase and recommend certain services or goods. (Zeithaml et al. 1996). The purchase of organic products greatly influences attitudes and has a significant and positive relationship that subsequently leads to consumer loyalty (Hyun-Joo Lee 2013). Consumer loyalty purchases can be enhanced, as consumers loyal to organic products can strengthen the bond of trust or they may perceive that their needs havebeen met. (Valeria et al., 2016). The purpose of this research is to analyze the influence of health awareness, social networks, and the quality of organic products on consumer loyalty of organic products, both simultaneously and partially.

2. THEORETICAL FRAMEWORK

2.1 Consumer Behavior Theory

Consumer behavior from the marketer's perspective can be defined as a study that uses experience to improve and introduce products or services, set prices, plan channels, compose messages, and develop other marketing activities. (Kotler 2007).

2.2 Consumer loyalty (Y)

Consumer loyalty purchase is a strong commitment to consistently repurchase or repatronize the preferred product service in the future. (Oliver 1999). The indicators of Consumer loyallty according to Nguyen et al. (2022) and Rashid and Lone (2022) are repeat purchases, immunity to competitor products, commitment to buying the product, and meeting needs.

2.3 Health Awareness (X1)

Health awareness is the extent to which health issues are considered in an individual's daily life activities (Yadav and Pathak, 2016; Wang et al., 2019). Health awareness indicators according to Yeo et al (2021), Michaelidou (2008), Kabir et al (2022) include thinking about health, being self-aware about health, being alert to health changes, believing in a healthy lifestyle, and being responsible for health.

2.4 Social Network (X2)

Social networks are one of several factors that contribute to managing actual brand purchases. This is usually because it is an implication of continuous communication around the brand. The more convincing the buyer is about the authenticity of the item, the more they can trust a brand. (Santoso dan. Fianto, 2020). The indicators of social networks according to Devi et al (2023) consist of providing a lot of information, sharing experiences, enhancing knowledge, and social network platforms.

2.5 Product Quality (X3)

Product quality is defined as a product that is well-presented, fresh, and delicious, enabling an individual to achieve a complete state of physical, mental, and social health for a healthy life (Kotler and Keller 2016). The indicators of product quality according to Ryu et al. (2012), Wang and Tsai (2012) include taste, nutritional value, reliability, and color.

2.6 Model and Research Hypothesis

*T*he research framework model presented in Figure 2 explains that the variables Health Awareness (X1), Social Network (X2), and Product Quality (X3) affect Consumer loyalty (Y).

H1: Health Awareness influences the actual purchase of organic products.
H2: Social Network influences the actual purchase of organic products.
H3: Product Quality influences the actual purchase of organic products.
H4:Health Awareness, Social Network, and Product Quality influence the Consumer loyalty of organic products.

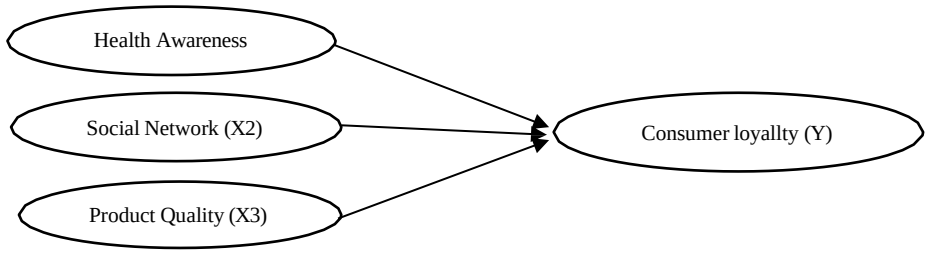

Figure 1. Research Model

3. RESEARCH METHOD

This research is of a quantitative type using primary data obtained through the collection of questionnaires both online and offline. The population in this study consists of all individuals who consume organic products in Jabodetabek. The sampling technique in this study uses a non-probability technique, specifically convenience sampling. The number of samples needed using the structural equation model according to Hair (2000) is 5 to 10 times the indicators of the latent variable. The number of indicators in the study is 32, thus the number of respondents needed is 160 to 320. The collection of online and offline questionnaires yielded 400 respondents, so this number serves as the sample for this study. The following is Table 1, which contains the operational definitions of the variables:

Table 1. Operational Definition of Variables

Number	Variable	Indicator	Reference
1	Health Awareness (X1)	1. Thinking about health 2. Self-awareness about health 3. Being alert to health changes 4. Believing in a healthy lifestyle 5. Being responsible for health	Yeo et al (2021), Michaelidou (2008), Kabir et al (2022)
2	Social Network (X2)	1. Providing a lot of information 2. Sharing experiences 3. Increasing knowledge 4. Social network platforms	Devi et al (2023)
3	Product Quality (X3)	1. Taste 2. Nutritional value 3. Reliability 4. Color	Ryu et al. (2012), Wang and Tsai (2012)
4	Consumer loyallty (Y)	1. Repeat purchases 2. Immunity to competitor products 3. Commitment to buying the product 4. Meeting needs	Nguyen et al (2022), Rashid and Lone (2022)

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

In this study, the characteristics of the respondents consist of domicile, gender, age, education level, marital status, occupation, monthly income, monthly expenditure on organic products, sources of information on organic products, time of first purchase of organic products, types of organic products ever purchased, and types of organic products ever purchased. Based on the distribution of the questionnaire, it was found that the majority of Somethinc users reside in Jakarta, accounting for 29%, because respondents from Jakarta have a higher desire to consume compared to respondents from other areas. Viewed from the gender perspective, the majority of the respondents are female because women have a greater desire to consume organic products to maintain their health. The results of the age characteristics show that the majority are aged 25-45 years, who have a greater desire to consume organic products because they promote good health. Based on the level of

education, it is dominated by Bachelor's degree holders (D3/S1), meaning that respondents with a high school/equivalent, Master's, and Doctorate degrees are not yet well-informed about the importance of consuming organic products. Based on marital status, it is dominated by those who are married, which means this status is more aware of the importance of consuming organic products.

The characteristics of respondents based on occupation are dominated by students/university students at 42%, which means that students have a higher interest in consumer loyalty. The majority of respondents with a monthly income of less than < 5,000,000 have a greater desire for the consumer loyalty of organic products. The expenditure on organic products is mostly between 300,000 – 600,000 because consumers have a greater desire to spend 300,000 each month on the consumer loyalty of organic products. The source of information obtained mostly comes from family information. Based on the timing of purchasing the first organic product, most made their purchases in the last 3 months at the supermarket. The majority of the organic products purchased were organic fruits.

4.2 Model Validity Test

According to Hair and Ringle (2017), the factor loading should generally be ≥ 0.70 and the average variance extracted (AVE) value should be > 0.50. The results of the measurement model test in Table 1:

Table 1. Results of the Model Validity Test

Variable	Statement	Loading Factor	Average Variance Extracted (AVE)
Health Awareness (X1)	X1.1	0,911	0,801
	X1.2	0,886	
	X1.3	0,898	
	X1.4	0,887	
	X1.5	0,894	
Social Network (X2)	X2.1	0,925	0,794
	X2.2	0,901	
	X2.3	0,894	
	X2.4	0,842	
Product Quality (X3)	X3.1	0,900	0,811
	X3.2	0,843	
	X3.3	0,928	
	X3.4	0,928	
Consumer loyallty (Y)	Y.1	0,959	0,906
	Y.2	0,965	
	Y.3	0,931	
	Y.4	0,953	

Source: Output Smartpls

The convergent validity test based on the loading factor value and AVE value has been fulfilled, so that all indicators in this study can be declared valid and suitable for further research (Ghozali & Latan, 2012).

4.3 Cronbach Alpha and Composite Reliability Test

Composite Reliability is the part used to test the reliability value of statements on a variable. A variable can be declared to meet composite reliability or Cronbach's Alpha if it has a value of more than 0.70 (Ghozali, 2016). The following is the composite reliability or Cronbach's Alpha value of each variable in Table 2:

Table 2. Model Reliability Test Results

Variabel	Cronbach's Alpha	Composite Reliability
Health Awareness (X1)	0,938	0,953
Social Networks (X2)	0,913	0,939
Product quality (X3)	0,922	0,945
Consumer loyalty (Y)	0,965	0,975

Source: Output Smartpls

Table 2 shows that the values of all variables for Cronbach Alpha exceed 0.60 and the Composite Reliability value exceeds 0.6. This means that all these variables can be said to be reliable.

4.4 Coefficient Of Determination (R^2)

The structural model is useful for ensuring how well the existing empirical data supports the theory or concept used. Structural model evaluation is an evaluation of the R2 value, path coefficient and model fit. The test results for the research model are in Table 3:

Table 3. Coefficient of Determination (R^2)

	R Square	Adjusted R Square
Consumer loyalty	0,820	0,818

Source: Output Smartpls

Table 3. Shows the R-Square value of the actual purchase variable on the product of 0.820. This means that the variation in health awareness variables, social networks, and product quality is able to influence the actual purchase variable of organic products by 82%.

4.5 Hypothesis Test

Hypothesis testing is carried out to determine the effect of the independent variable on the dependent variable. The following is table 4 of the hypothesis test results:

Table 4. Hypothesis Test Results

	Original Sample (O	Sample Average (M)	Standard Deviation (STDEV)	T Statistic	P Values
Social Networks -> Consumer loyalty	0,368	0,368	0,092	3,999	0,000
Health Awareness -> Consumer loyalty	0,209	0,211	0,103	2,028	0,043
Product quality -> Consumer loyalty	0,381	0,381	0,104	3,648	0,000

Source: Output Smartpls

The results of testing the first hypothesis in Table 4 show that knowledge of organic products on consumer loyalty has a probability value of 0.000 <0.05. The results of this test can be decided that H1 is accepted, which means that the health awareness variable significantly affects the consumer loyalty of organic products. People have an awareness of health, including the number of places that provide sports services such as gymnastics, fitness and so on. However, this is not enough if it is not balanced with the consumption of healthy food, especially food made from organic ingredients. By paying attention to organic food in addition to exercising can maintain their health, supported by consuming organic food can help the body's metabolism and make the body healthier and fitter. These results are the same as research from Singh and Verma (2017) that health awareness affects consumer loyalty. These results indicate that health awareness can play a significant role in shaping consumers' positive perceptions of the importance of health, which then contributes to the consumer loyalty of organic products.

The results of testing the second hypothesis in Table 4 show that the social network on consumer loyalty has a probability value of 0.043 <0.05. The results of this test can be decided that H3 is accepted, which means that the social network variable significantly affects the consumer loyalty of organic products. Currently, social networks have a function that exceeds television media, because all information can be obtained, social networks can be used as a forum for communication to discuss a topic, one of which is about organic food consumption. With the information contained on social networks, it makes people have more knowledge about organic food, and can also be a forum for transactions in purchasing organic food, therefore people can take an attitude to consume organic food to maintain health. According to Wing S. Chow and Lai Sheung Chan (2008) that social networks significantly contribute to a person's willingness to share knowledge, and directly contribute to the perceived social pressure of the organization. This result is the same as the research of Daniswara et al (2020) that social networks have a significant effect on consumer loyalty. These results indicate that social networks can play a significant role in shaping consumers' positive perceptions of obtaining organic product information, which then contributes to consumer loyalty of organic products.

The results of testing the fifth hypothesis in Table 4 show that product quality on consumer loyalty has a probability value of 0.000 <0.05. The results of this test can decide that H5 is accepted, which means that the

product quality variable has a significant effect on consumer loyalty of organic products. Organic food is an important concern for the community, because of the quality of the food that will be consumed. People have prioritized superior food, especially organic food and have become more concerned about each food consumed, what ingredients are contained in the food and the guaranteed quality of the food. Therefore, people will decide to buy and consume organic food as a mandatory thing. Ryu et al (2012) show that product quality, and service are significant determinants of restaurant image.

4.6 Model Fit Test

The fit model test is used to determine whether a model has a match with the data. The fit model in this study is seen from the SRMR value in Table 5:

Table 5. Model Fit Test

Size	Criteria	Value	Conclusion
Standardized root mean square residual (SRMR)	<0,08 (Hu dan Bentler, 1999)	0,046	*Fit*
Normed fit index (NFI)	>0,9 (Byrne, 2013)	0,861	*Marginal Fit*
RMS_{theta}	≤ 0,12 (Hair, Hult dan Ringle, 2017)	0,192	*Marginal Fit*

Source: Output Smartpls

SRMR is Standardized Root Mean Square, this value is a measure of model fit, namely the difference between the data correlation matrix and the estimated model correlation matrix (Hu and Bentler., 1999). SRMR values below 0.08 indicate a fit model. The SRMR value in the study is 0.046 <0.08, which means that the model is declared (suitable). Normed fit index (NFI) value based on criteria must have a minimum value of 0.9 (Byrne, 2013). The Normed fit index (NFI) value in this study is 0.861, this means that the Normed fit index (NFI) value is smaller and closer to 0.9, so that this research model can be said to be marginal fit. The RMStheta value based on the criteria must have a maximum value of 0.12 (Hair, Hult and Ringle, 2017). The RMStheta value in this study is 0.192, this means that the RMStheta value is less than 0.12, so this research model can be said to be marginal fit.

4.7 Diagram Route

The results of testing the Output outer model and inner model PLS Algorithm with the research model in Figure 2:

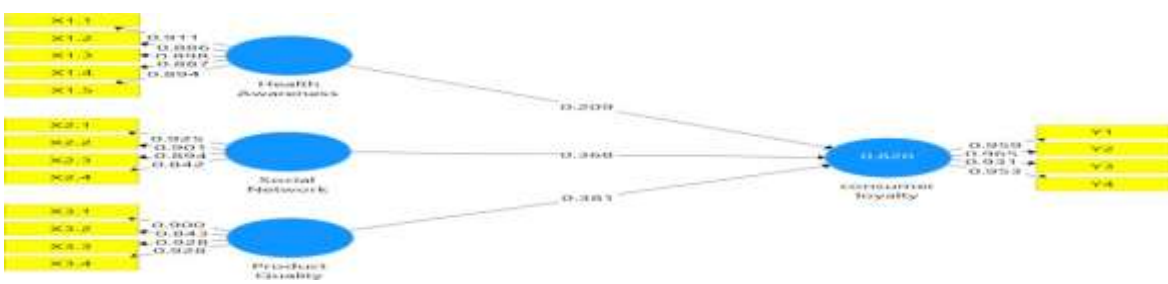

Figure 2. PLS Output Algorithm

The coefficient values of the variables of health awareness, social networks, and product quality on consumer loyalty of organic products and the coefficient value on consumer loyalty of organic products and the indicator values of all variables.

5. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

The factors that influence consumers in making consumer loyalty through attitudes towards organic products successfully collected 400 respondents domiciled in Jakarta, Bogor, Depok, Tangerang and Bekasi. Some conclusions that can be drawn from the results of this study are:

1. Health awareness affects the actual purchase of organic products. Consumers' health awareness is shown by their concern for their health, high attention to food intake, appreciating healthy and natural foods and trying to choose healthy foods. This awareness forms a caring attitude towards organic products.
2. Social networks affect the Consumer loyalty of organic products. With consumers using social networks to get information on organic products, it is one of the drivers of consumer loyalty. Consumers who feel that they know information from social networks about healthy lifestyles will encourage an increase in consumer loyalty of organic products.
3. Product quality affects the Consumer loyalty of organic products. With consumers knowing the quality of products to get organic products is one of the drivers of making consumer loyalty. Consumers who feel they know the quality of organic products will encourage an increase in consumer loyalty.

5.2 Suggestions

Referring to the results of the analysis, discussion, and conclusions regarding the consumer loyalty of organic products, several recommendations can be made for parties who have an interest. Some suggestions that can be given for further research are: Academic advice, namely based on the findings in this study, it shows that research that includes the trust dimension can focus on how this factor influences consumers towards consumer loyalty. The authenticity and relevance of information found on social networks can be an important aspect in shaping trust, which can influence consumers on consumer loyalty. By including these variables, research can further contribute to the understanding of the factors that influence consumers in consumer loyalty through attitudes towards organic products.

Practical advice is that people currently have awareness about organic food both in terms of functions and benefits obtained when consuming organic products, therefore many of the people have an attitude towards organic products, this can happen because the benefits of organic products are very high. This makes people have an attitude for consumer loyalty of organic food products.

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