

**PENGARUH KESADARAN KESEHATAN, PENGETAHUAN DAN SIKAP
TERHADAP NIAT BELI MAKANAN ORGANIK**

SKRIPSI


Diajukan Sebagai Salah Satu Syarat Untuk Mencapai Gelar Sarjana Pada
Program Studi S1 Jurusan Manajemen Fakultas Ekonomi
Universitas Andalas



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PENGARUH KESADARAN KESEHATAN, PENGETAHUAN DAN SIKAP TERHADAP NIAT BELI MAKANAN ORGANIK

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

ABSTRAK

This research is aimed at investigate the impact of health consciousness, healthy food knowledge and me impact of attitude on intention to buy organic food. Based on quantitative approach, data collected fro respondents with questionnaire. These respondents were selected purposively and acquired by mall intercept shopping malls in Padang city. A Partial Least Square (PLS) was performed to analyze the data. Statistical a revealed that health consciousness and healthy food knowledge significantly influence the intention to buy c food. It was also found that attitude mediate relationship between health consciousness, healthy food knowled intention to buy organic food. These results imply that organic food providers should ensure that the target has adequate knowledge about health in general and healthy food products.

Kata Kunci : *Health consciousness, healthy food knowledge, attitude, purchasing intention*


Skripsi telah dipertahankan di depan seminar hasil dan dinyatakan lulus pada tanggal **19 Juli 2018**

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